

## **Submission Example**

#1 Entrepreneur Awards ----- Page 2-4

#2 Achievement Awards ----- Page 5-8

#3 Customer Service Awards ----- Page 9-12

#4 Management Awards ----- Page 12-14

# Marketing Awards ----- Page 15-18

*for reference only*

Submission Example #1

# **ENTREPRENEUR AWARDS**

## Category: Entrepreneur Awards

Entry Title (Optional): Your Name & Title

*Example: Noah Harari, Chief Executive Officer*

Your Company Name: *ATA Global*

Your Client Name: /

- a. Briefly describe the nominated individual / team / organization: history and past performance.

*Partnering with organizations, ATA Global delivers the best in-class solutions. Our expertise in analytics, design, engineering, marketing, and strategy, allows us to envision the entirety of the business, for the long-term. By utilizing the cross-discipline strategy, our collaboration with clients allow us to develop rich and relevant customer experiences that produce results.*

- b. Outline the nominated individual / team / company / organization's achievements from year 2019/2020 for the benefit of the jury panel.

*The growth activities, which include: acquisition and integration of two companies, growing new client acquisitions, and growing revenue from existing clients, are led by the one and only, Noah Harari, Chief Executive Officer.*

*ATA Global is a digital solutions company that provides analytics, design, development, and digital marketing services to some of the largest brands in the world.*

*The company rose to the peak of a competitive and populous industry, serving as the brains behind Apple's digital experience brand transformation, Audi's ride-sharing experiences, and Sony Entertainment's personalized digital experiences, amongst many others.*

*Throughout USA and Germany, the company's footprint and revenue exponentially grew as a result of Noah's leadership. By leading a growth team, whose sole purpose is to focus on the customer, he maintains a commitment to provide unrivaled services to the brands that direct the flow of the global economy through:*

***Integration:*** *Fully-integrated marketing, business development (sales), and forming one growth team.*

***Customer Value:*** *The adoption of BCC Holding that empowered the new ATA Global entity with complete value articulation.*

**Collaboration:** Formulation of an organizational structure, that utilizes BCC Holding's methodology for a team-based approach, to close businesses and tap into the collective knowledge throughout ATA Global's competency teams and practices.

**Innovative Offerings:** Participated in the expansion of customer-focused offerings, such as World Wealth's co-innovation offering.

- c. Define the significance or uniqueness of you, your team, company or organization. You may also compare the achievements of other organizations or professionals to yours if possible.

*The results acted as a transformative turning-point, for the company's revenue and strategic value, of the new client relationships secured in 2019.*

*As Noah Harari said, "Amazing results have been seen, not only quantitatively, but also qualitatively. Recently, a truthfully complex and competitive, experience-driven commerce opportunity was closed. The most exciting part of the deal was the budget's value, which came close to three times of the client's initial budget."*

*ATA Global's measurable business results, achieved through Noah's leadership, include:*

- 70%-win rate, depicting an increase of 23% YOY
- 2X increase in seven-figure deals YOY
- Doubled 2019 signings goal and average deal sizes
- Over \$150M in expected revenue for 2020, from new clients closed in 2019

*And while these numbers are impressive, it's only the tip of the iceberg.*

*The key for an exceptional leader is the ability to balance results and cultivation of a coaching culture that addresses the diverse challenges of multiple generations working in a single team.*

*ATA Global maintains a 75%+ employee retention rate, which translates into smooth functioning teams, with minimal onboarding time, and reduced costs, associated with continual recruitment. An incredible team, that focuses on the people, processes, and technology necessary for customer-centric value articulation was hired, and inspired, by Noah.*

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**Submission Example #2**

# **MANAGEMENT AWARDS**

## Category: Management Awards

Entry Title (Optional): Your Team

*Example: ATA Global Account Management team*

Your Company Name: *ATA Global*

Your Client Name: /

- a. Briefly describe the nominated individual / team / organization: history and past performance.

*Partnering with organizations, ATA Global delivers the best in-class solutions. Our expertise in analytics, design, engineering, marketing, and strategy, allows us to envision the entirety of the business, for the long-term. By utilizing the cross-discipline strategy, our collaboration with clients allow us to develop rich and relevant customer experiences that produce results.*

- b. Outline the nominated individual / team / company / organization's achievements from year 2019/2020 for the benefit of the jury panel.

*ATA Global is a technology company focused on developing quality digital marketing, that is available to every local business. By securing white-label partnerships with agencies and publishers, the ATA Global team is able to provide programmatic and other digital marketing solutions to local marketers. The award-winning team does this by utilizing its proprietary end-to-end advertising platform, UX-UI marketing, and through the account management team's hard work.*

*ATA Global Account Management team focuses on three things to be the best:*

- a. *Partner Services*
- b. *Partner Successes*
- c. *Campaign Results*

### **Partner Services**

*The pride of ATA Global's award-winning Account Management team is responsiveness. This team of 15 people spends an average time of 30 minutes, as compared to the benchmarks of other industries, to respond to one of its 350+ partner's request. Since January 2019, the number of ATA Global partners has grown by 60%, resulting in an arduous feat. 40k digital advertising campaigns are sent by the partners annually. Being recognized as one of the magazine's Top 5000 Fastest Growing Companies, two years running, the Account Management team's responsibility is to service these campaigns and clients.*

### **Partner Successes**

*More than 10k advertising proposals were developed for its partners since, January 2019, by the ATA Global Account Management team. With a 25% close rate, this resulted in a 74% year-over-year revenue growth for ATA Global, growth shared by its partners.*

*The Account Management team assists with prospecting, campaign strategy, and sales calling to close more businesses and helping partners grow. Through these efforts, one small company grew revenue more than \$500,000 this year and is working on advertising for an upcoming Presidential campaign.*

*Digital training for its partner sales teams, digital advertising seminars to drive new interest in each respective market, and new innovative products to increase ad dollars are routinely hosted by the ATA Global team.*

*A learning management portal for partners, containing training & sales resources, such as: sales & marketing one-sheets, presentations, training videos, quizzes, and case studies, was developed by the team this year. Through 50+ seminars, the digital advertising seminars, developed by partners and the team, were able to reach roughly 2,500 businesses. An average of 30% revenue growth could also be seen, months after the seminars. After these events, the ATA Global team takes time to go on strategic sales calls. All while maintaining the responsiveness it's now known for; the team will routinely go on 30+ 4-legged sales calls during a 3-day trip. The value of print and TV digital attribution models demonstrates growth, for our partners in other segments of their business, led by our team's innovations.*

- c. Define the significance or uniqueness of you, your team, company or organization. You may also compare the achievements of other organizations or professionals to yours if possible.

*The ATA Global Account Management team works closely with its partners to identify key success metrics for each campaign and follows throughout the campaign to ensure those metrics are met. Greater ROI and better attribution for ad campaigns, with the ability to track foot traffic from their efforts, can be seen as a result of advertisers, like this nationwide home builder. This client has expanded from one market to half a dozen.*

*A 7x return on their campaign was realized by a hotel adviser that worked on strategic ad campaigns and attribution models. Over the last year, numerous case studies were developed by the Account Management team, allowing partners to have the marketing benefits of those successful campaign outcomes. A performance, that goes above the industry's norm, of .06% click-thru rate, and a conversion rate above the 1% seen in most direct mail or direct-response campaigns can be seen in each of these case studies. <https://www.worldwealth.com/case-studies/>*

*The ATA Global Account Management team treats its partners and clients like family. Thus, the team as a whole has been recognized as one of Inc. Magazines Best Workplaces. It's also the reason the Account Management team has such high retention of its partners and their respective advertisers.*

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Submission Example #3

# **ACHIEVEMENT AWARDS**

## Category: Achievement Awards

Entry Title (Optional): Your Team

*Example: ATA Global, Sales Growth Achievement*

Your Company Name: *ATA Global*

Your Client Name: /

- a. Briefly describe the nominated individual / team / organization: history and past performance (up to 200 words).

*ATA Global is the top service management software in the industry, for the sole purpose of allowing contractors to run their service businesses smoothly. This software merges a deep 10-year history with the latest technology, creating a powerful and easily manageable system. With offices in New York and London, ATA is able to equip national, and international, contractors with a powerful BCC solution.*

- b. Outline the nominated individual / team / company / organization's achievements from year 2019/2020 for the benefit of the jury panel.

*The ATA Global sales team works under a high-performance sales environment that constantly emphasizes the key aspects of: accountability, personal/team growth, and little/big wins' celebrations. ATA Global's sales organization can be summarized in two words: growth and adaptability. The team focuses on the Year-Over-Year (YOY) growth and set goals, to push the sales team to a whole new level. Keeping the goals in mind, the importance of a growing company is adaptability to rapidly changing conditions.*

### **Key Metrics Since Jan 2020**

- a. *Total outbound calls: 654,321 (75% increase from the previous year)*
  - b. *Net bookings growth year over year: 45.5%*
  - c. *Overall growth of sales organization: 25%*
  - d. *New recruit retention rate: 95% (industry average: 66%)*
  - e. *Revenue growth of overall company over 3-year period: 110%.*
- c. Define the significance or uniqueness of you, your team, company or organization. You may also compare the achievements of other organizations or professionals to yours if possible.

### **The Overview of ATA Global's Sales Environment**

*Fastest growth in ATA Global would be the sales team, out of all available departments. As compared to the previous year, the overall sales organization has experienced an approximate 181% growth. This was achieved by primarily*

*focusing on the teams' scale-up, introducing three SDR and two AE managers, increasing the overall number of SDRs and AEs. In addition to that, a new position, Director of Sales Training and Development, was also introduced to assist in communication/sales skills and training resources development.*

*The sales team are constantly pushed to produce results. At the end of every month, a meeting is held to evaluate the individual's and team's successes, as compared to the previous month, as well as set goals for the upcoming month. New recruits would be indulged in centralized training plans, i.e: roleplay, shadowing senior team members, review live calls, and conduct weekly one-on-one sessions with team leads/managers.*

### **With Growth, Comes Challenges**

*Similar to any company experiencing rapid growth, certain challenges need to be addressed. ATA Global's main challenges this year were:*

**Challenge:** *Aggressive sales goals to increase YoY revenue*

**Solution:** *Encouraging and enabling the team to be successful is important, allowing them to achieve aggressive sales goals. After working with top sales consultants/trainers from AAA Group and BCC, the Concentrated Coaching strategy was effectively implemented within the business. These sales coaches taught the sales team to achieve measurable growth through holistic sales strategy instead of just focusing on the end-sale. The team was given the chance to win monetary and experiential spiffs, such as: cash cards, event tickets, gift cards, etc., which acted as incentives to hit monthly quotas, establishing a competitive and fun working environment.*

**Challenge:** *Effectively briefing the new product line to the team, allowing them to successfully convey the message to prospects*

**Solution:** *Internal trainings and developing/nurturing integration specialists*

### **Conclusion**

*As a testament of our growth journey, ATA Global was recognized on the magazine's Top 5000 list of Fastest Growing Private Companies in America for the first year, moving up the ranks, over the previous year, and contributing to an overall 102% two-year revenue growth. The key to ATA Global's growth success has always been our ability to adapt to constant changing conditions and development of a detailed strategy to address new challenges. The drive, passion, and proven ability to evolve with the times denotes ATA Global a great candidate for the Sales Growth Achievement of the Year Award.*

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Submission Example #4

# **CUSTOMER SERVICE AWARDS**

## Category: Customer Service Awards

Entry Title (Optional): Your Team

*Example: ATA Global, Customer Service Team*

Your Company Name: *ATA Global*

Your Client Name: /

- a. Briefly describe the nominated individual / team / organization: history and past performance (up to 200 words).

*ATA Global is the top service management software in the industry, for the sole purpose of allowing contractors to run their service businesses smoothly. This software merges a deep 10-year history with the latest technology, creating a powerful and easily manageable system. With offices in New York and London, ATA is able to equip national, and international, contractors with a powerful BCC solution.*

- b. Outline the nominated individual / team / company / organization's achievements from year 2019/2020 for the benefit of the jury panel.

*The increasing opportunity to migrate customers from competitive email platforms, such as: ATA Global email, to Microsoft's, was seized in 2019. Thus, Migrations as a Service (MaaS) was launched to address this growing need. Since then, the best options for our customers and employees were offered through the constant improvements that are being made to the customer experience.*

*Many moving parts were involved when migrating data across platforms and providers, making it a complicated process. In today's society, while using mail protocols like POP, IMAP, or Exchange, customers can check their email using a browser, mobile device, or local mail client. To enhance the customer's experience, given the vast number of customer scenarios, it is important for ATA Global to provide exceptional customer service. Thus, the creation of our Productivity Advanced Services team, whose purpose is to ensure that our customers receive a world class migration experience from start to finish.*

*In 2020, a direct impact on the results of the business directly correlated to the impact made to the customer experience, by the ATA Global team.*

### **Customer Experience**

- Supported the migration of 654,321 email users
- 69 Customer NPS, 18% increase from last year

- 13.44 CSS average for the year
- Utilizes SMS to be proactive in supporting customers migrations, avoiding any issues or delays.

### **Business Results**

- 55% reduction in average call handle time
- 30% reduction in total customer talk time with support
- Maintained refund rate of less than 1% for the year

- c. Define the significance or uniqueness of you, your team, company or organization. You may also compare the achievements of other organizations or professionals to yours if possible.

*With the focus of enhancing the customer experience, the Productivity Advanced Services team partnered with the product team to continually drive product advancements throughout the year. The results are fantastic, but the real measure of success can be summed up by our customers:*

*“As an ATA Global business customer for more than 10 years, it has been, and continues to be, my great pleasure to work with the most capable, ATA Customer Care representative, Kate. During my recent migration to Microsoft Office 365, a number of very complex issues were encountered, and Kate has driven these towards resolution, with the utmost professionalism, above and beyond the call of duty. I cannot more highly praise her professionalism, dedication, and expertise. Many thanks to Kate and thank you to ATA Global for providing such fine support.”*

*When speaking to our customers, we learned they appreciated the feeling of continual and tireless support ATA Global provides. All five customers we interviewed (and migrated within the last two months) rated us as 9.8 out of 10 for “easy”, “enjoyable”, “useful”, “recommend” and 9.4 out of 10 for “repeat” and “buy more”. With award winning 365 support and customer experiences that are designed specifically for their unique business needs, ATA Global customers know we are their one stop shop for making their ideas come to life.*

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**Submission Example #5**

# **MARKETING AWARDS**

## Category: Marketing Awards

Entry Title (Optional): Your Team

*Example: ATA Global, Inbound Marketing Program*

Your Company Name: *ATA Global*

Your Client Name: /

- a. Briefly describe the nominated individual / team / organization: history and past performance (up to 200 words).

*ATA Global is the top service management software in the industry, for the sole purpose of allowing contractors to run their service businesses smoothly. This software merges a deep 10-year history with the latest technology, creating a powerful and easily manageable system. With offices in New York and London, ATA is able to equip national, and international, contractors with a powerful BCC solution.*

- b. Outline the nominated individual / team / company / organization's achievements from year 2019/2020 for the benefit of the jury panel.

*Software and services are provided, by ATA Global, to legal departments and law firms, allowing them to manage legal operations with the most up-to-date and possess insightful data that informs their teams. Corporate legal department performances are improved by as much as 75% through the use of the BCC enterprise legal management software.*

*ATA Global grew by word-of-mouth at the very beginning. Today, supporting the sales efforts, in winning against the competition and unseating incumbents, and running inbound campaigns, that drive more leads, is achieved by ATA Marketing.*

### **From Us to You**

*As the market matured and competition entered the field, Emily Curtis, a marketing director brought on by ATA Global, worked on establishing a stronger market presence whilst bolstering the company's website, product demos, and training materials.*

*The decision to adopt the BCC Framework sales methodology and align the marketing messages accordingly were made by executive leaders: Christoph Warburton (President & CEO), Siobhan Johnson, and Emily Curtis, in 2019. ATA Global changed the way it went to market and engaged with prospects, including:*

**Target buyer personas:** To articulate the business issues these individuals faced, BCC Associates worked with the ATA team to build ideal buyer personas. The sales and marketing teams now tailor conversations, and marketing messages are now based on the business and personal value that the prospects and clients will receive, instead of “speeds and feeds”.

**Customer-focused POV:** ATA turned its point-of-view 180 degrees. The company made the sales conversations and marketing materials about “you and yours”, instead of “we, our, and us”.

**Tagline:** To serve as a consistent messaging thread woven throughout the website, all of what ATA offered was encompassed by white papers, email campaigns, and a tagline that was broad and strong. Thus, the ATA team distilled its two-page summary into one powerful tagline: “Smart data, intelligently delivered.”

**Brand messaging and positioning strategy:** Emily and her team created a guidebook that documents the ATA messaging and positioning strategy, brand architecture, and brand personality (including tone of voice), to maintain consistency throughout its marketing efforts.

- c. Define the significance or uniqueness of you, your team, company or organization. You may also compare the achievements of other organizations or professionals to yours if possible.

*The number of prospects, reaching out to ATA Global through its website, was driven up by the new marketing campaigns. Demos were requested more frequently. But now instead of immediately scheduling a demo, Emily and her marketing team take a step back. Rather than showing the bells and whistles of the BCC software, the ATA Global team determines whether there’s a problem that they can solve.*

*“We get into a higher-level discussion. That way, everyone is putting their time into something that makes sense for both parties. Once we establish there’s mutual benefit, we agree to take the next steps,” said Emily. This new sales process has made ATA Global’s close ratio higher.*

*In addition, the sales team has also reduced the amount of time on RFPs that they have no chance of winning. Instead, they use a more stringent qualification process to determine ‘go/no-go’ and, as a result, have increased their win rate.*

### **A Measurable Difference**

*Based on Emily and her marketing team’s precision in value-based messaging, ATA Global has realized the following metrics:*

- a. 240% increase in demo requests
- b. 85% increase in website CTAs
- c. 79% increase in linking domains

- d. 21% increase in Twitter followers
- e. 75% increase in FB followers
- f. 26% increase in LinkedIn followers
- g. 3x growth in RFP wins

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