

## **Excellence in Business | Entry Questions**

*Responses need to be submitted online. This document is to help you prepare your submission. Each response should be 500 words or less.*

1. As a snow season approaches, every snow management company needs to be ready for anything and everything the event brings. Whether the area you service averages less than 10" (25cm) or more than 100" (254cm) per season, a company's processes, procedures, leadership, and education come into play. In your response, give examples of the business practices you use to ensure a successful snow season. Please use the following topics as a guide for your response:
  - Operational practices
  - Safety procedures
  - Data Tracking
  - Snow Response Plan
  - Company vision and Strategic Plan
2. No company is complete without its main ingredient – people. These employees, customers, and community help shape the business and are vital in how it runs each season. In your response, give examples of these people, how you work with them, and how you are able to give back. Please use the following topics as a guide for your response:
  - Company culture and communication
  - Sales and Marketing process
  - Customer Satisfaction
  - Effect of change in your business; how it may affect your employees & customers
  - Community involvement (business, charitable, etc)

3. Describe your biggest snow event of last season and how your company managed it. Explain how you succeeded, what went wrong (if anything), and what you learned from it.
4. How has being a member of SIMA benefited your company?