

# 2024 Far West Excellence in Business Awards

## Tips and Hints



*"The Awards put exceptional business people in the spotlight, acknowledging their hard work and commitment in building great businesses within their communities."*

*The Awards exists to reward the drive, persistence and determination shown by so many, and to put regional business on the map"*

**Writing a winning business awards entry can be a challenging and exhilarating endeavour. However, the rewards of promoting your business are truly worth the effort! By submitting an impressive entry, you have a golden opportunity to elevate your business to new heights and gain well-deserved recognition within your industry.**

The jubilation of being a finalist is only topped by taking home the trophy – but the nomination itself is often more challenging than we anticipated.

Why? Because – as anyone who has grappled with writing their own résumé knows – singing your own praises is tricky. And when there’s important client work to do, it’s hard to prioritise your own company’s marketing strategy.

The judging panel do not know your business, they have never been to Broken Hill, and they will judge your nomination on the information you provide. They will not seek additional information or clarification from you.

Your responses do not need to be pages long but they do need to tell your story well. Nobody wants to read 20 pages that could have been told well in one, however a few dot points don’t tell your story and demonstrate the success of your business and team.

You are trying to stand out from every other nomination – help them understand why you are the different, better or take a unique approach to your business.

As an example, if the question asks you to “Provide an overview of the key features of your business plan including goals, strategies and projected outcomes for the future.”

You could still answer the question in several dot points but take the opportunity to tell the story, if employing local people is a key feature of your business plan and a strategy you feel strongly about make sure you tell that story and why.

You could say;

- We employ local people,

Or, you could say

- We are part of the community and proud to be part of the community. Its important to us to create opportunities for local people, we want to support our community that supports us and ensure future generations are also provided with opportunities to achieve their career goals. Whilst we may not always be able to find the skills we need locally we will always ensure local people are our priority and employing locals will always form a integral part of our business strategy.

If providing the best possible customer service is important to your business tell the judges, why and how you have embedded that into the culture of your business. Help them understand the importance and why its important, how it has led to the success of your business or sustainability etc.

Customer service is important to every business and simply stating;

- We value quality customer service in our business doesn't tell the judges about the culture you have built over time, the value you place on customer service, how you have empowered your team to provide the highest possible customer service or the value that has provided to your business.

Stay away from superlatives, over the top adjectives and unnecessary punctuation like exclamation marks. To describe something or someone in your nomination, you need to stick to the facts and show how it or they delivered real results.

#### **Make sure your nomination is relevant.**

- If the nomination asks for results in question 3, don't throw in questions 1 and 2 as well. Its often difficult when you want to look as impressive as possible but ensuring you provide a quality, real and honest response that is relevant to your situation is more important – provide the information that is asked for.
- Read the question again. Ensure that your responses directly answer the question being asked. This may sound obvious, but you'd be surprised how often awards entrants tell a great story ... without ANSWERING THE QUESTION! Avoid vague or irrelevant responses that could potentially diminish the quality of your entry.
- When responding, provide specific examples and include figures that effectively showcase your business's performance.

#### **Understand what's being asked of you.**

- Read each question carefully and analyse its requirements. Take notes on your answers and gather compelling evidence to support your claims.
- Don't solely focus on your achievements; emphasise the specific outcomes you deliver for your clients. Clearly explain how your business contributes to the industry and positively impacts the local community.
- Remember, it's the little details that set your business apart and make it worthy of recognition. Pay careful attention to those important points.

#### **Check you meet the criteria before you begin.**

If the best new business category allows nominations from business that have existed for 2 or less years and your business is 2 1/2 years old there is not point writing the nomination and trying explain why you fit the category.

#### **Avoid technical jargon**

We may think using clever language is impressive but it's often alienating. Remember some of the judges may not be from your industry sector, they maybe experts in another industry or another aspect so keep it simple to ensure everyone understands what you are telling them.

### **Ask for input from your team and clients.**

- Whenever possible, acknowledge and highlight the achievements of your team members. Consider nominating your most outstanding team member/s for an individual award. This not only demonstrates your leadership skills, but also emphasises the collaborative nature of your business and how much you value your team.
- Where feasible, include testimonials or endorsements from satisfied clients and partners to enhance the credibility of your entry.
- Utilise concise case studies or customer success stories to illustrate the tangible outcomes that your product or service delivers. Weave a compelling narrative that captivates the judges and effectively showcases the positive impact your business has made.

### **Tell a story about what you've overcome and your proudest achievements.**

- Don't shy away from discussing the challenges you've encountered and successfully overcome. Sharing your journey of resilience and growth adds a significant level of credibility to your organisation.
- Before submitting your entry, seek the assistance of an independent proofreader to review your work – even if that's one of your friends or a family member. Typos and grammatical errors can be easily overlooked after repeatedly reviewing the same text. Another set of eyes can help you catch any overlooked mistakes and ensure the utmost professionalism.

### **Provide supporting information.**

Every question in every category allows for additional information to be uploaded. It could be testimonials, photos, client feedback or a copy of your menu, recent advertising poster or whatever is relevant to the story you are trying to tell. If you think providing additional information will help the judges understand your business and the response you are providing include it, it could make the difference between winning and losing.

### **Congratulations, you're a winner.... now what?**

Participating in, being shortlisted as a finalist, and winning business awards can significantly enhance your business's profile and reputation. Winning not only elevates your standing within the local community but also among your current and potential clients.

Winning an award proves that an impartial party recognises your excellence, positioning you as an industry leader. After submitting your entry, it's crucial to plan how to publicise your achievement and attract more business.

Prepare a comprehensive action plan to capitalise on the announcement of your win and leverage it for further growth. Utilise all your social media platforms, local media, and any business networks that you're a part of to spread the word about your success.

As a finalist or winner in the Far West Excellence in Business Awards you will be provided with a personalised copy of the Business Awards logo and usage rights to utilise the logo. Make the most of the opportunity, you've earned it.