The deadline for travel agents to complete their online submissions to enter the TTG Travel Awards 2017 is June 16. Here are hints and examples to help you write the best possible entry this year…

AGENT CATEGORIES

If you or one of your team has had a stand-out performance in the last 12 months, not just in terms of sales but also going the extra mile for customers and helping grow the business, then we want to hear about it. We have seven different agent categories you can enter (all for individual consultants, not the whole agency), and there are just two main questions to answer. You can write a nomination on a colleague’s behalf but you will need lots of detail about them. Here’s what to expect in the online form, and tips on writing an award-winning entry:

* Question One focuses on customer service and product knowledge, where you will be asked to give specific examples of having gone above and beyond the call of duty for a customer in the last 12 months and how you have undertaken training to ensure you give your customers the best possible advice.
* Judges are always impressed by specifics, so give numbers wherever you can: how many fam trips have you been on? How many online training courses have you done? How many Thank You letters have you had from customers?
* Testimonials from clients, colleagues or other partners can be helpful, but don’t swallow up your word count with feedback.
* Question Two focuses on sales, and requires contenders to give detail on targets and results. Tell us about any marketing initiatives you have steered in the last 12 months and with what return on investment. Again, give as much detail as possible: how many new customers did you gain through a competition? What level of sales can you attribute to your client event?
* The focus is always on the last 12 months, so give dates so judges know this activity fell within the judging period (June 2016 to May 2017).
* There is a maximum word count of 400 words for each of the two questions. You don’t have to write as many as 400 words, but if you’ve written fewer than 200 words for either question you may not have given enough evidence and detail to convince our judges.
* All agent categories are free to enter, and you can edit your submission online right up until the deadline of June 16.
* To help you write the best possible submission, we’ve compiled the best bits of some of last year’s winning entries into a dummy entry, to inspire you on what to include.