

2014 Platinum Awards

**Call for Nominations**

The Marketing and Sales Executives of Detroit (MSED) promotes and recognizes excellence in marketing and sales in product and service businesses.

Each year, MSED honors sales and marketing professionals with its Platinum Awards. These awards recognize persons who have distinguished themselves in our field and helped their companies achieve critical business goals. **The Platinum Awards are sponsored by *Corp! Magazine***.

MSED will present 2 Platinum Awards. Nominations can be for a teamor individualthat successfully marketed and sold a new product or service, or an existing product or service to a new market.

**We are calling on all companies in any industry – MSED members or not – to nominate teams or individuals whose work led to the awarding or generation of new business and/or cost savings between January 1, 2013 and June 1, 2014 using the following criterion:**

1. Overcome obstacles in order to achieve success
2. Utilized **creative** marketing and/or sales ideas or approaches
3. Exceeded business goals
4. Impacted your business and/or industry
5. Exhibited exemplary teamwork, or leadership as an individual
6. Significance of accomplishment(s)… Financial Scope and Magnitude

Nominees are encouraged to provide information in each segment of the criterion as opposed to combining one or more segments under one category. Be as complete as you can be in filling out the nomination form.

Winners will be honored at MSED’s 21st Annual Black-Tie Gala Dinner in October at a venue to be determined. Award presentation pictures will be posted on the MSED website after the event.

**How You Can Nominate a Team or Individual**

The nomination form is available to [download as a word document](http://www.msedetroit.org/Platinum) on the MSED website. After entering your information, save the document as **(company)platinum.doc** and **email** to [*meetings@meeting-coordinators.com*](mailto:meetings@meeting-coordinators.com)*.*

**NOTE:** Any additional information or attachments can and should be utilized to strengthen/sell the nomination. This could include testimonials from customers or industry executives.

**How We Will Select Honorees**

Each judge on the Platinum Awards Panel, made up of marketing and sales executives and past award recipients, will consider qualifications based on information provided on the nomination form. Those individuals or teams meeting the Platinum Awards criterion will be considered finalists and interviewed by the Awards Panel. Finalists will be contacted to schedule an interview date shortly after the closing of nominations. **The winning individual and team will be announced at MSED’s 21st Annual Black-Tie Gala Dinner in October. NOTE: All finalists will be recognized from the podium at The Gala and also have an opportunity to present their story at a 2014-2015 MSED Dinner Meeting.**

**Nominations for 2014 Platinum Awards close Sept 1**

**2014 MSED Platinum Award / Nomination Form**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Company | |  | If a team, list members (✓ contact person) | |
| Name |  |  | Name | Role |
| Division |  |  | 1. |  |
| Address |  |  | 2. |  |
|  |  | 3. |  |
| Campaign | |  | 4. |  |
| Product/Service |  |  | Contact Person Email |  |
| Target Market |  |  | Contact Person Tele # |  |
| Introduction Date |  |  | If an individual, | |
| Nominated By | |  | Name | Role |
| Name |  |  |  |  |
| Email |  |  | Individual’s Email |  |
| Telephone |  |  | Individual’s Tele # |  |

**Obstacles overcome in order to achieve success:**

**Utilized creative ideas or approaches:**

**Exceeded business goals:**

**Impact on your business and industry:**

**Exhibited exemplary teamwork, or leadership as an individual:**

**Significance of accomplishment(s)…Financial Scope and Magnitude**

|  |  |
| --- | --- |
| Mail to: Marketing & Sales Executives of Detroit, c/o Meeting Coordinators, Inc.,  P.O. Box 99463, Troy, MI 48099; fax to: (248) 643-9685  Phone: (248) 643-6590 or email to [meetings@meeting-coordinators.com](mailto:meetings@meeting-coordinators.com) | MSED Logo - Final |