

CRITERIA & INFORMATION

Sales Professional of the Year

Do you know a sales superstar in New Zealand book publishing? Or is that person you? This award celebrates the talented people who connect books with booksellers and keep our industry thriving. Whether you're a rep, part of an in-house sales team, or supporting sales in any way—and whether you're nominating yourself or a brilliant colleague—we'd love to hear your story.

WHO IS ELIGIBLE?

Sales professionals working in New Zealand book publishing. You can nominate yourself or someone else whose work deserves recognition.

THE PRIZE

Recognition for sales excellence. The winner will receive a certificate at the Book Industry Awards on Saturday 25 July 2026, along with opportunities for media coverage and industry recognition.

WHAT WE'RE LOOKING FOR

Tell us about a sales professional, or yourself, who truly excels at:

- **DELIVERING OUTSTANDING RESULTS**
Demonstrate high-level performance, such as exceeding targets, effective sell-in, strong backlist management, smart stock solutions, excellent follow-up, or driving profitable and sustainable sales.
- **MAKING A REAL IMPACT**
Show how they contribute to the wider book industry through deep product knowledge, genuine enthusiasm, strong relationships, and a commitment to helping customers succeed.
- **BUILDING EXCELLENT RELATIONSHIPS**
Great sales is about people. Highlight collaboration with booksellers, publishers, colleagues, and partners that builds trust and long-term success.

Examples should relate to the period 1 April 2025 to 31 March 2026.

WHAT TO SUBMIT

- A completed entry form
- One PDF document of supporting material, maximum 2 pages

You may wish to include:

- Performance highlights and measurable achievements
- Specific examples of impact on customers or publishers
- Testimonials from booksellers, colleagues, or partners
- Stories that demonstrate passion, expertise, and professionalism

Smashing it in book sales, or know someone who is? Enter now and celebrate the people who keep books moving.

[ENTRY FORM](#)

DEADLINE
17 APRIL 2026, 5PM

Booksellers
Aotearoa New Zealand

 **Publishers
Association of
New Zealand**
Te Rau o Tākupu