



Best Independent Retailers Awards

Self-Nomination Form

With these Awards the industry shows its recognition of the professional skills and business acumen of independent electrical retailers at the Independent Business Awards organised annually by the **Independent Electrical Retailer** magazine.

Please complete and return this form to enter your company for one of the following awards:

- 1. **Best Small Independent Retailer, Consumer Electronics (turnover below £1.5 million)**
- 2. **Best Large Independent Retailer, Consumer Electronics (turnover above £1.5 million)**
- 3. **Best Small Independent Retailer, Domestic Appliances (turnover below £1.5 million)**
- 4. **Best Large Independent Retailer, Domestic Appliances (turnover above £1.5 million)**
- 5. **Best Small Independent Retailer, Consumer Electronics & Domestic Appliances**
- 6. **Best Large Independent Retailer, Consumer Electronics & Domestic Appliances**
- 7. **Best Regional Multiple Retailer**
- 8. **Best Customer Service Award**

Please tick ✓ which of the above categories you wish to enter. Then indicate below what areas your company demonstrates a superior performance in: (1 is the lowest and 5 is the highest score)

	1	2	3	4	5
• Product Knowledge	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Customer Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Staff Training	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Product Displays (windows and/or in-store)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Local Promotion/Publicity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Business Management*	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

*covering such factors of order processing, stock control, invoice payments and overall professionalism in running the business.

At a later date you will be asked to supply supporting evidence of your company's performance in the indicated areas. Also please comment on what makes your company stand out in the market place:

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Company's name:

Contact name:

Address:

Telephone number: Email:

Please ensure this form is completed and returned by Friday the 2nd March 2012.

✉ By post to; IER Magazine, Datateam Business Media, London Road, Maidstone, Kent ME16 8LY

☎ or Fax to 01622 757646

☎ Should you have any queries regarding the Awards please call Hannah Dedman on 01622 699175

