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Entry Deadline: August 25, 2017 **Upload your application at:** [**teambasedpayawards.com**](http://www.teambasedpayconference.com/team-based-pay-awards/)

**THREE IMPORTANT ENTRY NOTES:**

1. **SAVE your application as a NEW file. Otherwise your info will not be saved.**
2. **You only need to complete the TBP Award categories you wish to enter.   
   You can enter as many categories as like.**
3. **To compete for the TBP17 No-Compromise Business of the Year award … you must complete the entire application.   
   NOTE: *Your entry will automatically be judged in all categories. This will give you the best chance of winning an award if you don’t win TBP Business of the Year.***

*The Team-Based Pay Awards were built to celebrate and honor the superior performance   
and financial successes of salons, spas and medspas that are currently using Strategies Team-Based Pay compensation program.*

**There are seven award categories that you can enter. The eighth award is the Strategies Coach’s Choice Award that is nominated and voted on by Strategies Coaches.**

ADDITIONAL DOCUMENTS  
You will also be required to upload the following documents in .pdf format (in addition to this application):

1. Profit & Loss Statement with % of income column for 2015 and 2016
2. Balance Sheet for year-end 2015 and 2016
3. Current cash-flow plan in .pdf format
4. Broadband for your primary service in .pdf format

**Once you have the entire application form completed,** and have gathered all the necessary materials, you can enter and upload at [**teambasedpayawards.com**](http://www.teambasedpayconference.com/team-based-pay-awards/)

**The Team-Based Pay Awards Ceremony** will take place at the 2017 Team-Based Pay Conference in San Antonio, TX on the evening of October 15, 2017.

Finalists for each category will be notified in early September.

Please Note: Qualification as a finalist does not include a free ticket to the Team-Based Pay Conference. *Ticket information can be found at teambasedpayconference.com*.

**PLEASE SELECT THE AWARD CATEGORIES YOU ARE ENTERING**

2017 TBP No-Compromise Business of the Year Award

Best Turn-Around Award

Best Culture Shift Award

Productivity Outcome Award

Profitability Outcome Award

Staff Retention Award

Customer Loyalty Award

**Questions?** Contact Neil Ducoff at neil@strategies.com.

Good luck!

BASIC INFORMATION

1. Applicant’s name:
2. Business name:
3. Business address:
4. Business city/state/ZIP:
5. Contact phone number:
6. Contact email address:
7. Business web site:
8. Number of locations:
9. If more than one owner, please name:
10. Number of employees:

BUSINESS HISTORY & PROFILE

1. Year business was founded:
2. Total square footage:
3. Services offered (hair, skin, medical spa, etc):
4. Date started and/or converted to Team-Based Pay:
5. As owner, are you a service provider in your company?

a. If yes, how many days per week do you devote to leading your company?

In 1-3 sentences, give a brief history of the business. (Purchased from former employer, family business, year(s) you expanded, etc.):

CRITICAL NUMBERS

**Here’s the good stuff.** We’d really like to obtain data that compares your critical numbers from before you started working with Strategies vs. your current-day numbers. If you are not comfortable sharing actual dollar amounts, you are more than welcome to share percentages.

|  |  |  |  |
| --- | --- | --- | --- |
|  | Date of “pre-TBP” figures: | Year End 2016 figures | 2017 Year-to-Date Month Ending: |
| **Gross Annual Revenue** |  |  |  |
| **Retail % of  Gross Annual Revenue** |  |  |  |
| **Service Payroll %  of Gross Revenue** |  |  |  |
| **Guest Services/Administration  Payroll % of Gross Revenue** |  |  |  |
| **Owner’s Payroll %  of Gross Revenue** |  |  |  |
| **Annual Net Profit %** |  |  |  |
| **Average Ticket** |  |  |  |
| **Number of New Clients  Per Month** |  |  |  |
| **New Client Retention Rate %** |  |  |  |
| **Existing Client Retention Rate %** |  |  |  |
| **Productivity Rate %** |  |  |  |
| **Pre-book Rate %** |  |  |  |
| **Gift Certificate Sales** |  |  |  |

STRATEGIES INVOLVEMENT

Please list all activity with Strategies (seminars with dates, coaching, on-sites, etc.):

* Seminars with year attended (if you know them):
* Coaching:
* On-site work:

Please list your top THREE landmarks or improvements you have experienced in your business since incorporating Strategies’ systems and Team-Based Pay. Examples include Team-Based Pay conversion, culture shift, implementing scoreboards/huddles, reduction in payroll percentages, critical number achievements, communication improvements, expansion, record retail sales, etc. (1-2 sentences each.)



Does your company have a Strategies’ Broadband for each service department?

Do you consistently conduct Daily Huddles?

If yes, how many huddles do you conduct each day?

Do you consistently use monthly Scoreboards to track Team Performance?

If yes, how often do you update your Scoreboards?

Does your company pay Team Bonus?

If yes, what is your Team Bonus cycle?

What is the average team bonus payout per employee when goal is achieved?

What is your Team-Bonus formula? (% of Net profit, % of Gross Revenue, etc.)

Do you consistently use a Cash-Flow Plan?

How often do you update/review your CFP?

How often do you review a current Profit & Loss Statement and Balance Sheet?

List the employee benefits that your company offers:

TBP NO-COMPROMISE BUSINESS OF THE YEAR

1. Describe why this company should be considered for the Award.
2. Describe how your company embodies the systems, methodologies and philosophies of Strategies Team-Based Pay System.
3. Include Financial Statements: Profit & Loss Statement with % of Income Column and Balance Sheet for 2015, 2016 and Year-to-Date.
4. Include current Cash-Flow Plan in PDF.
5. Include PDFs of your company’s Broadbands.

THE FOUR BUSINESS OUTCOMES AWARDS … ONE PER OUTCOME

PRODUCTIVITY OUTCOME AWARD

1. Describe why this company should be considered for the Award.
2. Describe what sets this company apart from others in the Productivity Category.
3. Describe how this company embodies the systems and philosophies of Team-Based Pay and Productivity.
4. Describe the most successful Company Initiatives designed to improve Productivity.
5. Describe your Company Training policies to create balanced productivity.

PROFITABILITY OUTCOME AWARD

1. Describe why this company should be considered for the Profitability Outcome Award.
2. Describe what sets this company apart from others in the Profitability Category.
3. Describe how this company embodies the systems and philosophies of Team-Based Pay and Profitability.
4. Describe your most significant achievement in the Profitability Outcome. (Example: Reducing payroll percentages, reducing/eliminating debt, eliminating IRS debt.)
5. Is your company debt-free?
6. How much does your company have in cash reserves?

STAFF RETENTION OUTCOME AWARD

1. Describe why this company should be considered for the Staff Retention Outcome Award.
2. Describe what sets this company apart from others in the Staff Retention Category.
3. Describe your company’s approach to improving Staff Retention.
4. Most successful Staff Retention Initiatives (Example: Benefits, Employee Incentives).
5. Describe your systems for Individual Staff Communication: (Example: Weekly/Monthly One-on-Ones, Quarterly Performance Reviews).
6. Most successful Staff Recruitment Plans.

CLIENT LOYALTY OUTCOME AWARD

1. Describe why this company should be considered for the Client Loyalty Outcome Award.
2. Describe what sets this company apart from others in the Client Loyalty Category.
3. Describe how this company embodies the systems and philosophies of Team Based Pay and Client Loyalty.
4. Describe your most significant achievement in the Client Loyalty Outcome. (Example: First-time client retention rate gains, pre-booking gains, increase in your monthly first-time client traffic.)
5. Most successful Client Retention campaign.

BEST TURN-AROUND AWARD

Has your company gone through the infamous Fiery Pit of Hell? This award is for the salon/spa that journeyed out of the Fiery Pit of Hell back to daylight. Turn around stories are about leaders and companies that, by their creativity and determination, have established and nurtured successful Team-Based Pay business practices, systems and ideals. This is the perfect opportunity to inspire others with your story out of the Fiery Pit of Hell back to daylight.

1. Describe why this company should be considered for the Award. Tell us your turn-around story.
2. How and why did your turn-around make you a No-Compromise Leader?
3. Describe your company’s culture before and after the turn-around.
4. Critical Numbers and % change: (Example: Increase in cash flow/profit, in Productivity, Pre-book, Retail Sales, Profitability, decrease in Payroll)
5. Best Critical Number improvement:
6. Describe your biggest business/leadership lesson?

COACH’S CHOICE AWARD

The recipient of this award is a current coaching client who has been nominated and selected by our team of **Certified Strategies Coaches**. The recipient shows commitment, determination, reliability and accountability in moving their company forward.

BEST CULTURE SHIFT AWARD

It’s no secret that leading a Culture Shift can be the most difficult part of making changes in a company. Human nature instinctively rejects change on any level, even if the change will be beneficial to all in the long run. Reengineering requires culture shifts on nearly every level. Applicants must share:

1. Describe your company’s culture prior to initiating your Culture Shift.
2. Describe the challenges you overcame during the Culture Shift.
3. Improvement in business performance as a result of Culture Shift.
4. Improved customer experience as a result of Culture Shift.
5. Improved teamwork within the organization as a result of Culture Shift.
6. Improved recruitment and employee engagement as a result of Culture Shift.
7. Describe the No-Compromise Leadership strategies you used in leading the Culture Shift.
8. How long did it take to get your new Culture to stick?

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