INTERNATIONAL COLLEGIATE

ICSC

SALES COMPETITION

Competitors and Coaches
Rules and Guide
To A Successful ICSC

Competitors and Coaches Guide to a Successful ICSC

Competitor Eligibility For all Competitions

- Only current full-time undergraduate students as defined by the registered university may compete.
- Previous top-four winners of either ICSC or NCSC are not eligible.
- Students who have held a full-time career selling position (36 hours per week or more for a period of one or more years) selling products or services in a B2B environment are not eligible.
- Questions regarding eligibility should be directed to the ICSC Director listed on the ICSC web site.

Registration
- Universities may register for either or both, the role-play and/or the sales management case competition
- A team of two is required for either or both the role-play and/or the sales management case events. These events overlap so no competitor can be registered for both events.
- Universities with competitors in either event may also register up to two competitors for the speed selling competition. There is a limit of 160 slots and if not filled one week prior to the event, universities on a first come basis will be invited to register any number of additional competitors for this event. This may be competitors from the other ICSC competition or additional students from that university. Note that reimbursement as defined in reimbursement schedule only includes role-play and sales management case competitors, not competitors who only compete in the speed selling competition.

Decorum

All competitors are expected to behave at all times in a professional manner. Alcoholic beverages are a fact of business life. Partaking of such beverages is an individual choice and some alcoholic beverages may be served at some private receptions. All students attending ICSC are expected to observe the Florida laws regarding minimum age requirements and for those consuming any such beverages, moderation must be considered part of professional behavior. Any reports of unacceptable behavior by hotel management, city or county police or any other authority will disqualify from competition both the students and the university involved in any such incident. Depending on the severity of the breach of conduct, one-year to permanent disqualification will be considered.

General Competition Rule

Information gathered during the role-play is confidential and should not be passed along to other contestants.

Contestants from the same school will compete during the same or consecutive time periods and will not be allowed to interact concerning the role-play buyer. (Note: the buyer in each round will have the same profile; however, the personality type (temperament), needs, concerns and objections will change for the wild-card round. Quarter-Final and later rounds will have different buyer/company profiles.

Only judges and NCSC staff are allowed in the judging rooms during all rounds of the competition.

Within reason, testimonials and other visual aids may be developed (made-up) and used during the role-plays. Only those visual aids developed beforehand may be used during each role-play. The contestants may not present a blank visual aid (e.g., testimonial) and represent it as an answer to unexpected objections or unplanned strategy. The prospect/buyers will not "play along."

No additional time is allowed for setting up visual aids.

The **competitors must be on time for their competition** slot or they will be disqualified to compete. After, the first round, this would mean that they would miss any other opportunities to compete. _K_i_n_d_ _o_f_ _l_i_k_e_ _t_h_e_ _"r_e_a_l_ _w_o_r_l_d_._"_

Faculty/Coaches are expected to be at their assigned judging on time. Ten points will be deducted from university team points if a faculty/coach is late or absent from his/her assigned judging times.

Results of each round and schedules for the following rounds will be posted in the Career Fair venue. Wildcard results and earlier round results will be posted on the ICSC web site, and Facebook page.

The Role-play Competition

Team seeding is based upon a combination of university result for ICSC 2017 and NCSC 2018. Final competitor schedule will be released approximately October 1, or sooner if all 80 university role-play slots are filled.

The role-play product for ICSC 2018 and 2019 is Citrix XendeskTop. Click here for Citrix training information. The entire role-play competition is based upon a potential sale to ****2018 BUYER PROFILE COMING SOON****

Procedure

- Rounds 1 and the wildcard (WC) round are 15 minutes in duration. This challenge will involve uncovering the needs of an organization that is either looking to expand internationally or already is international in scope.
- Rounds 2 and 3 continue the penetration of the account with each successive meeting

involving a higher-level decision-maker. For level-setting purposes all competitors receive a synopsis of the needs, facts and additional management contacts from the previous round when all competitors have completed that round. These rounds are 20 minutes in duration.

- Round 4 (the Final Round) is the closing call based on a standard set of needs facts and plans assumed uncovered in the previous meetings. This synopsis is given to each finalist 20 minutes before they meet with the buyer.

Judging

- There are 10 role-play and matching judging rooms for rounds 1A, 1B, WCA and WCB, 5 matching sets for round 2, 4 matching sets for round 3 and 1 for the final round.
- 2 faculty/coaches will be assigned to each judging room. A 10-point penalty will be levied for each infraction against the university whose faculty/coach does not report for their respective assigned judging assignments and on time.
- The judging metric for rounds 1, and the WC which are a needs identification sales call, heavily weighs the needs identification portion of the judging metric.
- The judging metric for rounds 2 and 3 of the competition are the same and more evenly weigh understanding needs, presenting a solution and attempting to secure some commitment.
- The judging metric for round 4 which is a presentation and closing meeting based on needs uncovered in previous meetings and again is different. It more heavily weighs presentations skills and has a component to consider the international aspects of the business
- Judging metrics for each round are posted on the ICSC web site

The Sales Management Case Competition

The Sales Management Case Competition is the only one of its kind, focusing specifically on issues related to managing a professional sales force.

 The company used for the case each year is a real company and this year's company can be found on the ICSC web site under the Sales Management case link. However, the issues to be addressed in the case have been created solely for the case competition.

While the actual case won't be handed out until the competition, it might be helpful to know that past years' cases have focused on some of the following issues:

- Territory alignment
- Opening new territories
- Compensation issues
- Merging of sales organizations when two companies merge
- Introduction of a new product

To get an idea of what a typical ICSC case competition case looks like, go to the ICSC web site and under the Sales Management link is a sub link to the last few years' cases.

The competition consists of three rounds:

- Round 1A and 1B is the initial presentation of a solution to the case and is set for 30 minutes; up to 20 minutes of presentation with 10 minutes for Q & A from the executive judges. There are 5 rooms with 5 teams presenting in sequence in each room in each round. The top team from each room from each round moves on to round 2 (a total of twelve teams).
- Round 2 is a telephone conference call to a corporate "evaluation team". The twelve teams will be put in groups of 3 (4 groups) and each team will be asked a set of questions based on their approach to solving the case. The top team from each group will move on to the final round.
- *Round 3 (Finals):* Round three is meant to be a bit of a surprise round. The top four teams from round 2 presentations will be presented with an updated case scenario that assumes that the team's original recommendations are under consideration by this year's company management team but there has been a new development that they must account for. In round 3, each team will provide an update to the executive team in the form of a 20-minute presentation (15 minutes for presentation and 5 for Q & A). Top team wins.

Presentations: In round 1 the deliverable from each team is a presentation to a group of executives (one of which will be an actual Company Executive). This presentation is to be made by the team and one or both of the case competitors can make the presentation. It is up to the team to decide how best to make the presentation. There are no guidelines for the presentation format in terms of specific presentation material, number of slides, what areas should be covered in the presentation, etc. All presentations will be due to Leff Bonney at the same time so that no team gets extra time to work on their presentation while another team is presenting. We will draw for the order of the presentations at the case competitors meeting where you will receive the actual case document.

Preparation: Each team will be given 18 hours to prepare for the case presentations. We will hand out a detailed case containing details about the company current situation in our competitors' meeting following the general meeting and welcome reception. We will review rules for the case competition during the competitors' meeting. Students competing in the case event will also have plenty of time to attend the ICSC job fair.

Coaching: There is to be no coaching on the part of the faculty after the case has been handed out. We will use the honor system for this rule and ask each competitor to sign a pledge stating they will seek no outside help in preparing for their presentation. However, teams can use whatever materials they would like in preparing for the case. Free Internet access is available in all guest rooms. Any points of clarification should be discussed directly with Leff Bonney who will have a cell phone with him at all times and teams can call with questions.

The Speed-Interviewing Competition

The purpose of the speed interviewing competition is to demonstrate professional speaking and presentation skills.

The process:

1. Each competitor selects, in priority order their 4 top choices of companies from the list of registered sponsors.
2. Their objective is to get an appointment for a job or internship interview.
3. A link is provided when they register where competitors can view and select the companies they desire.
4. Students should find out as much as possible about the company and the job/INTERNSHIPS being advertised. All companies can be found at www.fsusalesinstitute.com/jobs.
5. The competitor then prepare and practice a 60-90 second introductory elevator speech given to the company representative at the event for each of the 4 companies selected. The speech should introduce the competitor, their major and graduation date. The presentation should consist of what they have learned about the company that is of interest and what skills or knowledge the competitor has that brings value to the company. There will be 4 or 5 competitors at each table for each of four rounds.
6. The judging criteria is on the ICSC web site.
7. The competitors with the top 10 scores will go to round 2.
8. Round 2 will occur on Saturday morning starting at 8:30 AM in the viewing room for the role-play Final four. Round 2 will consist of an onstage 90 second elevator speech seeking a job interview with the host final company.

Scholarships provided by State Farm Insurance:

- First place --- $1,000
- Second place --- $750
- Third place --- $500

Competitors will get their 4 score sheets in their check I package and go to their table #1 at the end of the welcome reception.