**Logo, company name

Description automatically generated**

**Car Supplier of the Year**

**Car supplier company nominated:**

**Contact name:**

**Position:**

**Organisation:**

**Telephone number:**

**Email address:**

NB. The synopsis and logo will be showcased on the Intelligent Instructor Awards voting portal for the public to view.

**50-word award entry synopsis**:

**Supporting logo to be attached as a separate file with entry:** (high resolution, 300dpi jpeg or png file, square or landscape)

Please limit your entry to no more than 1,000 words. You can submit a maximum of three A4 pages of supporting documents too. Marks will be awarded, out of 10, for each of the five headings below, by each of our judging panel, on how well you meet each part of the criteria.

1. Retailer description

Please describe your dealership/dealer group, its company ethos, and approach to customer service. How do you differ from your competitors? What are your USPs? How price completive are you?

1. Consumer choice

What breadth of cars do you offer? Do you offer new, nearly new and used? Do you take part exchange? What payment plans do you provide? Do you offer petrol, diesel, hybrid and electric vehicles? Manual and auto? What are your servicing plans? How do you deal with breakdowns? What replacement vehicles do you offer and how rapidly are they provided?

1. Marketing to instructors

How does your company target instructors? What specific marketing initiatives have been undertaken to attract them? How does your sales team approach selling cars to instructors? What proven methods of engagement do you use to target instructors? What successes have you had? What is our social media strategy? How strong is your brand? How do you communicate with your customers, present and past?

1. Customer satisfaction

Please provide evidence of customer satisfaction, either through independent reviews (e.g. Google or Feefo), customer testimonials and/or real-life examples. What is your customer retention rate? How does your sales team’s approach ensure engagement with instructors? How quickly and efficiently do you deal with enquiries? How quickly and efficiently do you deal with complaints?

1. Additional information

Please include any further information which you think makes you stand out from others. How you have adapted to the challenges faced during Covid-19, both internally as a business and importantly how responsive have you been to the instructors’ needs during this challenging time. How quickly did you adapt? How communicative were you to your customers? What level of support di you offer and now flexible and understanding were you?

Entries are to be submitted via email to [awards@intelligentinstructor.co.uk](mailto:awards@intelligentinstructor.co.uk)

Closing date 2nd December 2021.