



THE STEVIE® AWARDS FOR  
SALES & CUSTOMER SERVICE

# 2026 ENTRY KIT

20th Annual Stevie® Awards for Sales & Customer Service



[Sales.StevieAwards.com](https://Sales.StevieAwards.com)



# WELCOME

We invite your organization to submit nominations to the 2026 (20th annual) Stevie® Awards for Sales & Customer Service. This program recognizes the achievements of contact center, customer service, business development and sales professionals worldwide.

All organizations worldwide are eligible to submit nominations: large and small, public and private, for-profit and non-profit. Nominations may be submitted by individuals or organizations, and must be submitted in English.

The Stevie® Award trophy, the prize that is conferred in the Stevie Awards for Sales & Customer Service and all other Stevie Award programs, is one of the world's most coveted prizes. Many of the world's largest and most famous organizations have won Stevie Awards; however, most of our winners each year are small and midsize organizations that are still growing and building their brands.

This booklet explains how to prepare and submit nominations to the Stevie Awards for Sales & Customer Service. The first important step to entering is to review the categories and to choose the categories in which you'll participate.

Eligibility extends from July 1, 2023 through the date on which you submit your nominations. Nominations that won in the 2025 Stevie Awards for Sales & Customer Service may be resubmitted for consideration in the 2026 awards. If they have not been updated, they must be submitted to categories different from those in which they won.

In these pages you will find explanations of the submission requirements for all of these categories, and an outline of how to submit your entries. All of this information is also available on the website at [Sales.StevieAwards.com](https://Sales.StevieAwards.com)

Winners will be notified on January 28, and celebrated on March 5 in New York City. Attendance is not required to win.

We hope your organization will submit entries to the Stevie Awards for Sales & Customer Service. Please don't hesitate to contact us with your questions about how to participate.

Cordially,

**MAGGIE MILLER**

*President, The Stevie® Awards*



# INDEX

- 04** | The 2025 Awards
- 05** | Awards Process & Top Five Awards
- 06** | How to Enter
- 07** | Entry Fees
- 08** | Award Categories
- 09** | Hear from Past Winners
- 10** | Effective Nominations
- 11** | Rules, Terms & Conditions of Entry
- 12** | Entry Preparation Tips
- 13** | Reasons Why You Should Submit Nominations

**03**

# 2026 CALENDAR

**OCTOBER 29, 2025**

Webinar: Entry Tips for the 2026 Stevie® Awards for Sales & Customer Service

**NOVEMBER 5, 2025**

Early-bird entry deadline, with discounted entry fees

**NOVEMBER 12, 2025 -  
JANUARY 23, 2026**

Judging of the 2026 Awards

**DECEMBER 4, 2025**

Entry deadline, late fees apply after this date

**JANUARY 14, 2026**

Late entry deadline, with payment of late fee. *This deadline will NOT be extended.*

**JANUARY 28, 2026**

Winners notified

**JANUARY 30, 2026 -  
FEBRUARY 20, 2026**

Public voting for the People's Choice Stevie® Awards for Favorite Customer Service

**MARCH 5, 2026**

**Awards banquet**  
Marriott Marquis Hotel, New York City



**READY? ENTER NOW**





# THE 2025 AWARDS

[BROWSE PHOTOGRAPHS OF THE AWARDS EVENT](#)



[WATCH THE INDIVIDUAL AWARDS PRESENTATION CLIPS](#)



[WATCH INTERVIEWS WITH STEVIE WINNERS](#)



[DOWNLOAD THE AWARDS EVENT PROGRAM BOOK \(PDF\)](#)



## SELECTION OF 2025 WINNERS

AMEBIA



Curriculum Associates



eMoney

EVERISE



HIRE RIGHT

INTUIT



Justworks

Lenovo

<Lessen



Percepta

Premier<sup>nx</sup>



QUALITEST

RAPID7

recharge



sodexo

TCL

ttec



User Testing

WPengine



# AWARDS PROCESS

Judging of entries is conducted in one round to determine the Gold, Silver and Bronze Stevie® Award winners. Judges are recruited worldwide, apply to judge on the Stevie Awards for Sales & Customer Service website, and are assigned to juries by Stevie® Awards staff based on their industry, function and experience.

Each entry is reviewed and rated by no fewer than five (5) volunteer judges who have been approved as qualified (by Stevie Awards staff) to judge those entries. All entries are viewed and rated at the judges' convenience over the Internet. Rating is done on a scale of 1-10.

All entries that receive an average score of at least 7.75 out of a possible 10, regardless of category, are automatically conferred Stevie Award status.

Every category that has at least one qualifying entry (with a final average score of at least 7.75/10) will have at least one Gold Stevie Award winner. The qualifying entry with the highest average score in a category will be awarded the Gold Stevie Award. Other qualifying entries that receive an average score of at least 8.0 out of 10 will be accorded Silver Stevie status. Remaining qualifying entries will be accorded Bronze Stevie status.

The veracity of claims made in Finalist entries may be audited. Any entry found to contain false or misleading information will be disqualified. Gold Stevie-winning entries will be published on the Stevie Awards for Sales & Customer Service website, after winners have had the opportunity to redact non-public information from them.



## TOP 5 AWARDS

The Top 5 Awards are five best-of-competition prizes that will be presented to the organizations that submit the best collection of entries to the Stevie® Awards for Sales & Customer Service, in their own name or in the names of one or more clients. The winners of these prizes are awarded the **Grand Stevie Award trophy**.

These awards cannot be applied for directly. Winners are determined by a points system based on the total number of awards won in the Stevie Awards for Sales & Customer Service, with a Gold Stevie win counting for 3 points, a Silver Stevie for 2 points, and a Bronze Stevie counting for 1.5. Points cannot be counted more than once in calculating Top 5 Award winners (i.e., points won by an agency in its client's name cannot be counted a second time in the agency's name).

Top 5 Award winners also have the right to use and display a Grand Stevie Award Winner logo.

# HOW TO ENTER

Complete the form to create your account, or login to your existing account if you have already made one in our new entry system.

Visit the website at [sales.stevieawards.com](https://sales.stevieawards.com) or click the READY? ENTER NOW button at the bottom of any page in this kit.

Within your entry-submission account, select Stevie Awards for Sales & Customer Service from the program drop-down in the top right of your screen.

Follow the instructions to create and save your first entry. Repeat the process as necessary to create and save additional entries.

When you've created all of the entries you will submit, click the check boxes next to their titles, then click the **SUBMIT SELECTED NOMINATIONS** button to begin the submission process.

Review and agree to the Terms and Conditions of Entry, and choose how to pay your entry fees.

## SUBMIT NOMINATIONS IN ANY OF 30+ LANGUAGES

New for 2026, we have a translation tool built into our entry system. You may submit written nominations in any of 30+ languages, and our system will translate them to English for our judges to review and score. Please note that only your written submission will be translated, not any supporting material uploads or links. All judging will be done in English, and judges will be told that a translation tool may have been used.





# ENTRY FEES

The competition features a number of categories for which there are no entry fees.

For categories to which entry fees apply, the early-bird entry fees are as follows:

- U.S. \$285 per entry in the categories that recognize the achievements of individuals
- U.S. \$510 per entry in the categories that recognize the achievements of entire organizations, teams, departments, achievements, and solutions & implementations

Entry fees will rise \$45/entry after the November 5, 2025, early-bird entry deadline. Entries may still be submitted after the final deadline of December 4, through January 14, 2026, but a late fee of \$55/entry will be assessed in addition to the entry fee. The late fee will apply to all nominations submitted after December 4, 2025, even those in categories that do not require payment of an entry fee.

If appropriate an entry may be entered in multiple categories; and the fees are due for each category entered. Each entry will be judged separately in each category entered. Entries submitted in multiple categories are eligible to win multiple awards.

Payment may be made by credit card, check, or bank transfer. We accept American Express, Mastercard, and Visa. Payment by check must be made in U.S. dollars by check or draft drawn on a U.S. bank payable to Stevie Awards, Inc. Non-U.S. bank checks will be returned. Please note the name of the entering organization on your check or draft. Enclose the check with a printout of the "Pay By Check" page on our website.

For wire transfers to our bank, write to [help@stevieawards.com](mailto:help@stevieawards.com) for instructions.

No refunds will be made after December 4, 2025.



# 2026 CATEGORIES

The categories of the 2026 Stevie® Awards for Sales & Customer Service are listed in the following groupings.

*Nominations that won in the 2025 Stevie Awards for Sales & Customer Service may be resubmitted for consideration in the 2026 awards. If they have been updated with recent achievements, they may be submitted to the same categories in which they won. If they have not been updated, they must be submitted to categories different from those in which they won.*

## SALES INDIVIDUALS



## SALES TEAM



## SALES ACHIEVEMENT



## SALES DISTINCTION



## CUSTOMER SERVICE & CONTACT CENTER INDIVIDUAL



## CUSTOMER SERVICE & CONTACT CENTER TEAM



## CUSTOMER SERVICE & CONTACT CENTER ACHIEVEMENT



## CUSTOMER SERVICE DEPARTMENT



## CUSTOMER SERVICE SUCCESS



## BUSINESS DEVELOPMENT



## AI & DIGITAL TRANSFORMATION - CUSTOMER SERVICE (NEW FOR 2026)



## AI & DIGITAL TRANSFORMATION - SALES (NEW FOR 2026)



## SOLUTIONS & IMPLEMENTATIONS



## SOLUTION PROVIDER



## THOUGHT LEADERSHIP



## SOCAP-SPONSORED CATEGORIES (NEW FOR 2026)

New for 2026, the Stevie Awards have partnered with SOCAP to create three categories open to SOCAP members only. SOCAP represents a premier community of customer care professionals from across industries. As the oldest member-driven Customer Experience (CX) association, SOCAP facilitates collaboration, knowledge sharing, and learning among CX specialists and their solution providers. Learn more at [SOCAP.org](https://SOCAP.org).





# HEAR FROM PAST WINNERS

“

Winning a Stevie® Award is an exceptional honor for our organization as it signifies recognition from industry peers for our relentless dedication to innovation, quality, and customer service. This award is not just a testament to our achievements, but it also underscores the collaborative spirit, hard work, and commitment of every team member. We believe it further motivates us to continue setting new standards in our industry and deliver exceptional value to our customers.

**ANUBHAV SARAF,**  
Marketing Director, Shaip

”

“

Eight years ago, I joined a company built on core principles: acting with urgency, finding the yes, delivering best-in-class technology, and always doing the right thing. To have that commitment recognized by the Stevie Awards, especially the dedication of our talented product teams and everyone who puts customers at the center of everything they do, is truly incredible. These awards are a powerful testament to what's possible when you truly listen to your customers, understand their challenges, and focus on delivering meaningful solutions and lasting impact. What an experience!

**ANDREW MEADOWCROFT,**  
VP Customer Experience, Aires

”

“

We are so proud of winning this Stevie Award for the second year in a row. It is recognition of the hard work, commitment to excellent customer service, and innovative solutions delivered to our amazing clients around the world. The whole team at Management Dynamics is honoured to be recognised. It signifies to us that we are on the right path and motivates us to keep pushing the boundaries and aspire for even greater achievements in the year ahead.

**EMMA LANE,**  
Customer Experience and  
Advantycs Consultant,  
Management Dynamics

”

# HOW TO SUBMIT WINNING ENTRIES

---

## **Subscribe to the Free Stevie Awards Email Newsletter**

Stay up to date on entry deadline extensions, new categories, and other important announcements by subscribing to the weekly Stevie Awards email newsletter. We respect your privacy and will never share your email address with anyone else. [Click here](#) to subscribe.

## **Determine Who or What You Want to Nominate, and in Which Categories**

Decide which individuals, departments, teams, achievements, solutions, or implementations in your organization you wish to nominate, then select the most appropriate categories for those entries. For help with category selection, fees, or other questions, contact us at +1 703-547-8389 or [help@stevieawards.com](mailto:help@stevieawards.com).

## **Submit Your Entries By the Entry Deadline**

There's an early-bird deadline of November 5, 2025 through which entry fees are discounted. The final entry deadline will be December 4. Late entries will be accepted through January 14, 2026 with payment of a \$55 late fee per entry.

## **Register for our Live Informational Webinar**

[Click here to register](#) for our October webinar about how to prepare successful nominations and learn more about what is new and different in the 2026 competition. The webinar will be available to watch on demand anytime after it airs live.



# RULES, TERMS & CONDITIONS OF ENTRY

The following are the terms and conditions of entry to the 2026 Stevie® Awards for Sales & Customer Service. By submitting entries to the competition you assent that you have read and agree to abide by these terms and conditions.

## ENTRY FEES



## ACCEPTANCE OF STEVIE AWARDS CORRESPONDENCE



## MAINTENANCE OF YOUR ENTRY ACCOUNT INFORMATION



## FINAL DECISION



## DISPOSITION OF SUBMITTED MATERIALS



## PAYMENT OF SHIPPING FEES



## PUBLICATION OF STEVIE-WINNING ENTRIES



## NOTICE OF FILMING AND PHOTOGRAPHY AT THE BANQUET



## IDENTIFY VERIFICATION



Failure to comply with these Terms & Conditions will render your entries ineligible. Entry fees will not be refunded.



# ENTRY PREPARATION TIPS

## 1 Write Your Entries Offline Before Submitting Them

Write your entries offline to keep a permanent record. Then, submit them through our simple online system. Avoid writing directly online, as technical issues with your computer or our system could cause you to lose your work.

## 2 Include Supporting Materials and Links

For most categories, supporting files or URLs are optional. However, we strongly recommend including at least your organization's website URL so judges can access basic information about your organization.

## 3 Focus on Achievements During the Eligibility Period

The 2026 Stevie Awards for Sales & Customer Service eligibility period is from July 1, 2023, through January 2026. Entries may mention earlier achievements but must focus on this period—the judges will not score entries highly if they do not.

## 4 How to Submit Entries for Multiple Clients

PR and marketing agencies submitting for multiple clients should create one account under the agency's name with agency contact details. Start each entry title with the client's name so awards are correctly presented to the clients, not the agency.

## 5 Test Your Links

If you include links to videos, images, or other materials, be sure to test them before submitting. Preview your entry and click the links to ensure they work and show the intended content to the judges.

## 6 Video Entries and Other Media Materials

Attachments should be directly downloadable and easy to access. For videos, use a YouTube, Vimeo, or similar link that plays instantly. If that's not possible, upload the video file instead.

## 7 Giving Titles to Your Entries

When choosing a title for your entries, don't include the category name — judges will see it. For individual nominations, simply use the person's name and job title unless additional text adds meaningful context. Keep titles simple.

## 8 Well-Written and Succinct

Stevie-winning entries are clear, focused, and modest. Highlight a few key accomplishments in detail rather than listing many briefly, and keep the writing concise.



# 10 REASONS WHY YOU SHOULD ENTER

1

Stevie® Awards offer a cost-effective way to recognize and celebrate your valued employees for their efforts and accomplishments—boosting morale, inspiring pride, and motivating your team to keep striving for excellence.

2

The entry fees are nominal compared to the publicity and credibility you or your organization can reap from winning a Stevie Award. Past winners use their Stevie Awards to enhance their reputation, attract clients, and engage top talent.

3

Small organizations have just as much chance to win a Stevie as big companies. Every year, household-name companies are joined in the winners' circle by small and medium-sized organizations that are still building their brands

4

There are dozens of categories for customer service, contact center, business development, and sales professionals, teams, and departments.

5

Winners are celebrated globally at our galas and promoted across our website, blog, social media, and PR. With more than 70,000 monthly site visitors and 60,000 newsletter subscribers, your win gets wide exposure.



6

When you win a Stevie Award, you and your colleagues get to accept your award on stage, deliver a speech before a global audience, and network with top professionals at our March 5 gala in New York City, also broadcast live worldwide.

7

The awards are a great way to benchmark your achievements against competitors in your industry.

8

Stevie Awards impress clients, partners, colleagues, and staff. Since 2002, the Stevie Award trophy has become one of the business world's most coveted prizes; it's a global symbol of excellence and innovation.

9

Winners may order additional copies of their awards to share with employees, executives, and clients. Official winner logos, social media graphics, and press release templates are provided to all winners at no extra cost.

10

Judges include many of the world's most respected executives, entrepreneurs, innovators, and business educators. You'll have access to all of the judges' feedback for all of your entries; an invaluable resource.

# THE STEVIE® AWARD

The Stevie Award trophy is one of the world's most coveted prizes. Since 2002 the Gold Stevie Award has been conferred for achievement in the workplace to organizations and individuals in more than 70 nations and territories.

The name Stevie is taken from the name Stephen, which is derived from the Greek for "crowned."

The crystal pyramid held aloft by Stevie represents the hierarchy of human needs, a system often represented as a pyramid that was developed in the 1960s by psychologist Abraham Maslow, who observed that after their basic needs are met, human beings seek the esteem of their peers.

## RESOURCES TO HELP YOU PREPARE YOUR ENTRIES

Most public relations agencies and independent practitioners have experience writing Stevie® Awards entries. If you don't have the time to prepare, write and submit your Stevie Awards for Sales & Customer Service entries, we suggest you turn to a PR pro to help you. There are also several communications professionals who specialize in writing Stevie Awards entries. We recommend the following:

August Recognition, Donna O'Toole, [hello@augustawards.com](mailto:hello@augustawards.com)

Award-Winning Results, Jacque Burandt, [jacqueline.burandt@gmail.com](mailto:jacqueline.burandt@gmail.com)

Boost Awards, Chris Robinson, [info@boost-awards.co.uk](mailto:info@boost-awards.co.uk)

Business Awards Consulting, Cagatay Kayabas, [awards@kuzeygelisim.com](mailto:awards@kuzeygelisim.com)

Green Door Co., Heather Marano, [heather@greendoor.co](mailto:heather@greendoor.co) (Australia/New Zealand)

Martha Hooper, [hooperconsultinginternational@gmail.com](mailto:hooperconsultinginternational@gmail.com)

Melissa Sones, [melissasonesconsulting@gmail.com](mailto:melissasonesconsulting@gmail.com)

Susan Turkell, [info@pairelations.com](mailto:info@pairelations.com)

The Audacious Agency, Lauren Clemett, [info@theaudaciousagency.com](mailto:info@theaudaciousagency.com)



## CONTACT US

### The Stevie Awards

10560 Main Street, Suite 519, Fairfax, VA 22030 U.S.A.

Telephone: +1 703-547-8389 | Fax: +1-703-991-2397

[help@StevieAwards.com](mailto:help@StevieAwards.com) | [www.StevieAwards.com](http://www.StevieAwards.com)

