

# Sales & Marketing Council of Southern California

## Categories for the SMC/SC Quarterly Sales Achievement Awards (check all that apply)

- Under \$400,000
- \$401,000-\$750,000
- \$751,000-\$1.5 million
- Over \$1.5 million
- Rookie of the year

1st Quarter   2nd Quarter   3rd Quarter   4th Quarter  
(circle one)

**Candidate Name(s):**

**Address:**

**Company Name:**

**City:**

**Sales Office Telephone:**

**State:**

**ZIP Code:**

**Sales Office Fax:**

**Main Office Telephone:**

**Candidate(s) E-mail:**

### Sales Information

**Candidate(s) Net Sales During Quarter:**

**Total Units Released for Sale During Quarter:**

**Total Units Closed During Quarter:**

**Total Traffic for Quarter:**

**Total Cancellations for Quarter:**

**Total Units Remaining to be Sold:**

**Total Number of Buyer Referral Sales During Quarter:**

**Total Number of Broker Sales During Quarter:**

**Conversion Rate:**

*(Total Sales / Total Traffic) x 100*

### **Project Profile**

**Subdivision Name and Location:**

**Product Type:**

- Attached Townhome or Condominium
- Detached Single Family

**Price Range:**

**Square Footage (all plans):**

**Incentives:**

**Project and Product Obstacles**

**Please describe what unique challenges the floorplans possess:**

**Please describe any unusual obstacles the salesperson(s) had to overcome (product, location, price, etc.):**

**Selling Skills**

**Please describe how the salesperson(s) demonstrated their own creative selling abilities:**

**What measures has the salesperson(s) taken to ensure customer satisfaction?**

**What did the salesperson(s) do to exceed the buyers' expectations?**

**Comments**

**Briefly state why you think the candidate(s) should win this award:**

**Submitted by:**

**Name:**

**E-mail:**

**Special Notes:** Finalists may be required to submit a list of buyers at a later date. We invite all on-site salespeople to complete this form and submit to their supervisor for signature.