

*CableFAX*

# **Sales Executive** of the Year Awards

*saluting cable sales leadership*



*Honoring sales excellence at cable programming  
networks, MSOs and cable operators, and ad agencies*

Linear TV • Online • Mobile • VOD • HD

**Entry Deadline:**  
March 5, 2010

# **Call For Entries**

Sales forces across cable work tirelessly behind the scenes to drive revenue and keep our dynamic marketplace growing and business moving forward. CableFAX salutes these distinguished sales leaders who set the bar. Please join your peers and enter the CableFAX Sales Executive of the Year Awards allowing us to tip our hats to you and your initiatives. Categories and entry details are as follows:

**CableFAX Sales Executives of the Year will receive:**

- Crystal Award
- Recognition at an awards event on June 9, 2010 in New York City
- Special winners logo button ad and stickers to use for marketing purposes
- Coverage in *CableFAX Daily* Special Awards Issue
- Promotion via press releases and other marketing initiatives
- Announcement and coverage on cablefax.com

**Award Categories**

**Winners will be awarded in the following categories:**

(sub-categories will be judged separately and receive separate awards):

**Sales Person of the Year (VP and Above):**

- National Cable Sales
- Local Ad Sales
- Regional Ad Sales
- Web/online
- Business to Business Sales

**Sales Person of the Year (Below the VP Level):**

- National Cable Sales
- Local Ad Sales
- Regional Ad Sales
- Web/online
- Business to Business Sales

**Sales Team of the Year:**

- National Cable Sales
- Local Ad Sales
- Regional Ad Sales
- Web/online
- Business to Business Sales

**Most Creative Sales Pitch:**

- National Cable Sales
- Local Ad Sales
- Regional Ad Sales
- Web/online
- Business to Business Sales

**Rookie Sales Person of the Year:**

- Affiliate Sales
- National Cable Sales
- Local Ad Sales
- Regional Ad Sales
- Web/online
- Business to Business Sales



**Affiliate Sales Person of the Year:**

- Emerging Networks (with carriage of 30 million or fewer)
- Mid-Size Networks (with carriage of 30-60 million)
- Large Networks (with carriage of 60 million or above)
- Web/online sales

**Launch Team of the Year:**

- HD Networks
- Cable Networks
- Series
- Web/online
- Business to Business

**Brand Integration Team of the Year:**

- Linear TV
- Web/online

**CableFAX Sales Hall of Fame:**

A Hall of Fame award is bestowed upon an executive who has grown through the sales ranks to the level of President, VP, Director, etc; one whose name speaks to his or her excellent reputation in driving revenue and relationships; who has earned the respect of his or her peers in and outside of the cable community. Hall of Fame nominees should demonstrate a career of sales success. (Open to current and retired executives in all areas of cable sales).

**Out of Box Categories:**

- The Relentless:** This award will go to the sales person or sales leader who never takes no for an answer, who is relentlessly going after business until it can be closed. Anecdotes encouraged.
- The Renewer:** This award honors the sales person with the most impressive number of renewed contracts year over year.
- The Woo-er:** This award recognizes the salesperson or sales leader who is at the top of his or her game in generating new business, consistently adding an impressive number of clients to the roster.
- Best Internal Sales Contest:** This award recognizes a company-run competition that inspired the team and led to increased sales.
- Most Creative Program Sold to Client:** This award recognizes a client-centric program that exceeds advertisers' expectations with its creativity and high return on investment.

**General Entry Rules**

**Eligibility:**

This awards program is open to cable sales and business development executives, account managers, advertising executives, team leaders and team members whose primary responsibility is to sell advertising, sponsorship, and affiliate programs for cable programming networks, and cable operators, and ad agencies either for linear, online, mobile, HD or VOD.

**Additional Eligibility Requirements:**

- Judging period is January 2009 to March 2010.
- The awards are open to any cable professional who is involved at least part-time in sales or sales management.
- Outside contract sales executives are eligible.
- Self-nominations are accepted.
- All entries will be treated with the strictest confidence.

**How to Enter**

Please provide a written synopsis describing why the nominee/team should receive an award and include supporting material (1-2 pages). We want to hear how you, your team or the person you are entering best match the category criteria. Please include specific details of ideas and pitches involved.

Include:

- Areas of Responsibility
- Specific Sales or Sales Leadership Successes, including metrics if possible
- Sales or Leadership Hurdles/Challenges Overcome
- Description of your Best Client/Agency Relationships
- Testimonials and References (if you have them)
- For Hall of Fame, describe nominee's contributions to cable sales over his/her career.

**Sending Your Entry:**

Please include:

- Five Copies of the Entry Form
- Five Copies of Your Written Entry (1-2 pages)
- Five Copies of any Supporting Material

**Mail Entries To:**

Mary-Lou French  
 CableFAX Sales Executive of the Year  
 Access Intelligence  
 4 Choke Cherry Road, 2nd Floor  
 Rockville, MD 20850

**Entry Fees**

The price of each entry is \$300. If you submit the same entry into multiple categories, the additional fee is \$175 per entry. There is a late payment surcharge of \$175 per entry. Payment in full must accompany the entry. Entry fees are non-refundable.

**Deadlines**

Entries must be postmarked by Friday, March 5, 2010. Entries postmarked between March 6 and March 13, 2010, please add a \$175 late fee per entry.

**More Information**

**Questions:** Contact awards coordinator Rebecca Stortstrom at [rebecca@accessintel.com](mailto:rebecca@accessintel.com) or 301-354-1610.

**Sponsorship Info:**

Contact publisher Debbie Vodenos at [dvodenos@accessintel.com](mailto:dvodenos@accessintel.com) or 301-354-1695.

**CableFAX Sales Executive of the Year Awards Entry Form • Deadline: March 5, 2010 Detach and return with entry**

Full payment must accompany all entries/entry packets. If you are paying by check, make a note as to how many entries you are paying for. Please ensure you complete all sections below and provide all required details with your entry. This entry form can also be found at [www.CableFAXSalesAwards.com](http://www.CableFAXSalesAwards.com).

**Categories:**

(Check those you are entering.)

**Sales Person of the Year (VP and Above)**

- National Cable Sales
- Local Ad Sales
- Regional Ad Sales
- Web/online
- Business to Business Sales

**Sales Person of the Year (Below the VP Level)**

- National Cable Sales
- Local Ad Sales
- Regional Ad Sales
- Web/online
- Business to Business Sales

**Sales Team of the Year**

- National Cable Sales
- Local Ad Sales
- Regional Ad Sales
- Web/online
- Business to Business Sales

**Most Creative Sales Pitch**

- National Cable Sales
- Local Ad Sales
- Regional Ad Sales
- Web/online
- Business to Business Sales

**Rookie Sales Person of the Year**

- Affiliate Sales
- National Cable Sales

- Local Ad Sales
- Regional Ad Sales
- Web/online
- Business to Business Sales

**Affiliate Sales Person of the Year**

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**Launch Team of the Year**

- HD Networks
- Cable Networks

- Series
- Web/online
- Business to Business Sales

**Brand Integration Team of the Year**

- Linear TV
- Web/online

**Sales Hall of Fame**

- CableFAX Sales Hall of Fame

**Out of Box**

- The Relentless
- The Renewer
- The Woo-er
- Best Internal Sales Contest
- Most Creative Program Sold to Client

Title of Entry (as you'd like it to appear on your award)

City

Contact Name/Job title

State/Zip

Company Name

Telephone of Contact

Agency Name (if applicable)

Fax

Contact Address

Email Address (Required)

**ENTRY FEES**

- Primary entry \$300 each \$ \_\_\_\_\_
  - Secondary entry of same campaign\*\* into one or more categories \$175 each \$ \_\_\_\_\_
  - Late entry fee (for entries sent between March 6, 2010 and March 13, 2010) \$175 each \$ \_\_\_\_\_
- Total \$ \_\_\_\_\_

**PAYMENT OPTIONS**

- Check (payable to Access Intelligence/CableFAX)  Money Order
- Mastercard  Visa  Discover  American Express

Credit Card # \_\_\_\_\_

Exp. \_\_\_\_\_

Print name of card holder \_\_\_\_\_

Signature \_\_\_\_\_

The late entry fee must be applied to each individual entry postmarked after March 5, 2010.

\* Payment in full must accompany the entry.

\*\* If your organization is entering another campaign, please submit separate entry form.

**Entry fees are non-refundable.**

**Access Intelligence Federal Tax ID#: 52-2270063**

# The Annual CableFAX Sales Executive of the Year Awards FAQs



## How are the entries judged?

Entries are judged by Cable industry executives, as well as the staff of *CableFAX Daily* and *CableFAX: The Magazine*. We evaluate your entry based on the criteria listed in this awards brochure, including above par sales performance for the year, strong leadership skills and the ability to close deals.

## Who is eligible to win an award?

The annual CableFAX Sales Executive of the Year Awards are open to cable sales and business development executives, account managers, advertising executives, team leaders and team members whose primary responsibility is to sell national or local advertising, sponsorships, and affiliate programs for cable programming networks and cable operators, and ad agencies either for linear, online, mobile, HD or VOD. It is open to all sales/business development job titles — from Account Manager and Sales Director to Senior Vice President to President.

## Where and when will the reception be held?

The winners and honorable mentions will receive their CableFAX Sales Executive of the Year Award during an awards breakfast on June 9, 2010 in New York City.

## How do I increase my chances of winning an award?

Provide a succinct summary, approximately two pages, and other supporting material as necessary, including specifics on sales growth, deals signed and measurable metrics.

## When will I be notified about the status of my entry?

You will be contacted by CableFAX staff regarding the status of your entry only if you are named a finalist. Finalists are notified 30-60 days in advance of the CableFAX Sales Executive of the Year Awards Breakfast.

## Is this awards program affiliated with any industry organizations?

The CableFAX Sales Executive of the Year Awards program is an independent competition unaffiliated with any other cable organization. Your entries are held in strict confidence by the judges and CableFAX.

## About Us

CableFAX is the most trusted brand in the industry, providing cable executives with the most original, comprehensive and insightful overview of the latest industry news and strategic initiatives. CableFAX offerings include a wide range of resources for cable professionals, including *CableFAX Daily*, *CableFAX: The Magazine*, award programs, webinars, special reports, networking events and workshops.

