



INTERNATIONAL COLLEGIATE  
**ICSC**  
SALES COMPETITION



**November 1-4, 2023 • Orlando, FL**

# Welcome

It is with great pleasure and excitement that we extend a heartfelt welcome to ICSC 2023 – the Collegiate World Cup of Sales! The ICSC serves as a beacon of opportunity, bringing together a diverse assembly of university students, distinguished faculty members, and visionary sponsors who share a common passion for the noble profession of sales. Our goal is to provide a challenging and enjoyable environment where the next generation of sales professionals can stand out. Over 450 students and more than 100 faculty coaches from 80 national and international universities are here for speed selling, role playing, sales management case presentations and a fantastic career fair full of amazing companies with fabulous opportunities!

Thank you, students! To the students who will be showcasing your talents, this competition offers a unique chance to put classroom knowledge and lots of extra preparation into practice. This year's ICSC is not merely a contest; it is a platform for growth, offering a chance to refine your communication skills and make long lasting network connections with fellow competitors, faculty mentors, and industry professionals.

Thank you, coaches! You have helped students reach their full potential, and your guidance and mentorship are invaluable components of this competition's success. It is an honor to be associated with people so dedicated to students and to the advancement of professional sales. The ICSC exists because of your support and dedication.

Thank you, sponsors! We extend our deepest gratitude to our sponsors, whose unwavering commitment makes this event possible. Your belief in the potential of these young minds and your investment in their future is commendable, and we encourage students to engage with you and absorb the wisdom you bring. Whether you help to judge, play a buyer, or recruit these talented students, you are the reason each student is here, and we are very, VERY grateful.

Finally, if there is one thing the past has taught us, it is to appreciate each day as a gift. In honor of Pat Pallentino, we recognize the initiative who established this sales competition. His vision has provided a stage where countless sales students have flourished. As we fondly remember Pat this year, we celebrate the lasting imprint he has left on the heart of this sales competition.

The ICSC is more than just a competition; it is an experience that offers growth, learning, and camaraderie. As this competition progresses, remember that the true value lies in the skills you acquire, the connections you forge, and the memories you create. Thank you again for being a part of ICSC 2023! Your participation enriches this event and contributes to the future of sales.

Our dedicated team is here to support you throughout the competition, so if you have any questions or require assistance, please do not hesitate to reach out.

Wishing you a successful and memorable ICSC!

Florida State University  
College of Business  
FSU Sales Institute

## Role-Play Questions



Chuck Viosca  
Director  
(985) 859-6680

## Logistic Questions



Shannon Young  
Program Manager  
(850) 570-4826

## Sales Management Case Competition



Leff Bonney  
Associate Professor  
(850) 766-5802



Tim Mele  
Adjunct Lecturer

## Judging Questions



Angie Kovarik  
Assistant Lecturer  
(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!"**

# Competitor Agenda



## Wednesday, November 1

3:00 PM – 5:30 PM	Competitor Check-In	Convention Center - Caribbean Registration Desk East
4:30 PM – 6:00 PM	Reception	Convention Center - Caribbean I - IV
6:00 PM – 6:45 PM	Welcome and Mandatory Meeting for All	Convention Center - Caribbean I - IV
6:45 PM – 8:30 PM	Speed Selling Round 1	Convention Center - Caribbean I - IV

## Thursday, November 2

7:30 AM – 10:00 AM	Round 1A Role-Play**	
8:00 AM – 9:00 AM	Sales Management Case Competitor Meeting	Convention Center - Boca III - IV
11:00 AM – 1:30 PM	Round 1B Role-Play**	
11:30 AM – 5:00 PM	Career Fair	Convention Center - Caribbean V - VII
12:00 PM – 2:00 PM	Lunch	Convention Center - Caribbean I - IV
3:00 PM – 5:00 PM	Wild-Card A Role-Play**	
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 Facebook, Twitter, and the ICSC website.**

## Friday, November 3

**Sales Management Case competitors' final presentations are due at 7:30AM  
Deliver to the Boca Room V located in the Convention Center.**

8:00 AM – 11:00 AM	Round 2 Role-Play**	
8:00 AM – 11:00 AM	Sales Management Case Round 1A++	
9:30 AM – 4:00 PM	Career Fair	Convention Center - Caribbean V - VII
12:00 PM – 2:00 PM	Lunch	Convention Center - Caribbean I - IV
1:00 PM – 4:00 PM	Sales Management Case 1B++	
2:00 PM – 4:00 PM	Round 3 Role-Play** (Semi-Finals)	
7:00 PM – 10:00 PM	Casino and Karaoke Night <i>Sponsored by PLS Logistics</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 4

8:00 AM – 10:00 AM	Round 4 Role-Play (Final)**	
8:00 AM – 10:00 AM	Sales Management Case (Final)++	
8:30 AM – 10:30 AM	Watch the Final Rounds of both Speed Selling and Role-Play	Convention Center - Caribbean V
8:30 AM – 10:30 AM	Pickup Scoring Sheets and Disney Tickets <i>Bring ALL Team Lanyards to pick up Team Tickets</i>	Caribbean Registration Desk East
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**

**Chuck Viosca**, Director, FSU Sales Institute (985) 859-6680

Logistic Questions: **Shannon Young**, Program Manager (850) 570-4826

Sales Management Case Competition Questions: **Leff Bonney**, Associate Professor (850) 766-5802

# Participating Universities

Appalachian State University	Southeastern Louisiana University
Arizona State University	Southern New Hampshire University
Asbury University	Southern Utah University
Augusta University	St. Ambrose University
Ball State University	St. Cloud State University
Bemidji State University	St. Joseph's University
Bloomsburg University – Commonwealth	Stetson University
Bryant University	Texas A&M University
Catholic University of America	Texas State University
Central Michigan University	Toronto Metropolitan University
Citadel	University of Central Florida
Duquesne University	University of Central Oklahoma
Eastern Illinois University	University of Cincinnati
Eastern Kentucky University	University of Florida
Eastern Michigan University	University of Houston
Elon University	University of Kansas
Ferris State University	University of Massachusetts – Amherst
Florida Gulf Coast University	University of Minnesota Duluth
Florida International University	University of Minnesota Twin Cities
Florida State University	University of Nebraska Lincoln
Georgia College and State University	University of New Hampshire
Georgia Southern University	University of New Mexico
HAN University of Applied Sciences	University of North Alabama
High Point University	University of North Carolina Wilmington
Illinois State University	University of San Diego
Iowa State University	University of South Carolina
James Madison University	University of South Florida
Kansas State University	University of Texas at Dallas
Kennesaw State University	University of Wisconsin – Eau Claire
Kent State University	University of Wisconsin – La Crosse
Louisiana State University	University of Wisconsin – Parkside
Marquette University	University of Wisconsin – River Falls
Midwestern State University	University of Wisconsin – Whitewater
Nicholls State University	University of Wyoming
Oregon State University	Utah State University
Pace University	Virginia Polytechnic Institute and State University
Plymouth State University	Washington State University – Pullman
Purdue University	West Virginia University
Salisbury University	William Paterson University
Samford University	Winona State University

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Tom James will stick with you even if your results don't go as planned. Our leadership team believes that our people are our most important asset, and we will do whatever it takes to help you find success in your career and your life.



"I can say with 100% certainty that I have not come across another company that invests as much into growing its sales professionals; not only in skill but personally too... and we pay our sales people well!"

—Patrick Gainey | Philadelphia office

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## Reach Your Potential

Everything we do at Tom James is about helping you understand and reach your potential. The investment you make in your own career will easily be matched by everyone – from your trainers to your peers to your store leaders – who helps you discover your talents and build a success mentality.



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As a committed sponsor of the International Collegiate Sales Competition (ICSC), we understand the competitive drive that fuels each and every one of you. That is why you are here - to hone your skills, learn from the best sales professionals, and **challenge what you thought possible.**

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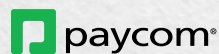
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**CASINO & KARAOKE NIGHT**

**Friday, November 3 • 7:00 PM–10:00 PM**  
**Convention Center: Caribbean I - IV**

INTERNATIONAL COLLEGIATE  
**ICSC**  
SALES COMPETITION

The poster features a vibrant background of golden lights and falling casino chips. Two young women are shown singing into a microphone. The PLS logo is at the top left, and the ICSC logo is at the bottom right.



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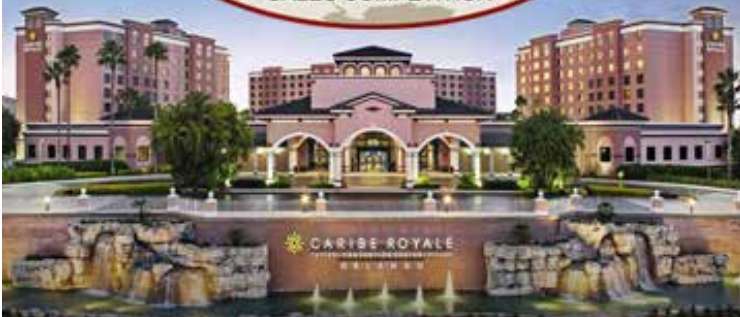
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