



B.) SUBMISSION FORM 'World's Best Sales Associate at a Department Store' Award

Welcome to the IGDS WDSS Award 2025

The 'World's Best Sales Associate at a Department Store' award was launched in 2015 in Rome with the purpose of recognizing the outstanding performance by a Sales Associate in fulfilling customer expectations, commitment beyond the call of duty, product knowledge, inspiring other colleagues by being a role model and exceeding employer expectations by delivering exceptional results. Sales Associates or 'Front Liners' employed by Department Stores or by its concession brands are decisive in providing a valuable service and delivering commercial results and ultimately carry out the brand strategy.

Eligibility

Every Department Store in the world is invited to nominate their best Sales Associates.

It is entirely at the discretion of the Department Store to nominate the candidate(s) who can either be on the Department Store's payroll or the concessionaire's if he/she is working at a Department Store.

Up to two candidates per Department Store/Concession brand organisation are eligible for entering the Award competition. The candidates should be nominated by his/her supervisor and fully endorsed by the company's HR Director and CEO.

Entry into this competition is free of charge.

Procedure

The completed submission form B. should be sent by e-mail to Fiduciary Heimat Gruppe AG (HGAG) who will forward the anonymised entries to the international WDSS Jury. The submitted forms are handled on a strictly confidential basis. The Jury's evaluation will select the winner and finalists. After the Jury's verdict, all data and information will be deleted.

Prizes

The winner and finalists will be invited to the Awards Ceremony on 11th June 2025 in Seoul, South Korea as well as to the 16th World Department Store Summit 2025. The winner will have the chance to present their story on stage, where the trophies and prizes will be awarded.

Please submit your completed registration forms no later than **10 March 2025** to

silvan.lattion@heimatt.ch



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1. Administrative Information

1.1 Participating Company

Name of Department Store Company:

Positioning:.....Number of Stores:

1.2 Personal Details of Nominator (Person Filling the Form and Proposing Nominee)

For internal communication and exchange purposes, please provide the following:

First Name:Last Name:

Telephone Number:Mobile Number:

E-mail address:

Job Title/Function:.....

Postal Address:

City/Postcode:Country:

1.3 CEO of Company

First Name:Last Name:

E-mail address:

E-mail of PA:

1.4 Statement

I hereby certify that all the information provided in this submission form is both true and accurate to the best of my knowledge. I accept that in the case of any discrepancies and/or misrepresentation of facts, this nomination will be disqualified.

I hereby certify that I have read the enclosed Terms & Conditions. Yes, I agree.

I hereby acknowledge that all data shared will be handled strictly confidentially and for the organizing committee and Jury's perusal only. The data will not be disclosed to any third party. Submitted information of winner and finalists might be used in connection with the WDSS award brochures to be distributed during the Official Dinner & Awards Ceremony.

Yes, I agree.

.....

(Signature of the person completing the submission form B.)

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2. Entry Criteria

2.1 Nominee Information (Sales Associate)

Mr/Mrs/Ms: First Name: Last Name:

Job Title/Function:

Number of years in service:

Telephone Number: Mobile Number:

E-mail address:

Postal Address:

City/Postcode: Country:

2.1.1 What is your relationship with the Nominee? (*Supervisor, Direct or Indirect, please specify*):

2.1.2 In your opinion, what has the Nominee done to merit this award? (*In less than 300 characters*):

3. Questions

3.1. Commitment Beyond the Call of Duty

In the two parts below, describe a situation where the Nominee provided a service that went beyond the call of duty in maximum 600 characters each. Please tell us how the Nominee went above and beyond what was expected from them in these specific situations.

3.1.1. **Commitment to the People**

(Direct or in-direct, describe how they helped a customer within their scope of work)

3.1.2. **Commitment to the Department Store Company**

(how they helped during a crisis, or to reduce costs, or increasing net promoter scores)

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3.2. Exceeding Expectations

Describe how the Nominee helped in exceeding expectations by meeting and achieving their personal as well as the company's goals/targets. What goals were met and how did they exceed them? *(Include facts, figures, and feedback from management. Please write no more than 1200 characters.)*

3.3. Role Model

What qualities of the Nominee might make them a good Role Model or Inspiration to others? *(You may include testimonies from colleagues and management. Please write no more than 1200 characters.)*

3.4. Product Knowledge

How has the Nominee demonstrated outstanding individual product knowledge? How did they acquire it and use it towards making a sale? *(Please include increase in sales, conversion rates etc.)*

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3.5. Impact/Results

Can you please describe how the Nominee's work and commitment may have impacted the overall performance of your organization, colleagues, customers etc? How did this person impact your business with their innovative ideas? *(Please include quantitative markers to measure performance and results)*

4. Attachments

Please include the following media as a separate attachment for potential publication in the WDSS Award Magazine 2025:

- A high-resolution picture of the Nominee
- A picture of the Nominee's place of work (where they spend most of the hours)
- Optional: Any additional statements of support from colleagues

Thank you for your participation.

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