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## Recognizing the Individual who is your Brand – **Your Sales Staff**



Celebrate the 7<sup>th</sup> year of PHBIA's Provincial New Home Sales Award with your entry. Your sales team represents your brand and is the face of your business. The homebuyer's primary interaction with the company is your sales team and they set the tone of who you are, what you stand for, how you do business, and set the expectations for the entire buying experience. The **Crystal Awards** recognize the outstanding relationship that your sales representative has established with those that walk in your show home doors.

Enter your best Sales Person (People) and give them an opportunity to be presented with their Crystal in Jasper at the Canadian Home Builders' Association – Alberta's Provincial Conference in September.

Additional entry forms are available on our website, [www.phbia.com](http://www.phbia.com).

Good Luck!

Helen Webster  
Executive Director, PHBIA

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Name of Sales Person: \_\_\_\_\_ Company: \_\_\_\_\_

If employed for less than 12 months state number: \_\_\_\_\_

# of Sales vs # of Budgeted Sales in the 12 months ended May 31<sup>st</sup> 2009 \_\_\_\_\_ vs \_\_\_\_\_

Question	Scale - 1 is "poor" - 10 "excellent"									
<b>ORGANIZATION AND ADMINISTRATION SKILLS</b>										
1. Gives adequate notice to staff to carry out work.	1	2	3	4	5	6	7	8	9	10
2. Economically controls advertising materials.	1	2	3	4	5	6	7	8	9	10
3. Properly coordinates client meetings.	1	2	3	4	5	6	7	8	9	10
4. Clearly and precisely details plan changes and descriptions.	1	2	3	4	5	6	7	8	9	10
5. Budgets effectively.	1	2	3	4	5	6	7	8	9	10
6. Maintains an orderly file system.	1	2	3	4	5	6	7	8	9	10
7. Ensures accurate documentation is maintained.	1	2	3	4	5	6	7	8	9	10
8. Keeps a clean and well-maintained show home.	1	2	3	4	5	6	7	8	9	10
9. Recommends improvements to the show home environment.	1	2	3	4	5	6	7	8	9	10
10. Properly records traffic flows.	1	2	3	4	5	6	7	8	9	10
<b>Score</b> (for PHBIA office use only)										

<b>COMMUNICATION AND PROBLEM SOLVING SKILLS</b>										
1. Communicates politely and respectfully with office staff.	1	2	3	4	5	6	7	8	9	10
2. Develops open, on-going and effective working relationships with site managers.	1	2	3	4	5	6	7	8	9	10
3. Develops open, on-going and effective working relationships with clients.	1	2	3	4	5	6	7	8	9	10
4. Gives out accurate information.	1	2	3	4	5	6	7	8	9	10
5. Follows company's policies and procedures.	1	2	3	4	5	6	7	8	9	10
6. Listens to and acts upon concerns expressed to them.	1	2	3	4	5	6	7	8	9	10
7. Is easily accessible by clients and staff.	1	2	3	4	5	6	7	8	9	10
8. Effectively handles challenging customer situations to the satisfaction of both parties.	1	2	3	4	5	6	7	8	9	10
9. Solves problems independently.	1	2	3	4	5	6	7	8	9	10
<b>Score</b> (for PHBIA office use only)										

<b>QUALITY MANAGEMENT AND EDUCATION</b>										
1. Overall construction process knowledge.	1	2	3	4	5	6	7	8	9	10
2. Knowledge of extras and options.	1	2	3	4	5	6	7	8	9	10
3. Keeps up-to-date with competitors' offerings.	1	2	3	4	5	6	7	8	9	10
4. Advises you and/or the site supervisor of quality problems with trades or suppliers.	1	2	3	4	5	6	7	8	9	10
5. Taken courses to improve sales knowledge in the past 3 years.*	1	2	3	4	5	6	7	8	9	10
6. Taken courses to improve construction knowledge in the past 3 years?*	1	2	3	4	5	6	7	8	9	10
7. Ability to pre-qualify prospects for new home financing.	1	2	3	4	5	6	7	8	9	10
<b>Score</b> (for PHBIA office use only)										

**Private and Confidential**

**PHBIA NEW HOME SALES PROFESSIONAL AWARD QUESTIONNAIRE**  
**To be completed by the *Sales Manager*, cont'd**

\*List additional course/seminar names outside PHBIA that have been taken.

Name of Sales Manager: \_\_\_\_\_

Company: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Telephone Number: (\_\_\_\_) \_\_\_\_\_

**Private and Confidential**

**PHBIA NEW HOME SALES PROFESSIONAL AWARD QUESTIONNAIRE**

To be completed by the *Construction Manager* or equivalent

Name of Sales Person: \_\_\_\_\_ Company: \_\_\_\_\_

The above has been nominated for a provincial level Professional Sales Professional Award. Your cooperation in completing and returning the form directly to PHBIA is vital to the success of the award. All information is treated in the strictest confidence. No information will be released to any person outside PHBIA and will be destroyed on completion of a satisfactory audit of the award.

Question	Scale - 1 is "poor" - 10 "excellent"									
<b>ORGANIZATION AND ADMINISTRATION SKILLS</b>										
1. Is adequate notice given to construction staff to carry out work?	1	2	3	4	5	6	7	8	9	10
2. Are client meetings properly coordinated?	1	2	3	4	5	6	7	8	9	10
3. Are home plan changes and descriptions clear and precise?	1	2	3	4	5	6	7	8	9	10
<b>Score</b> (for PHBIA office use only)										

<b>COMMUNICATION AND PROBLEM SOLVING SKILLS</b>										
1. Is the sales person polite when dealing with construction staff?	1	2	3	4	5	6	7	8	9	10
2. Are open, on-going and effective working relationships with site managers developed?	1	2	3	4	5	6	7	8	9	10
3. Is accurate construction information given out?	1	2	3	4	5	6	7	8	9	10
4. Are the company's policies and procedures followed?	1	2	3	4	5	6	7	8	9	10
5. Are concerns listened to and acted upon?	1	2	3	4	5	6	7	8	9	10
6. Is the sales person readily accessible?	1	2	3	4	5	6	7	8	9	10
<b>Score</b> (for PHBIA office use only)										

<b>QUALITY MANAGEMENT AND EDUCATION</b>										
1. Rate the sales person's overall construction process knowledge?	1	2	3	4	5	6	7	8	9	10
2. Rate the sales person's knowledge of extras and options?	1	2	3	4	5	6	7	8	9	10
3. Are you and/or the site supervisor advised of quality problems with trades or suppliers?	1	2	3	4	5	6	7	8	9	10
<b>Score</b> (for PHBIA office use only)										

Construction Manager (√) or Title: \_\_\_\_\_

Name: \_\_\_\_\_

Company/Division: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

# PHBIA NEW HOME SALES PROFESSIONAL AWARD QUESTIONNAIRE

Sales Professional Name: \_\_\_\_\_

Company: \_\_\_\_\_

## List of Homebuyers Who Took Possession in the Last 12 Months (No Spec Homes)

<u>Homebuyer Name(s)</u>	<u>Phone #, home</u>	<u>Phone #, work</u>
1. Name: Address:		
2. Name: Address:		
3. Name: Address:		
4. Name: Address:		
5. Name: Address:		
6. Name: Address:		
7. Name: Address:		
8. Name: Address:		
9. Name: Address:		
10. Name: Address:		
11. Name: Address:		