

Person Centred Award for Salesperson of the Year

Award overview

The Award for Salesperson of the Year recognises a Salesperson who achieves outstanding results in leading and driving sales of retirement living units/apartments (independent and/or 'care' or 'serviced' apartments) at one or more retirement villages.

The Salesperson will demonstrate capability in developing and implementing sales strategies, delivering an exceptional customer experience, demonstrating strong resident and community engagement, effective collaboration with village management, maintaining strong governance together with leadership, coaching and mentoring skills.

Entries will be shortlisted in each region (NSW/ACT, SA/NT, VIC/TAS, WA and QLD) with the regional winners making up the five national finalists. Eligible entries have not previously won the National Award. Previous regional winners are eligible for nomination.

The award is open to members of the Property Council of Australia only.

Key dates

- Nominations close: 11 October 2024
- Judging – online reviewing of all entries and shortlist confirmed: 14 October to 1 November 2024
- Judging interviews (shortlisted entries only): 11 to 27 November 2024
- Regional finalists announced: 3 December 2024
- Regional winners announced at Property Council state retirement living events:
 - QLD: Tuesday 18 February 2025, Brisbane
 - NSW/ACT: Thursday 20 February, Sydney
 - VIC/TAS: Tuesday 25 February, Melbourne
 - SA/NT: February 2025 (Date TBC), Adelaide
 - WA: Thursday 13 March 2025, Perth
- Regional winners confirmed as national finalists
- National finalists announced: 13 March 2025
- National winners announced: 19 June 2025, Brisbane

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Judging criteria

The Property Council has a Retirement Living Management Capability Framework for the sector. The Framework contains seven domains, one of which applies to sales professionals (the “Sales Professionalism” domain).

The Framework and each domain are explained in [this report](#).

The judging panel will review the Salesperson through both **WHAT** the Salesperson has delivered (i.e. results achieved) and **HOW** the Salesperson achieved these results as follows:

Criteria	Weighting
Customer experience and product/ value proposition knowledge (200 words maximum) <ul style="list-style-type: none"> • Appropriate and rewarding prospective resident experience – including demonstrating a thorough understanding of the retirement village value proposition, the product/DMF options and financial implications, an enjoyable and informed/responsive experience for prospective residents and their families/carers. Explain your sales approach and provide testimonials and post-occupancy evaluations if appropriate • Explain your delivery of transparent and easy to understand descriptions for entry pricing, ongoing service fees, reinstatement costs and departure fees/payments • Explain if/how you encourage potential residents to make an informed decision on whether a retirement village is suitable for them and how you ensure that they understand the financial implications of the contracts etc – e.g. who do you encourage them to consult with/seek advice from before signing a contract? • Overcoming objections; follow up etc. Provide examples of how you assist people to make their decision, your follow up processes and your waiting lists approach. Outline issues which have been raised by prospective residents and outline your actions to create a resolution which is satisfactory for the potential resident/s and in ensuring you have achieved your sales results • In your answer, identify how you have achieved the Sales Professionalism domain within the Retirement Living Management Capability Framework 	30%
Achievement of excellent sales results (400 words maximum) <ul style="list-style-type: none"> • Number and value of sales delivered; comparison to budget/target (number and value), conversion rates – enquiries to inspection to deposit/settlement • Number of sales/referrals from existing residents • Consistency of results across multiple review periods • Pipeline management including maintenance of sales management/CRM, waiting lists, follow up with potential residents • Number of cancellations 	30%

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Criteria	Weighting
<ul style="list-style-type: none"> Any other relevant information, e.g. feedback from recent incoming residents, letters of commendation In your answer, identify how you have achieved the Sales Professionalism domain within the Retirement Living Management Capability Framework. 	
Sourcing enquiries including community and prospective resident engagement (200 words maximum)	25%
<ul style="list-style-type: none"> Outline details of your community engagement activity over at least the previous 12 months and the results achieved Outline details of your existing resident engagement activity over a recent 12-month period and the results achieved (e.g. preparedness of residents to refer/assist the sales team, number and value of resident referrals and conversion rates) What do you consider the best way to develop and convert leads at a local level – what is your contribution to lead generation (vs the marketing teams). Has this been successful for you? In your answer, identify how you have achieved the Sales Professionalism domain within the Retirement Living Management Capability Framework 	
Leadership, professional development and collaboration (200 words)	10%
<ul style="list-style-type: none"> Discuss the nominee's leadership, development and mentoring of others involved in the sales process Collaboration with others involved in the sales process including corporate/head office staff, local management and marketing team etc (Please provide testimonials from other involved in the sales journey – if appropriate) Outline your professional development approach for yourself, and if relevant, others your work with/mentor (this does not need to be limited to sales training, but any development activity to ensure that you stay abreast of market changes and deliver strong customer experience and sales leadership) Going 'above and beyond' to provide excellence in maintaining and strengthening relationships with relevant stakeholders In your answer, identify how you have achieved the Sales Professionalism domain within the Retirement Living Management Capability Framework. 	
Your pitch (150 words)	5%
<ul style="list-style-type: none"> What makes you a compelling nominee for the Salesperson of the Year Award (i.e. your personal value proposition) – give examples and/or testimonials if possible 	

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Nomination details

The following additional information will need to be supplied with the online nomination. This information is not included in the judging criteria, however, it will assist with assessing your entry.

All entries must be submitted using the online nomination form.

Nominator/entry contact person

- Name
- Position
- Company
- Mailing Address
- Contact Number (Day)
- Email
- Mobile

Village Manager details (nominee)

- Name
- Position
- Village Name
- Mailing Address
- Contact Number (Day)
- Email
- Mobile

Additional information

- Date started at company
- Provide the nominee's brief employment history (point form, 150 words maximum)
- Length of time worked as a Salesperson
- Does the Salesperson know they are being nominated for the award?
- Has the Owner/Operator been advised of the nomination and given consent to proceed?
- Provide an overview of the village including number of residents, average age of residents, age of village, number of units/apartments, types of services/housing available (150 words maximum)

Entry marketing information

The following information will assist in promoting the entry in the official awards marketing material. Awards marketing material includes the Awards Commemorative Magazine, awards showcase videos, social media, email marketing, and the official National Retirement Living Awards website. This information is not judged against the criteria but will ensure the entry is promoted appropriately, should it become a finalist or winner.

Marketing Synopsis

To assist the organiser in promoting the nomination within awards marketing material, a summary about the entry and why it stands out should be provided. The synopsis should be no more than 80 words.

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Entry photos

Supporting images assist us in promoting entries. Images are not required to be submitted with the online submission. However, images will be required if the entry is shortlisted. If images are available before the submission deadline, we encourage these to be included with the submission.

In the event that images are required, we require maximum of 6 images (minimum of 4 images is mandatory). Entries must include 1-2 profile photos of the nominee.

Image requirements:

- landscape format
- jpg, png or .eps format
- high resolution (300dpi)
- minimum 1920px
- maximum file size of 5MB each

Additional supporting information, such as video links, village fact sheets, written testimonials, etc., may also be uploaded along with the required images.

Hero Image – If there is a preferred image to represent the project throughout the Awards Program, please label this as “Hero Image” before uploading (the Hero Image should be landscape if possible and a min file size of 4MB)

People’s Choice Award

National finalists for this award will be eligible for the **People’s Choice Award for Best Retirement Community** provided the national finalist represents a single community. In the event the Salesperson represents more than one community, they may nominate a single community to be considered for the People’s Choice Award.

Voting is via our online voting poll which opens from **23 April to 21 May 2025**.

If the entry represents a single community and to be considered for the People’s Choice Award, please provide a hero image and confirm the village name as part of the online submission.

Awards ceremony details

The national award winners will be presented at the National Retirement Living Awards Gala Dinner on Thursday 19 June 2025 in Brisbane. Should the nominee be successful in winning this award, but unable to attend the awards gala dinner, who will be receiving the award on their behalf, at the event?

- Name
- Position
- Company
- Mobile
- Email

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Conditions of entry

- Entry in the Award for Salesperson of the Year costs \$250 (including GST) per nomination.
- Nominees must be directly involved in the sales process and should demonstrate evidence of direct contribution to sales results and customer experience.
- The Property Council of Australia will acknowledge regional winners in NSW/ACT, SA/NT, QLD, VIC/TAS, and WA. Regional finalists must be available to attend their respective regional event. Winners of the regional award will progress to the national competition as national finalists.
- National finalists must be available to attend the National Retirement Living Summit or register for the National Retirement Living Awards Gala Dinner, which will be held in Brisbane on Thursday, 19 June 2025.
- The award is open exclusively to members of the Property Council of Australia. Both the nominee and nominator must be members.
- Both self-nominations and third-party nominations are welcomed.
- Before submitting a nomination, the nominator must ensure they have obtained permission from the owner, client, or contractor.
- All entries must be submitted via the online nomination form.
- Entries must adhere to the word limit specified in the online nomination form. Judges will not consider the formatting or presentation of entries.
- Nominees must include 4-6 images to support their submission. Additional relevant material may be uploaded as an appendix in .pdf format only.
- Entries will be reviewed online and shortlisted to progress to the interview stage
- Shortlisted entries should be prepared to attend an interview with a judge, if necessary. Interviews will be held from 11 to 27 November 2024
- All nominations and their contents will remain the property of the Property Council of Australia.
- Entries are exclusive to the Property Council of Australia National Retirement Living Awards, and no private or professional details will be shared with external contacts.
- The judge's decision is final, and no communication will be entered into regarding the final decision.
- The Property Council of Australia reserves the right to publish the results and winner details.
- All entries must be received and paid for by 5:00 pm (AEST) on Friday, 11 October 2024.