

Arun Business Awards Nominations – Hints and Tips

We are often asked why particular companies have won an award while others haven't. It's not always easy to answer that but we hope this will help.

We have approximately 12 judges, they are our category sponsors, who judge every category not just the one they are sponsoring. The judges have different backgrounds, different experiences, and different preferences but they are just like you! They are all involved with or run local businesses, many of them small businesses like most of yours.

Below we have provided hints and tips for each section of a nomination form. Most forms are similar, so we tried to cover most scenarios. Where there are questions that we've not covered please just apply the same principles.

We sometimes receive entries where there are one or two sentences for each section. That's not enough. The nomination form needs to tell our judges all about your business and its achievements – you can't do that in two sentences. Use the word limit as a simple guide.

In no more than 300 words please tell us about the company. What it does, how and why.

DO -

Use this space to tell the judges about the business.

Where it is based

What it does

When it was established

Who runs it day to day

Why does it exist

Does it solve problems or provide solutions for its customers

DON'T –

Use this space to provide your address details – we have those

Assume that the judges know your business or anything about it

Assume that the judges will do any research about your company. They are asked to rely on your entry.

In no more than 300 words please tell us what makes this business stand out from its competitors.

DO –

Tell the judges what is different about your business – exactly what makes you different from your competitors. Do you deliver, offer a loyalty scheme, provide free tea and coffee along with the winning numbers for this week's lottery – what is different about you.

If you have some great feedback from your customers please include it.

DON'T -

Just tell the judges that you are better – they want to know how.

'Rubbish' your competitors – the judges want to know about how good you are, not how bad your competition is. They may have a different view and you need to convince them about your business.

Assume that the judges will do any research about your company or will have visited. They are asked to rely on your entry.

In no more than 400 words please tell us what the business has achieved in the last year.

DO –

Tell the judges about your achievements over the past year – not the past 20 years, just one year.

If your sales have increased say by how much. A percentage is fine.

If you have taken on extra staff – how many.

If you've moved premises – why and what challenges did that bring.

If you have restructured or overcome a significant challenge, tell them about it.

Numbers / percentages are very helpful in gauging your achievements.

DON'T

Tell the judges that you managed to open your doors each day. That's expected of businesses. If you've overcome challenges to do that tell them about those challenges – see above.

In no more than 200 words please describe the important factors behind your success.

Are you famed for your shop window displays.

Do your social media posts get hundreds or thousands of likes.

Is your customer service way above others.

Do you have a standout product or service that no-one else has.

What is so very special about your business.

In no more than 300 words please tell us how you measure customer and / or staff satisfaction.

Do you undertake regular surveys

Do you spend time talking to your staff and / or customers

How does customer feedback get to you and what do you do about it or with it

What do you do with poor reviews or feedback

Please tell us about anything else you think we should know. You can also add testimonials, references or other material here.

Add whatever additional information you have here. If you have Google reviews post some here.

If you have testimonials provide them here – and in the sections above if there is room.

ABSOLUTE TOP TIP! If you are entering more than one category don't cut and paste the same information into every section. Some sections will inevitably be the same but using the same information regardless of the question isn't good practice.

We hope that helps you but if you have any specific questions please give Miriam a call on 01903 737845 – she will be happy to talk to you about her experience from previous awards and judges.