



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 **MAXIMUM**
- 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 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 22

Winners will be recognized at the October 5 Awards Ceremony.

Contact Cherry Masih at cherry@greaterorlandoba.com / 407-629-9242 with any questions.

REQUIRED VIDEO TALKING POINTS – Next Page

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?