A colorful logo with text

Description automatically generatedA blue and white logo

Description automatically generated

**Manager of the Year**

**Sponsored by RADical Systems**

**Mandatory requirements**

* The manager must have been employed at the facility for at least 12 months.
* The manager cannot have a significant financial interest in the ownership of the property or business.
* Entries must be provided in an electronic version; word document or .pdf are preferred.
* A signed Permission to Publish Form must be included with each entry.

**Format of the entry**

* Place the manager’s and store names at the top of the first page.
* Provide some background on the store such as its size, location, and history.
* Where possible provide supporting evidence for claims, such as improved sales figures occupancy rates etc.
* Provide a good quality photo of the manager.
* Use clear concise wording and paragraphs. Remember the judges will be reading lots of entries, so make it as easy to read as possible and consider using a summary to make your key points stand out.

**Judging Criteria**

You should consider the following judging criteria when submitting your entry. The judges are looking for an outstanding manager and they will use the following criteria to help them decide between the finalists.

**Note that the judges need to see what the manager has done to directly contribute to the elements below. Not just success of the business. For example what have they done to increase sales?**

***Sales success***

Sales is a key element of any good self storage manager. How has your candidate excelled in generating more sales for the business and overall revenue increases?

***Marketing***

In what interesting ways does the manager market your business to potential customers?

***Personality***

What makes them special? How do they get on with other staff and customers?

***Complaints Handling***

How do they react when things go wrong, or deal with tricky customers?

***Innovative thinking***

What innovations have they introduced, how have they done things differently?

In addition, the judges may request a mystery shop, or organise a personal visit of some or all the finalists to assist them in the judging process, or to verify the information provided.

If you have any questions about completing this entry, please contact Rennie Schafer, FEDESSA CEO, at [rschafer@fedessa.org](mailto:rschafer@fedessa.org) or +44 1270 623 150.

**Important**

**Submission for entries close:  
Friday, 8 September 2023**

**Send entries to awards@fedessa.org**

**Good Luck!**

1.Cover

Company Logo

Award Name

Store Address

Manager Name, and job title

Manager Image

2. A brief overview of why you have nominated this person for the Manager for the Award

*Include statistics that may set them apart from others such as occupancy or revenue, growth in an area, or debt reduction, and reviews.*

3. Background on Store

Include store images above   
or below text, or down the side here.

*Add in a section here on the background of the store   
including size, location and history.*

4. Judges criteria

* ***Now use each of the headings below to explain how the manager has contributed to the areas. Remember that the judges need to see what the manager has done to directly contribute to the elements below. Not just the success of the business.***
* ***Use clear concise wording and paragraphs. Remember the judges will be reading lots of entries, so make it as easy to read as possible and consider using a summary to make your key points stand out.***

**Sales Success**

Add photos or graphs to support text for each area.

Sales is a key element of any good self storage manager.   
How has your candidate excelled in generating more sales

for the business and overall revenue increases?

**Marketing**

Add photos or graphs to support text for each area.

In what interesting ways does the manager market your

business to potential customers?

**Personality**

What makes them special? How do they get on with other staff and customers?

**Complaints Handling**

How do they react when things go wrong, or deal with tricky customers?

Give us some examples.

**Innovative Thinking**

What innovations have they introduced, how have they done things differently?

**Contributing factors which make this Manager stand out from the rest**

*This could be community engagement, team activities, supportive actions towards staff/ customers, new innovations/ideas, etc.*

**5. Summary**

*Summarise why you have entered the Manager for the Award*

Include any reviews specific to the Manager – screen shots would be better,   
or images where possible