
CATEGORY

Individual Bookseller of the Year

thebookseller.com/british-book-awards
#BritishBookAwards

What are the judges looking for?

We want to find the booksellers – be they shop managers or new retailers – whose retail skills, knowledge and enthusiasm have made a fundamental difference to the performance of a shop or book department. In a customer-facing business, these are the individuals that customers look out for, who handsell with passion, or the managers who have created a culture of great customer service.

Who can submit?

Anyone selling books direct to the public, including from an independent bookshop, book chain, book club, online retailer, or specialist books department of a high street book retailer.

What to submit?

Please submit via the awards website, a zipped-file, including a PDF of up to 1,500 words covering the requirements listed on the right, alongside any supporting graphics. Please include within this file:

- a hi-res image of the bookseller
- an image of the store's logo
- relevant shopfront and instore images.

Please include

- Please describe your role and position within the business and how this impacts sales
- Evidence of how your customer service, marketing, events or partnership ideas have contributed to the commercial success of the bookshop or department
- Evidence of how your book selection has created out of the ordinary results, particularly when championing individual titles
- Evidence of working with authors/publishers to promote individual titles/lists
- Evidence of supporting the wider business with sales promotions, or by working with teams from marketing or events
- Evidence of using your role to make improvements in range or around the customer experience
- Evidence of using your role to support initiatives around diversity or sustainability
- Evidence of involvement in outreach to the local community
- Please also showcase any imaginative uses of social media to help sell books
- Supporting testimonials from colleagues or customers

Other guidance

- Judging period: January to December 2024.
- Our submission site works best with file sizes lower than 50MB. If you encounter any difficulties, please email awards@thebookseller.com.