

# ENTRY KIT 2025

## NATIONAL SALES AWARDS



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# **1 National Sales Awards 2025**

Sri Lanka Institute of Marketing (SLIM) is the National body for Marketing in Sri Lanka and has been promoting marketing excellence and elevating the status of marketing since 1970. It is a member of the National Chamber of Commerce of Sri Lanka (NCCSL), Organization of Professional Associations of Sri Lanka (OPA) and Federation of Chamber of Commerce and Industry of Sri Lanka (FCCISL).

Living to our mission to establish marketing as the driving force, which enhances business and national value we are proud to welcome you to NSA 2025.

We at NSA reward high performing individuals for their efforts and achievements in the sales fraternity and provide national level recognition at Premier event, which will be held in **September 2025**.

## **Vision**

To be the Premiere event that recognizes sales excellence, rewarding and motivating sales professionals to achieve greater heights.

## **Objectives**

- To raise the standard of sales professionalism in Sri Lanka.
- To recognize and reward the Potential (Capacity) and the Performance (Capability) of sales Professionals.
- To enhance the profile of the sales profession in Sri Lanka.

# **2 Evolution of the National Sales Awards**

This prestigious Award Ceremony, a cornerstone event in the sales industry, has a rich history spanning over two decades, evolving significantly since its inception.

The event began in 2000 not as an awards program, but as a half-day training session. Companies would nominate their outstanding sales professionals, who then received specialized training from an eminent panel of industry experts. This educational initiative was followed by a celebration of their achievements, recognizing their dedication and success.

In 2010, the event took a significant leap forward with the introduction of the inaugural NASCO Awards program. This marked its transformation into the premier platform for the sales fraternity to recognize individual sales professionals across a diverse range of industries and job scopes. A rigorous screening process, conducted by an eminent panel of judges, was implemented to identify the country's top performers, thereby fostering career progression within the sales sector.

By 2020, NASCO further expanded its reach and impact by introducing recognition for performers in both B2B (Business-to-Business) and B2C (Business-to-Consumer) segments. This crucial development opened doors for individuals and organizations involved in commercial B2B activities to apply and be recognized for their exceptional performance.

The year 2023 was a landmark year as the event was relaunched as the National Sales Awards. This rebranding signified its broadened scope and elevated status as the paramount recognition platform for sales excellence nationwide. Additionally, 2023 saw the introduction of new subcategories. These subcategories had the potential to become main categories if they met specific participation criteria: a minimum of three companies and at least fifteen applications from the "other industries" segment. This initiative provided a pathway for specialized areas within the sales industry to gain prominent recognition.

### **3 Industry Today**

Organizations are seeking new customers and market opportunities, shareholders are seeking better returns on investments and customers have a variety of options to choose, so demand rises than everbefore. Can organizations survive in their complexity by innovating products and serve customers? Orwill machines be able to replace Humans in this era of tech driven infrastructure?

The Sales force has become an even more vital asset in this dynamic market to grow and sustain in any scale /nature of business. Organizations invest in sales resources, technology and infrastructure by understanding this power.

As a result of above and NSA intervention in recognizing the sales fraternity over the last two decades,perception towards sales person in social and economic context today have changed dramatically.

Purpose of a Salesman today has expanded to a role in decision making, product development, business expansions and also grooming from a purpose of selling goods and services.

Believing true strength and value of the Sales force, we at NSA will go hand in hand to create a meaningful impact with the Sales fraternity in the country.

## 4 Industry Categories

	Industry / Sector	Definition	Buyer
1	<b>Alcohol &amp; Tobacco</b>	Ready for consumption liquor & Tobacco products	Trade WS/Retail/General HORECA
2	<b>Automotive</b>	Vehicles (Cars, trucks, motorcycles), Support Services & Products, tires, batteries, paint, quick-lube, Interior/exterior detailing, etc.	End consumer & intermediaries
3	<b>Corporate Sales</b>	Business sales involve, working in a company that sells directly to the other business.	B2B
4	<b>Consumer Durables &amp; Electronics</b>	TV, Audio Systems, Home entertainment products, other furniture and electronic appliances, Air conditioners and Luxury ware, audio & video accessories	End consumer & intermediaries
5	<b>Agriculture</b>	Agriculture based products & services	End consumer & B2B
6	<b>Banking</b>	Deposits, Loans, Credit Cards, Stock Brokering, Wealth Management and Micro Financing	End consumer- Individuals and Organizations
7	<b>Financial service providers</b>	Leasing & Lending	End consumer Individuals & Organizations
8	<b>FMCG – Food</b>	Packaged and frozen foods	Intermediaries, General Institutions & General HORECA
9	<b>FMCG – Beverages</b>	Hot and Cold consumer beverages, Flavored and Natural beverages, Milk powder & supplements, Energy drinks	
10	<b>FMCG – Cosmetics &amp; Others</b>	Cosmetics, fragrances, shampoos, hairsprays, soaps deodorants, hair coloring, personal care, cleaning products, waxes, detergents, floor-care products, fabric softeners/ paper products, domestic services	Intermediaries & General Institutions
11	<b>Fashion and Clothing</b>	Fashion and Clothing Brand or clothing, Eyewear, Hosiery, Jewelry, Footwear, Accessories	End consumer & B2B
12	<b>Industrial, Manufacturing &amp; Energy</b>	Ready to use & semi completed products, Value added products derived from a manufacturing process, goods or component part for use or consumption by other industries or firms, Renewable Energy, Petroleum, Lubricants, Generators	End users & B2B
13	<b>Insurance – General</b>	Motor, Fire, Burglary, Marine, Accident – mostly 1-year policies	End users & B2B
14	<b>Insurance – Life</b>	Life & Retirement Policies	
15	<b>Healthcare &amp; Pharmaceutical</b>	Sales and promotion of pharmaceutical products, which may include medicines, or surgical devices, consumables of any form, machines, and equipment used in surgeries	Intermediaries & General Institutions (Hospitals etc.)

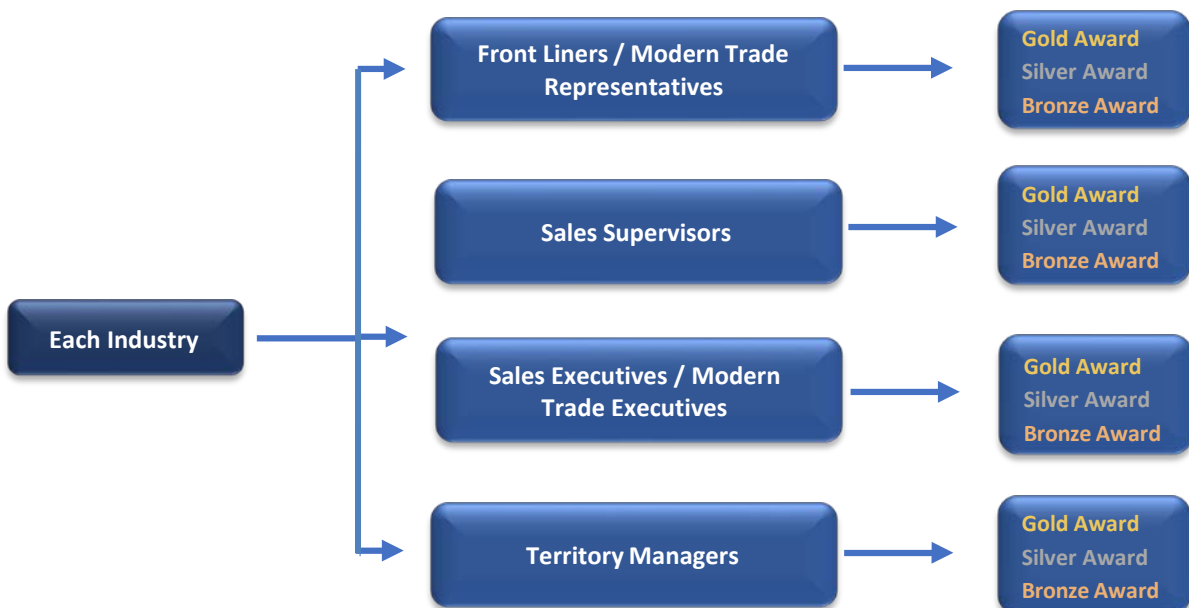
Industry / Sector		Definition	Buyer
16	<b>Shops &amp; Showrooms (Chains &amp; standalone)</b>	Tangible and intangible products and services sold from single or multiple static locations	End consumer & B2B
17	<b>Media</b>	Magazines, newspapers, web sites, consumer or trade media, radio and television stations (Inc. networks), advertising agency services	B2B
18	<b>Modern Trade</b>	Organized retail involves a more organized and coordinated approach to distribution and logistics management. It includes large players such as supermarket chains, hypermarkets, mini-supermarkets and other organized retail businesses.	B2B Retail
19	<b>Telecommunication</b>	Products & Services: Fixed / Mobile services, voice, data, cable, broadband, etc. mobile telephony devices & accessories	End consumer & B2B
20	<b>Other Industries</b>	<b>IT &amp; E Commerce</b> - Desk and portable computers, computer peripherals, software, groupware, operating systems, or any other software marketed for consumer or business users, e-commerce services	End users & B2B
		<b>Social selling</b> Use of B2B and B2C social media strategy that utilizes social networking sites and applications to generate leads, sales or one-on-one relationships with consumers.	End consumer & B2B
		<b>Quick Service Restaurant (QSR)</b> - Fast food restaurants focus on speed, convenience, and low prices to boost sales with quick service, simple menus, and value deals.	B2C
		<b>Logistics</b> - Selling of facilities and services of shipping, freight forwarding & cargo, logistics & storage	B2B
		<b>Real Estate &amp; Construction</b> - Apartments, Condominiums, Lands and Property sales & services, Construction industry Contractors & Material Suppliers	End consumers & B2B
		<b>Hospitality</b> - Ticketing, Tour Operators, Airlines, Cruises, Amusement Parks, Hotel & Recreational, MICE (Meetings, Incentives, Conferences, Exhibitions)	End consumers & B2B
		<b>Ayurvedic products</b> - Companies specializing in Ayurvedic products, which are based on traditional, Indian medicine, homeopathy and etc. More than 50% of the revenue value should come from the products which are registered at the department of Ayurvedic	End consumers & B2B
		<b>International/Export Sales</b> Sales revenue generated in international markets.	End consumers & B2B

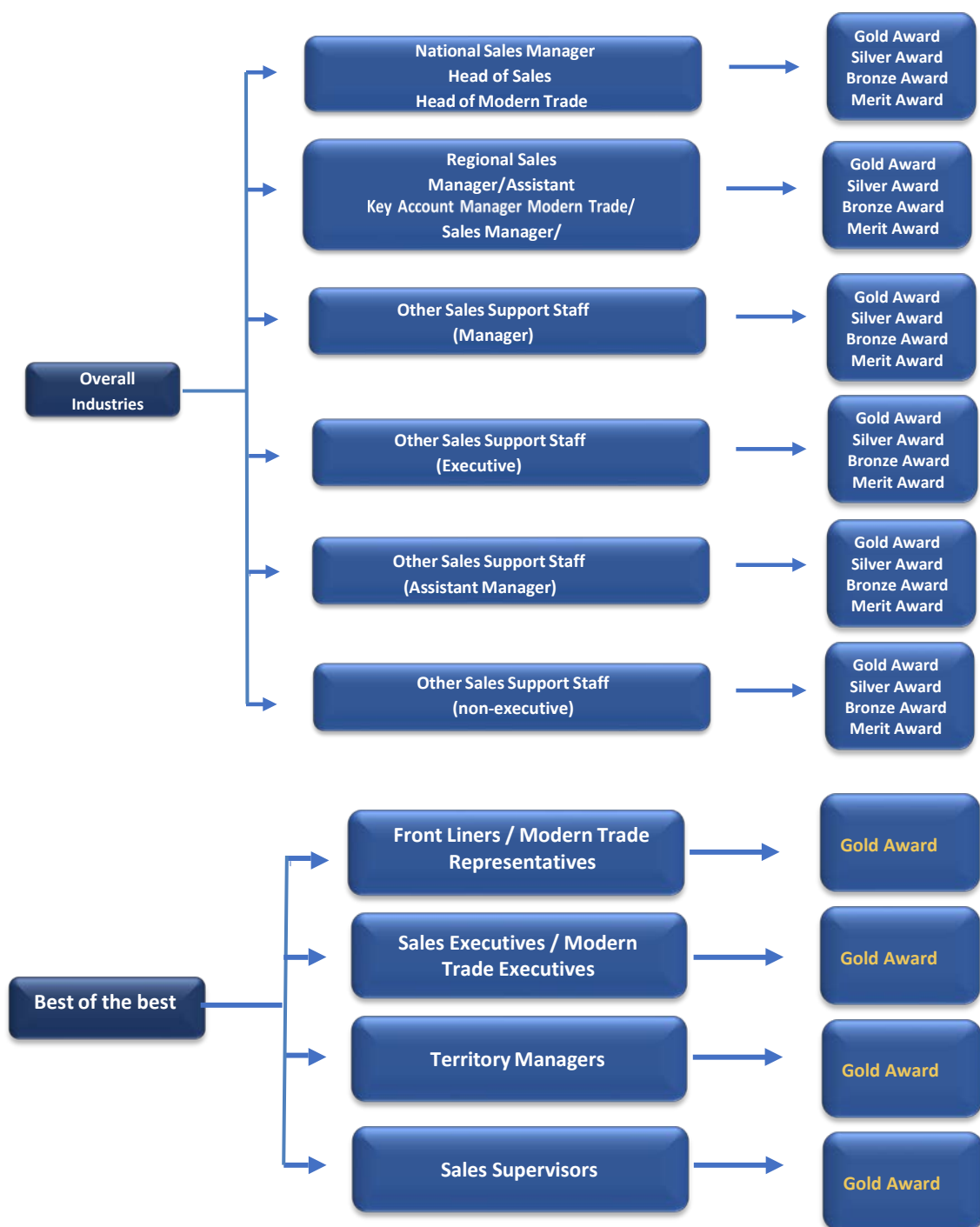
**Important notice:** Any subcategory that receives a minimum of 15 applications and the participation of a minimum of 3 companies will be considered a main category, and winners will be selected separately.

## 5 Employee / Sector Categories

Organizations operating across above highlighted industries located locally (Operates in regional level) are eligible to submit their entries. **You may submit any number of entries within the stipulated limit to any of the below categories. Make sure you follow the entry kit on how to write and submit your entries.**

- Front Liners (FL)
- Sales Supervisors (SS)
- Sales Executives (SE)
- Territory Managers (TM)
- Regional Sales Managers (RSM)
- National Sales Managers (NSM)
- Other Sales Support Staff  
(Non-Executives, Executives,  
Assist. Manager and Managers & Above) (OSS)





**Best of the Best** - The most “Outstanding Salesperson” award will be selected from across the levels (FL, SS, SE and TM). They will have a separate selection judging round, and the same judging system would be applied for the “Outstanding Sales Executive, Sales Supervisors, Front Liner and Territory Manager” as well.

**Best Female Personal of the Year** - This exclusive award celebrates the most inspiring female achiever in sales, chosen from Gold Award winners in the Front Liner, Sales Supervisor, Sales Executive, and Territory Manager categories. Through a dedicated judging round, we honor her impact, drive, and leadership—encouraging more women to shine in the world of sales.

**\* Important notice:** These awards will include a trophy and a certificate. In addition, all nominees, unless disqualified, will receive a certificate of participation. These certificates will be posted in the months following the awards gala.

## **6 Entrant Categories**

### **6.1 Front-Liners (FL)**

An Individual with frontline sales responsibility and being evaluated for individual sales performance.

### **6.2 Sales Executives and Sales Supervisors (SE) & (SS)**

Recognizing Sales professionals who are in the Executive or Supervisory category of the organization. They should have at least one direct report of the category defined below.

### **6.3 Territory Managers (TM)**

Recognizing Managers with titles such as Area Sales Manager, and Territory Manager who are responsible for a defined geographic territory or a set of customers. They should have at least three direct reports who are in the other two categories defined below.

### **6.4 Regional Sales Manager (RSM) / Assistant Sales Manager (ASM)**

Individuals who are responsible for sales in a specific region/s who reports to NSM/SM and will have reports from other levels (TM, SE) mentioned above.

### **6.5 National Sales Manager (NSM) / Head of Sales (HS)**

Individuals who are responsible for overall sales in the organization across all regions in the country. They will be reporting to GM Sales or CEO/MD.

### **6.6 Other Sales Support staff**

Individuals who play a direct sales support role who reports to NSM/SM/ Head of Sales. He/she will can be in Sales Admin, Sales Training, Sales Finance, Sales Recruitment, etc.

## 7 Period of Review

The period of review shall be the year ending **31<sup>st</sup> December 2024 or 31<sup>st</sup> March 2025** for NSA 2025 Awards.

Nominated applicant should have worked in the organization under specific job category for not less than 12 months as at the time entry review period.

## 8 Awards Criteria

- Each category has a possible gold, silver and bronze awards winner for Front liners, Sales Supervisors, Sales Executives and Territory Managers.
- For National Sales Manager & Regional Sales Managers categories there will be an overall gold, silver and bronze awards selected irrespective of the industry they represent.
- No awards will be made if no entry achieves the threshold.
- If there is any dispute, the “Head of Jury” will have the final verdict in a casting vote.
- It is possible that a category may produce one, two, three or four winners of any level or perhaps no winners at all – no matter the number of finalists.
- The judge’s scores determine whom to be awarded Gold, Silver or Bronze. Each winning level Gold, Silver and Bronze - has a minimum score required in order for a finalist to be eligible for an award.

**\* Important notice:** All decisions on screening and judging made by the jury and the organizers are final.

## 9 **Maximum Number of Entries Rule**

Each registered organization may make only the prescribed maximum no. of nominations as stated below.

National Sales Manager/ Head of Sales / Head of Modern Trade (NSM /HS/HMD)	Two (02)
Regional Sales Manager / Asst. Sales Manager / Key Account Manager Modern Trade / Account Manager Modern Trade (RSM / ASM / KAMMT / AMMT)	Three (03)
Other Sales Support Staff <ul style="list-style-type: none"><li>• Managers</li><li>• Assistant Managers</li><li>• Executives</li><li>• Non-Executives</li></ul>	Any
Territorial Managers	Three (03)
Sales Executives	Five (05)
Sales Supervisors	Five (05)
Front Liners / Modern Trade Representatives	Ten (10)

**\* Important notice:** Separate business units under the same legal entity cannot make nominations on their own. Outsourced employees can be nominated separately but should be nominated under the parent organization.

## 10 **Submission process**

A separate nomination must be made for each person nominated by the organization. Organizations are advised to nominate only **outstanding sales professionals** on the basis of their performance in the current job and the potential to take higher responsibilities in their organization. The organizational evaluation must be done by the head of the sales function of the organization and countersigned by the CEO of the organization.

## 11 Judging process

Evaluation of nominees for awards will be based on the following broad areas.

**Potential (Capacity)** This refers to the ability of the nominee to move up in the sales hierarchy to the next higher level. The nominee must demonstrate that he/she has recognized the needs of the next higher level and has taken tangible steps to develop his/her skills to take up higher responsibilities. These will include specific requirements of the job as well as managerial skills.

**Performance (Capability)** This refers to how well the nominee has performed in his/her current job with respect to his/her job functions and standards during the 12-month period under review. The nominee must provide evidence of the functions allocated to him/her, standards set for those and to what extent he/she has met or exceeded them. The nominee must also be able to articulate how he achieved these successes with specific examples.

### **Strategic Input (Value)**

This refers to the ability of the nominee to add strategic value to business while performing assigned sales target.

Category	Process /Description	Criteria
Front Liners & Sales Executives / Sales Supervisors	For applicants under this category judging process will involve a face-to-face interview (5 minutes) with a sub panel of 3 - 5 judges and the judges will ask questions for 05 minutes and individual scores will be entered. Finally, the totaled scores will be presented to the judges for final consent.	Potential (Capacity) 60% Performance (Capability) 40%
Territory Managers	Each nominee will be given <b>10 minutes to present</b> (preferably on power point format), on evaluation criteria mentioned above. The judges will ask <b>questions for 05 minutes</b> and individual scores will be entered. Finally, the totaled scores will be presented to the judges for final consent.	Potential (Capacity) 50% Performance (Capability) 40% Strategic Input (Value) 10%
National Sales Manager / Sales Manager	Each nominee will be given <b>10 minutes</b> to present (preferably on power point format), on following key criteria. The judges will ask <b>questions for 10 minutes</b> and individual scores will be entered. Finally, the totaled scores will be presented to the judges for final consent. <b>(It is preferable that presentations be conducted in English)</b>	Brand & Sales strategy development 30% Leadership behavior 20% Future oriented 10% Coaching & mentoring 20% Achievement 20%

<b>Regional Sales Manager / Assistant Sales Manager</b>	Each nominee will be given <b>10 minutes to present</b> (preferably on power point format), on following key criteria. The judges will ask <b>questions for 10 minutes</b> and individual scores will be entered. Finally, the totaled scores will be presented to the judges for final consent.	Brand understanding (Not brand plans only) 10% Sales strategy development support 20% Leadership behavior 20% Future oriented 10% Coaching & mentoring 20% Achievement 20%
<b>Other Sales Support Staff</b>		
<b>Managers</b>	For applicants under this category judging process will involve a <b>face-to-face interview</b> and/or <b>10 minutes presentation</b> (preferably on power point format) on following key criteria. The judges will ask <b>questions for 05 minutes</b> and individual scores will be entered. Finally, the totaled scores will be presented to the judges for final consent.	Brand understanding (Not brand plans only) 10% Sales strategy development support 20% Leadership behavior 20% Future oriented 10% In-field-coaching & mentoring 20% Achievement 20%
<b>Asst. Managers</b>	For applicants under this category judging process will involve a <b>face-to-face interview</b> and/or <b>10 minutes presentation</b> (preferably on power point format) on following key criteria. The judges will ask <b>questions for 05 minutes</b> and individual scores will be entered. Finally, the totaled scores will be presented to the judges for final consent.	Brand understanding (Not brand plans only) 10% Sales strategy development support 20% Leadership behavior 20% Future oriented 10% In-field-coaching & mentoring 20% Achievement 20%
<b>Executive</b>	For applicants under this category judging process will involve a face-to-face interview (5 minutes) with a sub panel of 3 - 5 judges and the judges will ask questions for 05 minutes and individual scores will be entered. Finally, the totaled scores will be presented to the judges for final consent.	Brand understanding (Not brand plans only) 10% Sales strategy development support 20% Leadership behavior 20% Future oriented 10% In-field-coaching & mentoring 20% Achievement 20%
<b>Non-Executive</b>	For applicants under this category judging process will involve a face-to-face interview (5 minutes) with a sub panel of 3 - 5 judges and the judges will ask questions for 05 minutes and individual scores will be entered. Finally, the totaled scores will be presented to the judges for final consent.	Brand understanding (Not brand plans only) 10% Sales strategy development support 20% Leadership behavior 20% Future oriented 10% In-field-coaching & mentoring 20% Achievement 20%

## 12 Entry Fees

Nomination forms must be handed over to the SLIM Secretariat at **SLIM Home, #94, Ananda Rajakaruna Mawatha, Colombo 10**, by **5.00 pm on 09<sup>th</sup> July, 2025** by obtaining an official receipt. Each nomination must accompany a receipt obtained from SLIM for the nomination fees paid by the organization. All entries will be pre-screened by a panel appointed by the organizing committee.

Nomination fees for NSA 2025 are as follows. If you would like to pay by cheque, it should be drawn in favor of **“Sri Lanka Institute of Marketing”**.

• Front-Liners	-	Rs. 15,000.00 + 18%	=	<b>Rs. 17,700.00</b>
• Sales Executives and Sales Supervisors	-	Rs. 16,000.00 + 18%	=	<b>Rs. 18,880.00</b>
• Territory Managers	-	Rs. 18,000.00 + 18%	=	<b>Rs. 21,240.00</b>
• Others (Sales Support Staff)	-	Rs. 20,000.00 + 18%	=	<b>Rs. 23,600.00</b>
• Regional Sales Managers / Asst. Sales Manager	-	Rs. 22,000.00 + 18%	=	<b>Rs. 25,960.00</b>
• National Sales Managers / Sales Manager	-	Rs. 25,000.00 + 18%	=	<b>Rs. 29,500.00</b>

## 13 Entry Deadlines & Important Dates

Entry deadline	-	July 09 <sup>th</sup> , 2025
Judging dates	-	August (Saturdays & Sundays only)
Grand finale	-	September 2025

**\* Important notice:** Judging schedule will be notified to the company coordinator 2 week prior to the judging date.

### 13.1 Language of Evaluation Process

English language is NOT mandatory.

### 13.2 Confidential Information of the Companies

Confidential information is not required for this evaluation process. If you possess any data that is considered confidential and cannot be made available to the public or published anywhere, please be advised that such information will be treated accordingly.

### 13.3 Jury Panel

Entries in each category are judged by 3 - 5 analyst judges from different industries. The awards are judged by an esteemed panel of industry leaders and experts.

### 13.4 Observation - Judging Session

A representative from the management of your company gets an opportunity to witness your applicants' judging sessions at the judging premises.

### 13.5 Payment Method

- 👉 Please email us the number of entries you intend to submit. We will issue the invoice accordingly.
- 👉 Kindly ensure the payment is completed before submitting the applications, as we cannot accept applications without payment.

Entry fees can be paid via **Bank Transfer, Cash, Card, or Cheque.**

**Cheque:** Payable to “Sri Lanka Institute of Marketing.

**Bank Transfer:**

- **Account Name:** Sri Lanka Institute of Marketing
- **Bank:** Hatton National Bank
- **Account No:** 0760 1014 0744
- **Branch:** Cinnamon Garden
- **Bank Code:** 7083 | **Branch Code:** 076

***\*Please email the payment receipt after the transfer.***

**Cash/Card:** Accepted at **SLIM Home, No. 94, Ananda Rajakaruna Mawatha, Colombo 10.**

### 13.6 Contact Details

#### **SLIM Event Team**

Gangani Liyanage, Head of Division	- Events   +94 70 326 6988   gangani.l@slim.lk
Avishka Attanayake, Junior Executive	- Events   +94 71 841 7591   avishka.b@slim.lk