

## ***Direct Seller of the Year Award - New***

### **RECOGNIZING BUSINESS ACHIEVEMENT IN 2021/22**

The DSA Canada ***Direct Seller of the Year*** award honours an ISC who has made an outstanding contribution to the success of their company and team during this past year, particularly through an innovative initiative or program that contributed to sales success and positive awareness.

*The direct selling industry provides individuals with a unique and empowering income earning opportunity. We would like to recognize those individuals who have shown considerable success in the direct selling industry this past year, and who have helped to increase positive awareness of the impactful and rewarding direct selling opportunity.*

#### **CRITERIA**

**Eligibility:** All active\* ISCs of DSA member companies. Individuals must be residents of Canada.

**Nominees will be judged on the ability to illustrate and supporting examples of:**

1. Demonstrating leadership.
2. Business success, through a recent initiative or program.
3. Raising positive awareness about the direct selling opportunity.

**Additional points of support to be considered:**

1. KOI (Key Operating Indicators) or business success factors.
2. How they have raised awareness.

Four ISCs will receive an honourable mention at the Direct Sellers Day awards event, and one ISC will receive the ***Direct Seller of the Year*** award.

Please complete **this form** and submit with **supporting materials** no later than **August 31, 2022**, to [tara@dsa.ca](mailto:tara@dsa.ca).

## Direct Seller of the Year Nomination Form

ISC Name (Nominee): \_\_\_\_\_

ISC Mailing Address: \_\_\_\_\_

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

Email: \_\_\_\_\_

Company Contact Person: \_\_\_\_\_

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

### In the past 12 months, has the nominee displayed:

- Direct selling leadership - exceptional direct selling acumen and leadership in their organization, demonstrated via an innovative initiative or program.
- Business success - how their business skills translated into business success for the organization (e.g. increased sales, recruitment, retention, social media following, etc.).
- An ability to help raise positive awareness for the industry.

### Information to provide with submission:

- Example of an initiative or program where they have shown leadership.
- Key Operating Indicators or business success factors.
- How they have helped to raise awareness of the industry.
- Support materials (photos, printed materials, publicity, program presentations, videos, testimonials).

**Keeping the criteria in mind, please provide a summary highlighting why you are nominating this individual:**