



## Best Retailer

### *Award Entry Questionnaire*

**IMPORTANT: A valid entry must include all of the following documentation.**

- A fully completed entry form with all required information (\*) completed
- Maximum 10 pages of appendices for supporting information (optional)
- A high-resolution company logo (*.jpg, .eps, .pdf, .ai., .png*)

### *About Your Organisation:*

**\*Contact Person Submitting this Entry:**

**\*Name of Company:**

**\*Email:**

**\*Country:**

**\*Phone:**

**\*Do you currently work with an Action Coach?**

Yes  No

**\*If yes, who is your coach?**

**1. Describe your core business and include your company mission statement.  
(Maximum 600 words)**

**2. What has driven your company's success and why? (Maximum 600 words)**

**3. How does your business promote/advertise your product/service?**

**(Maximum 600 words)**

**4. What are your business long term goals and how do you plan to achieve these? (Maximum 600 words)**

**5. What is your competitive advantage or unique selling point over your competitors? (Maximum 600 words)**

**6. What are your milestone achievements? Include contracts you've won, innovations you've initiated, products or services you've developed or awards you have won. (Maximum 600 words)**

**7. Please provide any notoriety public headlines/testimonials your company has received over the past 3 years. (Maximum 600 words)**



**8. Why should your business win Best Retailer? What would winning this award mean to you, your team and your business? (Maximum 600 words)**

**9. Please state your annual revenue for the past 2 years and how much it has grown?**

	2020 (£)	2020 (%)	2021 (£)	2021 (%)
Revenue				
Profit				

**10. What are your current 5 Ways Numbers?**

Lead Generation:

Conversion Rate:

No. of Customers:

No. of Transactions:

Average £ Sale:

Revenue:

Margin:

Profits:

**11. Is this the first time you have attended The Business Excellence Forums & Awards?**

Yes

No

In what year(s)?

**12. How did you hear about The Business Excellence Forums & Awards?**

Facebook

Twitter

Direct Website

ActionCOACH

Magazine/Newspaper

Referred by a friend

Other

**13. Will you be bringing any team or family members?**

Yes

How many?

No

## *How to submit your entries*

**Submit this form via email to: [awards@thebusinessexcellenceforums.com](mailto:awards@thebusinessexcellenceforums.com)**

OR by mail c/o ActionCOACH Broadlands Manor, Peckleton Lane, Leicester Forest West, LE9 9QU

## *Disposition of Entries*

Entries and materials submitted may or may not be used, displayed, shown, duplicated, published or disposed of as BizX Forums & Awards deems appropriate. We hold no responsibility to return any documents, images, or files, once submitted to us. By submitting entries, the entrant agrees to hold BizX Forums & Awards and its employees and/or sponsors exempt from any costs or expenses of any claim arising out of any such use by us. Winners must be present at the Awards Ceremony either face-to-face or virtual to receive their awards.

## *Entry Deadline*

**The entry deadline is 5pm on 14<sup>th</sup> February 2022.**

Entries received past the stated deadline will be ineligible.

## *How to Get Help*

Need answers to your questions on how to prepare and/or submit your entries?

**Visit our web site at: [actioncoach.co.uk/bizx2022](http://actioncoach.co.uk/bizx2022)**

If you can't find the answer there, please contact us at:

**Telephone:** 01284 701 648

**Email:** [freedom@actioncoach.com](mailto:freedom@actioncoach.com)