



INCREASE YOUR NOMINEE'S CHANCES OF WINNING PIA NATIONAL'S 2018 SPRING AWARDS!

PIA NATIONAL IS NOW ACCEPTING

nominations for three prestigious national awards: The 2018 PIA National Professional Agent of the Year Award, Customer Service Representative (CSR) of the Year Award and the Young Insurance Professional (YIP) of the Year Award.

The final entry deadline for PIA National's 2018 Spring Awards is **Tuesday, February 27, 2018**.

To help you create the best nominations possible and increase your odds of submitting a winning nomination, we thought it would be useful to provide you with some tips on how to create an award-winning entry.

Make sure your nominee is standing at the winners' podium this April by taking advantage of the following tips:

- 1. Nominate your finest employees:** This is a great opportunity for you to show your appreciation for your employees' hard work. Let your exceptional employees know you appreciate everything they do for your agency. You can do this by nominating an outstanding CSR and/or YIP. Transportation and accommodations for award winners and a guest, along with a \$1,000 cash prize for the CSR and YIP winners, will be provided.
- 2. Talk to your nominees:** Before submitting your nomination, talk to your nominees. Don't be afraid to let your nominees know that you're nominating them for PIA National's CSR and/or YIP awards. After speaking with your outstanding nominees, you'll have a better understanding of who they are. Be sure to find out if they're involved in any professional insurance organizations and their community. This will help you provide the complete the nomination form and provide PIA judges with a more complete picture of the people you are nominating.
- 3. Complete the entire nomination form:** While PIA does not require all the questions/considerations to have responses, our judges read everything. Complete forms will grab our judges' attention.
- 4. Provide as much information as needed:** As previously stated, our judges will read everything and take all responses into consideration when determining a winner. While we don't recommend a response to turn into a novel, we also do not believe you should intentionally shorten a response out of fear that it will not be read or looked down upon. Keep your answers to the point, but don't remove anything you feel should be there. Note that it is perfectly acceptable to add additional pages to the official nominating form if you need more space for your responses.
- 5. Don't be modest:** All our nominees are excellent customer service representatives and young insurance professionals. Don't be shy! What makes your nominee uniquely excellent? We can promise you that our previous winners did not shy away from telling us what makes them excellent. **WOW** us by going into great detail as to why your nominee deserves one of our spring awards.
- 6. Don't procrastinate, start now:** Why wait until February to complete your nomination form? Act now! Procrastinating may place you at a strategic disadvantage, which may prevent you from submitting your best possible nomination form. Starting now will give you more time to reflect on your nominee's best qualities and will also give you more time to collect and submit supplemental materials.
- 7. Add supplemental materials:** While completely filling out the nomination form is important, nominations that lack supplementary materials may be viewed as less substantive. We **strongly urge you** to consider adding additional materials that support the nomination. **Supplemental materials are not required**, but they provide our judges with a better insight into your nominee. These materials include—but need not be limited to—letters of endorsement, testimonials, awards, photographs, and news clips or press releases about the nominee.
- 8. Don't be afraid to submit:** Submitting your nomination is free and easy! Start by visiting <http://www.pianet.com/awards>. Download the 2018 nomination forms, and begin completing the nomination forms. To increase your odds of winning, be sure to use the tips listed here. Once your nomination forms are complete, email them awards@pianet.org or fax them to 703-836-1279. Be sure to also email or fax your supplemental materials as well.
- 9. Don't be afraid to resubmit:** Each year, PIA receives many outstanding nominations, making the competition quite intense. If your nominee was not chosen in a previous year, we encourage you to resubmit your nomination. Just download the 2018 nomination form, review and update your previous nomination, then resubmit it!
- 10. Don't be afraid to ask questions:** If you have any questions regarding the awards or need general assistance, please contact PIA National's Communications Assistant Sade Hale at 703-518-1350 or awards@pianet.org. She will be happy to answer your questions.

We look forward to receiving your outstanding nominations! 