

New category  
for 2011



### **Sales Team of the Year (New or Used Cars)**

A business has to work as a team to work effectively and this new award acknowledges the power of individuals working together towards an acknowledged goal in a new and/or used car sales department in the last 12 months. The goal could be a broad one to improve business generated long-term in the showroom or on focused targets in a burst of activity.

### **What are the judges looking for?**

Clear evidence of genuine team work and motivation, the challenges faced and how teamwork overcame them in the business to show a demonstrable improvement in sales, morale, staff retention, motivation and collective inspiration to do better is essential to the judges. We will also need to see how the team helped improve customer satisfaction. Acknowledgement of the roles played by each member of the team is advisable.

Entries accepted from franchised and independent car and LCV dealers.

### **How to enter**

Contact Kate Howard on 01733 468146 or email [kate.howard@bauermedia.co.uk](mailto:kate.howard@bauermedia.co.uk)