



November 5 - 8, 2025
Orlando, FL



FSU | **SALES INSTITUTE**
COLLEGE OF BUSINESS

Welcome to ICSC 2025 – The Collegiate World Cup of Sales!

We are so excited to welcome you to **ICSC 2025**, a premier global event celebrating the future of professional sales. This competition brings together a remarkable community of university students, dedicated faculty, and visionary corporate partners—all united by a shared commitment to excellence in sales education and practice.

With over **400 students**, **120+ faculty coaches**, and **80 universities** represented from around the world, ICSC 2025 offers a platform for experiential learning and professional growth. Collegiate competitors will showcase their talents through **speed selling, role-play scenarios, sales management case presentations, and a two-day career fair** featuring top-tier companies eager to connect with emerging sales talent.

To Our Students: Thank you for your energy, preparation, and passion. ICSC is more than a competition—it's a launchpad for your career. This is your opportunity to apply classroom knowledge in a competitive setting, refine your communication skills, and build meaningful relationships with peers, mentors, and industry leaders.

To Our Coaches: Your dedication and mentorship are the backbone of this event. Thank you for investing your time and expertise to guide students toward their highest potential. Your influence extends far beyond the competition, shaping the next generation of sales professionals.

To Our Sponsors: We are deeply grateful for your support and belief in the power of experiential learning. Your involvement—whether judging, role-playing, or recruiting—makes this event possible and impactful. Special thanks to:

- **ReliaQuest** – Role-Play Sponsor
- **CoStar** – Sales Management Case Sponsor
- **Insight Global** – Speed Selling Sponsor

Your partnerships are instrumental in creating opportunities that will shape the future of sales.

Honoring a Legacy: As we look forward, we also pause to honor the past. In memory of **Pat Pallentino**, whose vision and leadership laid the foundation for ICSC, we celebrate the enduring legacy he left behind. His commitment to student success continues to inspire everything we do.

More Than a Competition: ICSC is an experience—one that fosters growth, learning, and lifelong connections. As the week unfolds, remember that the true value lies in the skills you sharpen, the relationships you build, and the memories you create.

Our team is here to support you every step of the way. If you have questions or need assistance, please don't hesitate to reach out.

Thank you for being part of **ICSC 2025**. Your presence and participation elevate the future of the sales profession.

Wishing you a successful and unforgettable experience!

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, NOVEMBER 5

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, NOVEMBER 6

7:30 AM – 10:00 AM	Round 1A Role-Play Check-In	Convention Center Boca V (20 min. before round)
8:00 AM – 9:00 AM	Sales Management Case Competitor Meeting	Convention Center Boca VI - VII
9:00 AM – 5:00 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 Check-In	Convention Center Boca V (20 min. before round)
12:00 PM – 2:00 PM	Lunch Pickup	Convention Center 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 Check-In	Convention Center Boca V (20 min. before round)
4:30 PM – 6:00 PM	Career Fair (SM Case Competitors ONLY)	Convention Center Caribbean V – VII
5:00 PM – 6:00 PM	USCA Reception (Faculty ONLY)	Convention Center Boca Patio (or in case of rain Boca VII – VIII)
5:30 PM – 7:30 PM	Wild-Card B Role-Play Check-In	Convention Center Boca V (20 min. before round)

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 LinkedIn and the ICSC website.

FRIDAY, NOVEMBER 7

Sales Management Case competitors' final presentations are due at 7:30 AM

8:00 AM – 11:00 AM	Round 2 Role-Play Check-In	Convention Center Boca V (20 min. before round)
9:00 AM – 11:30 AM	Sales Management Case Round 1A Check-In	Convention Center Boca V (20 min. before round)
9:00 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	Convention Center 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 Check-In	Convention Center Boca V (20 min. before round)
2:00 PM – 4:00 PM	Round 3 Role-Play Check-In	Convention Center Boca V (20 min. before round)
7:00 PM – 10:00 PM	Casino & Karaoke Night	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 8

7:30 AM – 10:00 AM	Round 4 Role-Play Finalists	Report as Assigned
7:30 AM – 10:30 AM	Registration Desk Open	Convention Center Registration Desk East
8:00 AM – 9:00 AM	Speed Selling Finalists	Report to Convention Center Caribbean VI - VII
8:00 AM – 10:00 AM	Sales Management Case Finalists	Report as Assigned
8:00 AM – 10:30 AM	Watch the Final Rounds of both Speed Selling and Role-Play	Convention Center Caribbean VI - VII
8:30 AM – 10:30 AM	Pickup Scoring Sheets and Disney Tickets	Convention Center Registration Desk East
All Team Lanyards Are Required at the Time of Pickup		
11:00 AM – 12:30 PM	Awards Luncheon	Convention Center Caribbean I - IV
1:00 PM	Load Buses to leave for Disney	Convention Center Entrance

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	Southeastern Louisiana University
Arizona State University	Southern New Hampshire University
Asbury University	Southern Utah University
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Ball State University	St. Cloud State University
Brigham Young University	St. John Fisher University
Bryant University	Stetson University
California State University, Chico	Texas A&M University
Catholic University of America	Texas State University
Central Michigan University	Toronto Metropolitan University
Duquesne University	University of Central Florida
East Carolina University	University of Central Oklahoma
Eastern Illinois University	University of Cincinnati
Eastern Kentucky University	University of Florida
Eastern Michigan University	University of Georgia
Elon University	University of Houston
Farmingdale State College	University of Kansas
Ferris State 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 Nebraska – Lincoln
Haaga-Helia University of Applied Sciences	University of New Hampshire
HAN University of Applied Sciences	University of New Mexico
High Point University	University of North Alabama
Iowa State University	University of San Diego
James Madison University	University of South Carolina
Kansas State University	University of South Florida
Kennesaw State University	University of Southern Mississippi
Kent State University	University of Texas at Austin
Louisiana State University	University of Texas at Dallas
Marian University	University of Wisconsin – Eau Claire
Marquette University	University of Wisconsin – La Crosse
Midwestern State University	University of Wisconsin – Whitewater
Nicholls State University	University of Wyoming
Northern Arizona University	Utah State University
Northwood University	Virginia Commonwealth University
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Oregon State University	Weber State University
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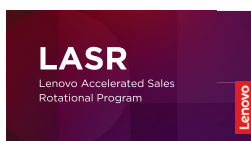
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WARRIOR LEVEL



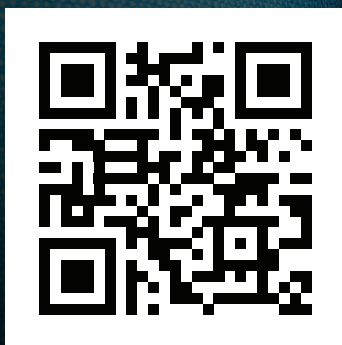
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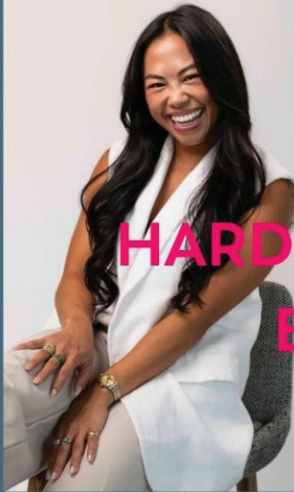
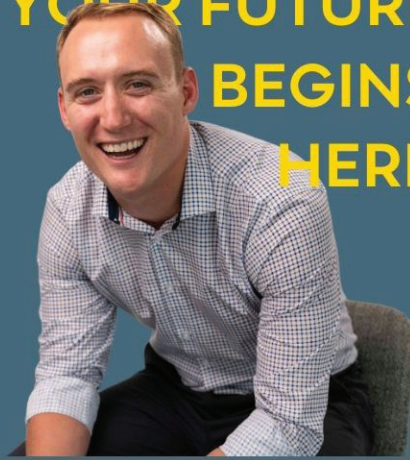
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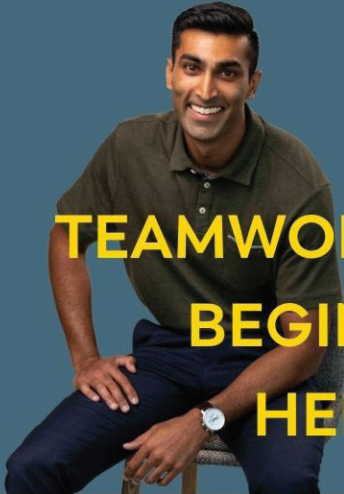


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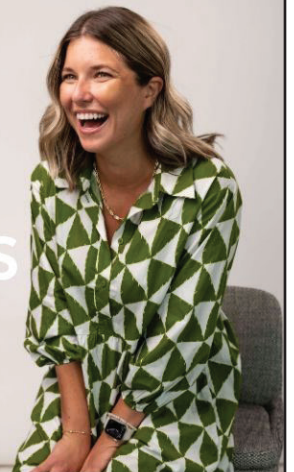
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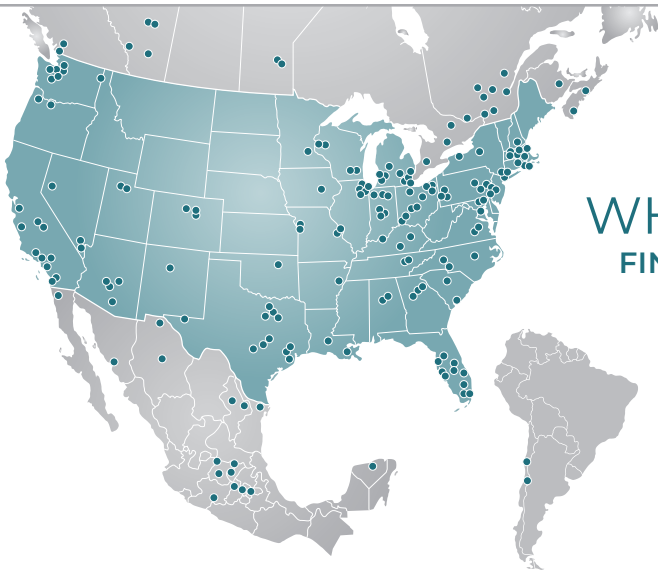
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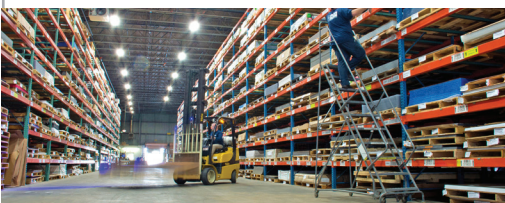
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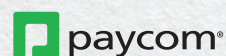
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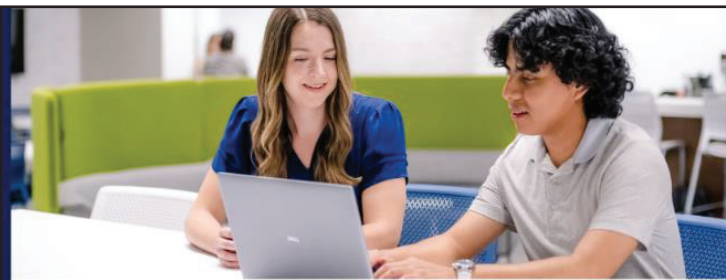
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