

## 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. If your manager has done something special that is outside these criteria, then consider entering in the Extraordinary Achievement Award instead.

#### ***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.

**Good Luck!**

**Important**  
Submission for entries close:  
Friday, 26 August 2022  
Send entries to [awards@fedessa.org](mailto:awards@fedessa.org)