



## **Role-play Competition Rules**

For a university to compete, it must bring two student competitors. All undergraduate contestants must be fulltime collegiate students as defined by their university.

The role-play part of the ICSC competition is conducted in tournament style. Competitors are all given the exact same prospect profile, however buyers in each room may interpret their part slightly differently. The same five judges for a given round judge all competitors in a room and top scoring competitors move on to the next round. For round one, the top two in each room move to round 2 and all others in a room move to the wild-card (WC) round. The top competitor from each room in the WC round goes to round 2. The top two from each room in round 2 go to round 3 and the top one from each room from round 3 goes to the Final-four. This sequence with number of rooms and number of competitors for each round is posted on the ICSC web site.

The competitors' goals range from getting a second appointment to making the sale. However, the focus is on the sales skills exhibited rather than the outcome of the call. Competitor points are awarded as individuals, and team awards are based on the combined cumulative scores of the two teammates.

All contestants must be in the holding room at least 15 minutes before their time for their round and time slot. Failure to report on time will disqualify a contestant. See the role-play schedule for round 1 on the website and in the competitor check-in package. The timing schedule for remaining rounds will be posted on the web site, tweeted and email to all contestants which means it is essential to have all competitor and coach emails and cell phone numbers.

### **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

- 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

## 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 will disqualify from competition both the students and the university involved in any such incident.