



**October 30 - November 2, 2024**  
**Orlando, Florida**

# Welcome

It is with immense joy and enthusiasm that we warmly welcome you to ICSC 2024 – the Collegiate World Cup of Sales! This prestigious event stands as a beacon of opportunity, gathering an extraordinary mix of university students, esteemed faculty, and dedicated sponsors, all united by a shared passion for the art and profession of sales. Our mission is to create a dynamic and enjoyable environment where the next wave of sales professionals can truly shine. With over 400 students and more than 100 faculty coaches from 80 universities across the globe, participants will engage in speed selling, role-playing, sales management case presentations, and a vibrant career fair featuring incredible companies offering fantastic opportunities!

To the students: Thank you! This competition is your chance to translate classroom knowledge and extensive preparation into real-world practice. This year's ICSC is not just a contest; it's a platform for personal growth, providing a valuable opportunity to sharpen your communication skills and establish lasting connections with fellow competitors, faculty mentors, and industry professionals.

To the coaches: Thank you! Your unwavering support has been crucial in helping students reach their highest potential. Your mentorship and guidance are key elements of this competition's success, and it is a privilege to work alongside individuals so dedicated to students and the advancement of professional sales. This event thrives because of your commitment and support.

To the sponsors: Our deepest gratitude goes to you! Your steadfast commitment and belief in the potential of these talented young minds makes this event possible. Your investment in their future is truly commendable, and we strongly encourage students to engage with you and absorb the valuable insights you bring. Whether you are judging, playing the role of a buyer, or recruiting these exceptional students, your involvement is the cornerstone of this event, and we are very, very grateful. We also want to express our thanks to DLL for being the Role Play Product Sponsor, ReliaQuest for being the Sales Management Case Sponsor and Dexian for being the Speed Selling Sponsor!

Lastly, if there is one lesson we've learned from the past, it is to cherish each day as a precious gift. In honor of Pat Pallentino, we recognize the visionary who laid the foundation for this sales competition. His vision has provided a platform for countless sales students to thrive, and we celebrate the enduring legacy he has left at the heart of this competition.

The ICSC is far more than a competition; it is an experience that fosters growth, learning, and camaraderie. As the week progresses, keep in mind that the real value lies in the skills you develop, the relationships you build, and the memories you create. Thank you once again for being a part of ICSC 2024! Your engagement elevates the future of the sales profession.

Our dedicated team is here to assist you throughout the competition, so if you have any questions or need any help, please don't hesitate to reach out.

Wishing you all a successful and unforgettable ICSC!

FSU Sales Institute  
College of Business  
Florida State University

## Logistics



Shannon Young  
Program Manager  
(850) 570-4826

## Role-Play



Chuck Viosca  
Director  
(985) 859-6680

## Sales Management



Leff Bonney  
(850) 766-5802

## Judging



Angie Kovarik  
(505) 206-3472



# PATRICK PALLENTINO

**"THE GODFATHER OF SALES"**

***DIRECTOR OF THE FSU SALES INSTITUTE***

**2009 - 2022**



Known as "The Godfather of Sales" for his raspy Brooklyn accent and perpetual presence, leadership, and service to students, Pat Pallentino redefined the role of a specialized faculty member.

Pat began his FSU career in 1993. Through his vision and leadership, the FSU Sales Institute was established in 2009 and is now completely supported through corporate partnerships.

As a faculty member, Pat developed the undergraduate professional sales major and played a key role in the marketing program's rise to the Top 20 among public schools. His efforts contributed to the major's job placement rate continuing to be among the highest in the College of Business.

In 2012, He founded the world's largest intercollegiate sales event, the International Collegiate Sales Competition (ICSC). Through the ICSC, Pat mentored students and faculty from more than 100 universities worldwide.

Pat established scholarships to support professional sales students and often personally supported students in need. He received the FSU College of Business Core Values award in 2009 and 2013; and won a Faculty Seminole Award for his exemplary attitude toward students in 2016.

He has been recognized by the National Society of Collegiate Scholars, The Rotary Club of Tallahassee, where he served as President from 2006-2007, and the International Fraternity of Delta Sigma Pi. In 2023, Pat was inducted into the Charles A. Rovetta Faculty Hall of Fame.



Pat left a significant mark on students, alumni and colleagues as a beloved mentor, supporter, and pioneer in the college's professional sales program. His words of wisdom will forever be repeated at the FSU Sales Institute:



**"Success happens when preparation meets opportunity!"**

# Competition Agenda

## WEDNESDAY, OCTOBER 30

3:00 PM – 5:00 PM	Competitor Check-In	Convention Center Registration Desk East
3:00 PM – 7:00 PM	Registration Desk Open	Convention Center Registration Desk East
5:00 PM – 5:45 PM	Welcome and Mandatory Meeting for All	Convention Center Caribbean I – IV
5:45 PM – 7:00 PM	Speed Selling Round 1	Convention Center Caribbean I – IV

## THURSDAY, OCTOBER 31

7:30 AM – 10:00 AM	Round 1A Role-Play**	
8:00 AM – 9:00 AM	Sales Management Case Competitor Meeting	Convention Center Boca VII – VIII
9:00 AM – 9:30 AM	Sales Management Case Competition Faculty Meeting	Convention Center Boca VII – VIII
9:00 AM – 5:30 PM	Registration Desk Open	Convention Center Registration Desk East
9:30 AM – 4:30 PM	Career Fair	Convention Center Caribbean V – VII
11:00 AM – 1:30 PM	Round 1B Role-Play**	
12:00 PM – 2:00 PM	Lunch Pickup	Hibiscus
12:00 PM – 2:00 PM	Lunch Seating Available	Convention Center Caribbean I – III
3:00 PM – 5:00 PM	Wild-Card A Role-Play**	
4:30 PM – 6:00 PM	MANDATORY Career Fair Sales Management Case ONLY	Convention Center Caribbean V – VII
5:00 PM – 6:00 PM	USCA Faculty Meeting	Boca Patio
5:30 PM – 7:30 PM	Wild-Card B Role-Play**	

Round 1 Role-Play results will be announced at the Career Fair after each round is completed.  
Wild Card results will be emailed and posted on Instagram, LinkedIn and the ICSC website.

## FRIDAY, NOVEMBER 1

Sales Management Case competitors' final presentations must be emailed to lbonney@business.fsu.edu by 7:30 AM

7:00 AM – 8:30 AM	ReliaQuest Faculty Breakfast	Convention Center Caribbean I – II
8:00 AM – 11:00 AM	Round 2 Role-Play**	
8:00 AM – 11:00 AM	Sales Management Case Round 1A++	
8:30 AM – 4:30 PM	Registration Desk Open	Convention Center Registration Desk East
9:30 AM – 4:00 PM	Career Fair	Convention Center Caribbean V – VII
12:00 PM – 2:00 PM	Lunch Pickup	Hibiscus
12:00 PM – 2:00 PM	Lunch Seating Available	Convention Center Caribbean I – III
1:00 PM – 4:00 PM	Sales Management Case Round 1B++	
2:00 PM – 4:00 PM	Round 3 Role-Play** (Semi-Finals)	
7:00 PM – 10:00 PM	<b>CASINO AND KARAOKE NIGHT! HALLOWEEN EDITION</b> Sponsored by <i>Tom James Company</i>	Convention Center Caribbean I – IV

Round 2 results will be announced at the Career Fair and Round 3 at Casino and Karaoke Night.

## SATURDAY, NOVEMBER 2

8:00 AM – 10:00 AM	Round 4 Role-Play (Final)	
8:00 AM – 10:00 AM	Sales Management Case Round (Final)	
8:30 AM – 10:30 AM	Registration Desk Open	Convention Center Registration Desk East
8:30 AM – 10:30 AM	Pickup Scoring Sheets and Disney Tickets	Convention Center Registration Desk East
	<b>All Team Lanyards Are Required at the Time of Pickup</b>	
8:30 AM – 10:30 AM	Watch the Final Rounds of both Speed Selling and Role-Play	Convention Center Caribbean VI – VII
11:00 AM – 12:30 PM	Awards Luncheon	Convention Center Caribbean I – IV
1:00 PM	Buses leave for Disney	Convention Center Entrance
9, 10, 11:00 PM	Buses return to Caribe Royale	Convention Center Entrance

\*\*Role-Play competitor's check-in Convention Center – Boca V, 20 minutes before your round

++ Sales Management Case competitor's check-in Convention Center – Boca V, 20 minutes before your round

**Logistics:** Shannon Young, Program Manager (850) 570-4826  
**Role-Play:** Chuck Viosca, Director (985) 859-6680

**Sales Management Case:** Leff Bonney (850) 766-5802  
**Judging:** Angie Kovarik (505) 206-3472

# Participating Universities

Appalachian State University	St. Cloud University
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Boise State University	Texas State University
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Campbell University	The College of New Jersey
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Central Michigan University	University of Central Florida
Colorado State University	University of Central Oklahoma
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Duquesne University	University of Florida
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Eastern Kentucky University	University of Houston
Eastern Michigan University	University of Kansas
Elon University	University of Massachusetts Amherst
Florida International University	University of Minnesota Duluth
Florida State University	University of Minnesota Twin Cities
Georgia College & State University	University of Missouri
HAN University of Applied Sciences	University of Nebraska Lincoln
High Point University	University of New Hampshire
Illinois State University	University of New Mexico
Iowa State University	University of North Alabama
James Madison University	University of North Carolina Wilmington
Kansas State University	University of San Diego
Kennesaw State University	University of South Carolina
Kent State University	University of South Florida
Louisiana State University	University of Southern Mississippi
Marquette University	University of Texas at Dallas
Midwestern State University	University of Wisconsin - Eau Claire
Nicholls State University	University of Wisconsin - La Crosse
Northern Arizona University	University of Wisconsin - River Falls
Oregon State University	University of Wisconsin - Whitewater
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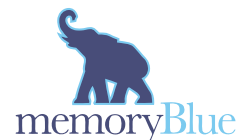
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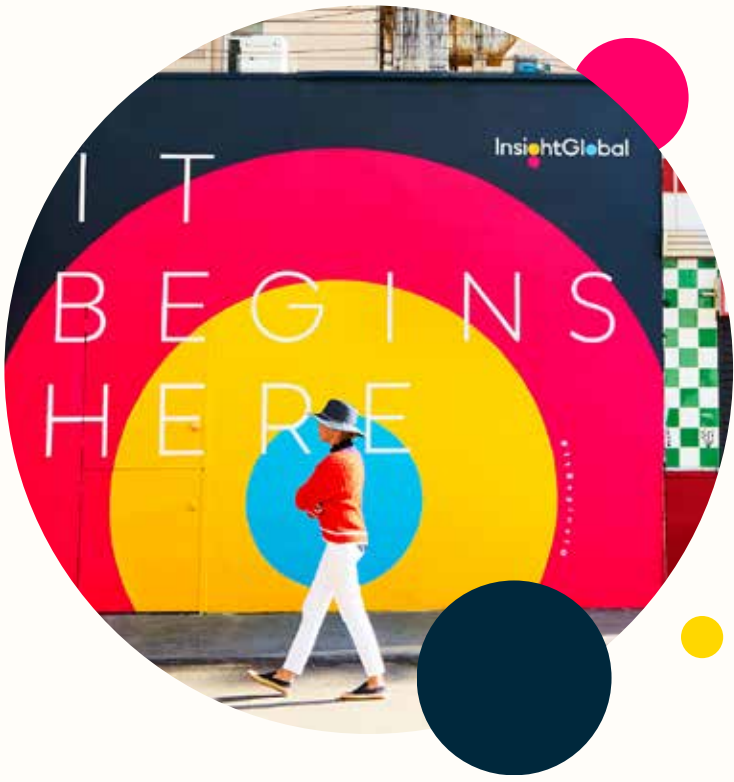


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7:00 PM – 10:00 PM  
Convention Center Caribbean I – IV

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