



7 Success tips for the 'Excellence in Business' Award

Nominate your business for the judged category of Excellence in Business! To be a winner in this category you need to firstly catch the judges' eye with a strong submission. So what makes a good submission, and what are the judges looking for? Head judge David Ross from Direction Accounting has some pointers for those nominating for this prestigious award.

Success Factor 1 – Make the effort!

A great submission stands out because the business owner took the time and effort to put it together. The aim of your submission is to get your business shortlisted as an award finalist and proceed to the interview stage of judging. It is your chance to sell your business case to the judges. Minimal effort produces minimal results, so take time to draft your submission, read over it before you submit the information and ensure that you put your best business foot forward.

Success Factor 2 – Don't Copy and Paste!

The judges want to see that you have taken time and put thought into your submission. It is obvious to them if you have simply 'cut and paste' from a previous awards submission or a company brochure. Don't take the easy way out, show the judges that you have given the submission some thought, and genuinely believe and are passionate about what you are writing.

Success Factor 3 – What has YOUR business done?

Marks are awarded to those businesses that can demonstrate what they themselves have achieved. While franchises or companies that are part of a larger group are encouraged to participate in this award, note the judges are interested in what YOUR business has done, what ideas YOU have implemented, NOT what has been fed down from head office.

Success Factor 4 – Know your numbers!

Show the judges that you know what key indicators make your business tick. Having a good handle on the financial side of your operations is critical in your submission. Take the time to understand what the financial criteria of revenue and profit mean for your business and if necessary interpret that for the judges in your submission. If revenue or profit has increased, let the judges know what has contributed to the increase. If they have decreased, describe why and what steps you have taken to address this.

Success Factor 5 – Don't waffle but tell more!

It is a fine line, but read over what you are submitting to the judges. Be direct and to the point with your information. Make that point and then move on. You have minimal room to state your case for interview. Don't just give bullet points but a Readers Digest version rather than War and Peace is good.

Success Factor 6 – Why are you unique?

The winning business will stand out from the crowd. The attributes of the winner will include strong internal systems, unique methods or processes compared to those of its competitors and demonstrated dedication of its owners to business development and progression.

Success Factor 7 – Be Ready!

If chosen for the judges' interview shortlist, be prepared. The judges want to see examples of your business in action. This is your chance to make your written submission come to life. Avoid arriving to the interview flustered, or surprised to even be chosen. The interview is the time to build upon your submission and show your confidence and excellence in business.

Good luck! You will find that the process alone will be very beneficial for taking stock of where your business has been, is now, and will be into the future.