



# MAJOR ACHIEVEMENT AWARDS

## HOW TO CREATE and SUBMIT VIDEO INTERVIEWS REQUIRED VIDEO TALKING POINTS

### STEP 1 – RECORD VIDEO

- Record yourself addressing the **REQUIRED TALKING POINTS** for your category (see next page)
- **Maximum video length:** 2 minutes
- Videos taken by smartphone or tablet are acceptable.
- Focus on content. Video will **NOT** be judged on the quality of the video (i.e. professional editing with music, animation, backgrounds, etc.)

### STEP 2 – SUBMIT VIDEO

- Copy **video URL** (YouTube, Google Drive/iCloud link, Vimeo)--**NOT FILE SHARING LINK**--into “Link to Video” field of the online uploading form.
- If you are having trouble, mail the file to [cherry@greaterorlandoba.com](mailto:cherry@greaterorlandoba.com) with “MAJORS – FINAL VIDEO” in the Subject Line. In the email body, include the Category, name of the Nominee and Company.
- **NOTE: DO NOT WAIT until the last day** to submit videos to ensure that it has been received with no problems.

**Video interviews will be reviewed by home building industry professionals with the appropriate Category expertise.**

**DUE DATE** for final Video Submission: Monday, July 24

Winners will be recognized at the September 23 Awards Ceremony.

Contact Cherry Masih at [cherry@greaterorlandoba.com](mailto:cherry@greaterorlandoba.com) / 407-629-9242 with any questions.

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# REQUIRED VIDEO TALKING POINTS

- Address the **REQUIRED TALKING POINTS** for your category below.
- Videos taken by smartphone or tablet are acceptable. **Maximum video length: 2 minutes**
- Focus on content. Video will **NOT** be judged on the quality of the video (i.e. professional editing with music, animation, backgrounds, etc.)

## **Rookie Salesperson of the Year**

- What has been the biggest lesson learned during your time in new home sales?
- Give examples of how you are giving back and engaged with your local community, GOBA, SMC.

## **Salesperson of the Year - Builder Member**

- What have you done to raise your effectiveness in sales that sets you apart from other sales professionals.
- Give examples of how you are giving back and engaged with your local community, GOBA, SMC.

## **Design Counselor of the Year**

- How do you manage the navigation of customer wants, budget, company desires for profit; all for the best outcome and customer satisfaction?
- Give examples of how you are giving back and engaged with your local community, GOBA, SMC.

## **Construction Sales Team of the Year**

- What parts of the process do your team excel at to create a positive experience for buyers.
- Give examples of how you are giving back and engaged with your local community, GOBA, SMC.

## **Marketing Coordinator/Assistant of the Year**

- Tell us about your role and contribution to the overall marketing objectives of the team.
- Give examples of how you are giving back and engaged with your local community, GOBA, SMC.

## **Sales Coordinator/Assistant of the Year**

- Tell us about your role and contribution to the overall sales objectives of the team.
- Give examples of how you are giving back and engaged with your local community, GOBA, SMC.

## **Internet Salesperson of the Year**

- What is the most effective part of your process to connect buyers with product and community over the phone, chat or e-mail messages?
- What are you doing better today as the result of accumulated experiences in these media?
- Give examples of how you are giving back and engaged with your local community, GOBA, SMC.

## **Marketing Manager/Director of the Year**

- Describe the two or three most important steps in effective support to the sales efforts of your team that marketing typically undertakes.
- Give examples of how you are giving back and engaged with your local community, GOBA, SMC.

## **Sales Manager/Director of the Year**

- What is the most important factor in hiring and managing an effective salesperson?
- How do you believe you excel as a manager?
- Give examples of how you are giving back and engaged with your local community, GOBA, SMC.

## **Purchasing Manager/Director of the Year**

- Describe the impact your role played in your company's performance this past year.
- Give examples of how you are giving back and engaged with your local community, GOBA, SMC.

## **Division President of the Year**

- Give examples of how nominee gives back and engages with local community and GOBA.
- Why is nominee a great leader?