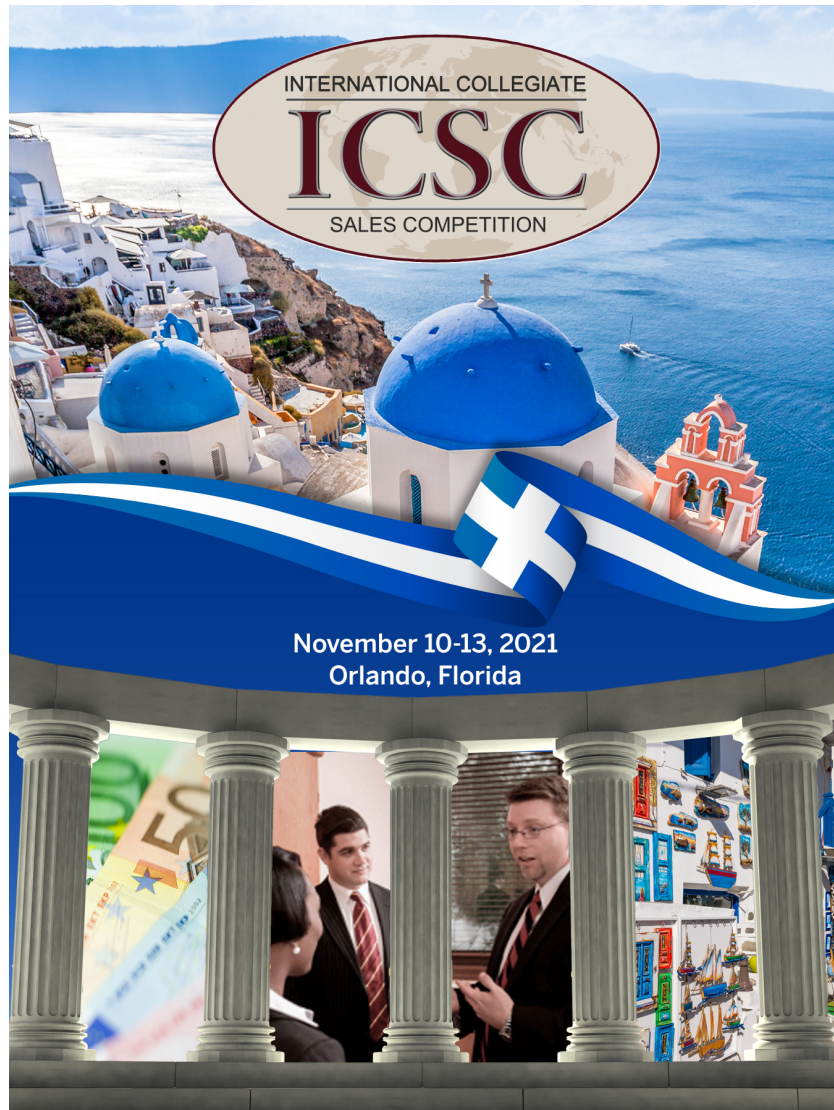


# Sponsors' Guide To A Successful ICSC\*



**\*ICSC 2021 will be a completely online event**

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### How to Use This Guide

- Only read it cover to cover if you are a masochist.
- If you are the primary logistics person be sure to read the “Introduction” which summarizes ALL activities.
- If you are participating in a specific event, just click on the appropriate listing above and read that section.

## Introduction

The International Collegiate Sales Competition (ICSC) is the ultimate display of revenue generating abilities of the students you will meet. The agenda is at the end of this document. Because so many sponsors and schools were concerned or could not travel at all, ICSC 2021 is virtual. As much as possible all events are scheduled during normal business hours (Eastern Time Zone). There are four separate events:

- Set Sail on Your Career event (Career Fair), where participants set individual meetings with you and earn points towards big prizes. You get a list of all appointments which are 10 minutes apart.
- Speed Selling competition will be on Tuesday during normal business hours. Finals will be on Saturday morning.
- Role-play competition on Thursday, Friday and Finals on Saturday morning
- The Sales Management Case competition on Friday with finals on Saturday morning
- \*\*\* One sponsor participant will win a cruise for two on the Virgin Voyages Scarlet Lady!

There are awards for competitors in each event and the university that accumulates the most points from all events will be awarded the “Collegiate World Cup of Sales.”

## The Role-play Competition

The product for 2021 is Reliaquest GreyMatter and the prospect is Virgin Voyages.

### Buyers

- Buyers will be given their buyer script several days before the event. The script contains:
  - The needs driving the potential purchase and concerns about making a buy/no-buy decision.
  - Some general information about the buyer’s background and personality.
  - It also contains answers to typical questions.
- Rounds 1A and 1B, and the wildcard (WCA and WCB) rounds are 15 minutes in duration. The competitor is challenged with uncovering the needs of an organization that is looking to protect their brand and the safety of their customers.
- 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-Four Round) is the closing call based on a standard set of needs and plans assumed uncovered in the previous meetings. This synopsis is given to each finalist 20 minutes before they meet with the buyer.
- To be fair to all competitors, and to make judging consistent, buyers are asked to be consistent in how questions are answered within a round. If you make up an answer for competitor number #1, if another competitor asks the same question, be consistent in the answer.

## **Judging**

- Judges will be using a Qualtrics form on their phone or a second computer screen to record scores.
- The judging metric for Rounds 1 and the WC, which are needs identification sales calls, 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 the parts of the rubric titled 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, again is different. It more heavily weighs presentations and financial justification skills.
- Copies of the judging metrics for each round are posted on the ICSC web site and reflect that the meeting is an online business meeting.
- Many judges use a paper copy of the judging form, and as soon as the the role-play is over, enter their scores in the Qualtrics form. Typically this takes one to two minutes.

## **Buyer and Judges' Zoom Procedure**

A Zoom meeting is set up for each “role-play room” for each round. Role-play Zoom meetings are managed by a host who will start the session and monitor activities to help manage any issues.

- Each Zoom meeting will start 10 minutes before the first competitor is set to enter. An email with Zoom links will be sent to each buyer and judge for each round in which they participate.
- Buyer and judges should check in by this time and the host will move each authorized person from the waiting room to the meeting room. Only the buyer will stay visible. All judges' images will only be viewable by the host. The competitor will only see the buyer.
- At the appointed time for each competitor, the host will admit that competitor from the waiting room and the role-play will begin.
- The host will keep time and inform the competitor when time is up. Judges will then finalize their scores entered in Qualtrics and start another Qualtrics form for the next competitor.
- Each judge MUST complete scoring for a competitor BEFORE the next competitor begins.
- When all judges have informed the host they have finalized their score for the current competitor, the host will let in the next competitor.

## **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. Each competing university is represented by a team of two students.

The competition consists of two rounds:

Round 1:

- Round 1 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.
- Judges will evaluate 5 or 6 presentations, one every 40 minutes. A schedule is provided to both judges and competitors.
- Competitors will check into the Zoom waiting room 10 minutes prior to their scheduled time and be let into the live room at their scheduled start time by one of the judges.
- Judges will be using a Qualtrics form on their phone or a second computer screen to record scores.
- *Round 2 (Finals):* The top six teams from the Round 1 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 2, 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). The top team wins. Judges need to check into the Zoom meeting by 7:45 AM on Saturday to get an update on the new development.

## **Judges' Zoom Procedure**

A Zoom meeting is set up for each Sales Management Case room for each round. The Zoom meetings are managed by a host who will start the session and monitor activities to help manage any issues.

- Each Zoom meeting will start 10 minutes before the first competitor is set to enter. An email with Zoom links will be sent to each judge for each round in which they participate.
- Judges should check in by this time and the host will move each authorized person from the waiting room to the meeting room. All judges' images will only be viewable by the host.
- At the appointed time for each team, the host will admit that team from the waiting room and turn on "Screen Share" so the competitors may show their presentations.
- The host will keep time and inform the team when the presentation time is up and start the Q & A. At the end of the Q & A, judges will then finalize their scores entered in Qualtrics and start another Qualtrics form for the next team.
- Each judge **MUST** complete scoring for a team **BEFORE** the next team begins.
- When all judges have informed the host they have finalized their score for the current team, the host will let in the next team.

## The Speed Selling Competition

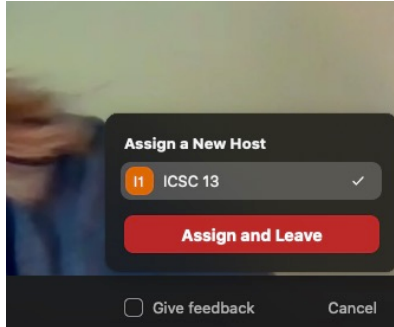
The purpose of the speed selling competition is to demonstrate professional speaking and presentation skills. Judges check in at 1:50 to their Zoom meeting on Tuesday, November 9th.

The process:

1. It is recommended that two representatives participate in this event. One will interact with the competitor and the second will have the Qualtrics judging form open and record the score.
2. Judges will receive a link to the Qualtrics Speed Selling judging form containing the names of the 20 being judged.
3. As the event starts, there will be 5 competitors checked into each company's Zoom waiting room.
4. The company judge will check the names of those waiting against their list for that round and let all competitors in. The judge will then in turn ask each competitor to execute their speed selling pitch for a maximum of 90 seconds which is the time limit per speed selling presentation. The judge may take a minute to score that competitor using the Qualtrics form (see #5) and then move to the next competitor. This continues until all competitors have executed their pitches, at which point the judge will dismiss all competitors and complete entering scores for that round.
5. Most judges record their scores on a paper version of the judging metric, and then at the end of the round, enter all scores in Qualtrics. This takes one to two minutes per competitor.
6. Rounds are set at 20 minutes apart, **so there is no time for discussions at this time.** Please contact competitors of interest after the competition. Do not cause a competitor to be disqualified by missing the start of their next round.

## Set Sail on Your Career

- Set Sail on Your Career is the career fair.
  - Students will select and set 7-minute meetings with a minimum of 7 companies to interact with in individual Zoom meetings.
  - Meetings are scheduled 10 minutes apart starting at 9:00 AM with a last scheduled meeting at 4:50 PM. This allows for a maximum of 48 7-minute meetings in each Zoom online meeting room. Chief partners are allocated 5 such Zoom rooms, Warriors 3 and Renegades 2.
  - Zoom meetings are set up by each company who has a corporate Zoom account. For companies without Zoom accounts, FSU will loan special ICSC Zoom accounts. All Zoom links need to be provided to FSU for distribution at least two weeks before the event.
  - Company representatives will receive a spreadsheet with a list of their appointments, links to resumes and a column where they record a simple evaluation. Company representatives are asked to judge the interactions as “Professional”, “Not Professional”, or “No Show” and record them on the appointment sheet to return at the end of the event. **Students receive prizes for achieving the minimum of 10 professional evaluations and also more points towards the Collegiate World Cup of Sales.** In the competition for prizes, most students will do many more than the 10 minimum interactions.
  - An interaction is professional if the student is dressed professionally, demonstrates basic knowledge of your company, asks one or more appropriate questions related to job or internship opportunities and speaks without significant filler words such as “you know,” “actually,” etc.
  - THE PROCESS FOR SHARING THE ZOOM MEETING AMONG SEVERAL SCHEDULED INTERVIEWERS –
    - The person who created the Zoom meeting starts the meeting.
    - When the relief person checks into the waiting room, the current Zoom host lets them in.
    - The current host clicks on “Leave” – DO NOT CLICK ON END THE MEETING!
    - A window will open with a question for the other person currently in the meeting to become the host. Click on that name and the current host will leave and the replacement will become the host.



## Sponsor Agenda

### Tuesday, November 9:

1:00 PM - 2:00 PM	Welcome and Mandatory Meeting for All
2:00 PM – 4:30 PM	Speed Selling Round 1

### Wednesday, November 10:

9:00 AM – 5:00 PM	Career Fair
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### Thursday, November 11:

7:15 AM	Round 1A Role-Play Buyer	Report as Assigned
7:25 AM	Round 1A Role-Play Judges	Report as Assigned
10:45 AM	Round 1B Role-Play Buyer	Report as Assigned
10:55 AM	Round 1B Role-Play Judges	Report as Assigned
2:45 PM	WC-A Role-Play Buyer	Report as Assigned
2:55 PM	WC-A Role-Play Judges	Report as Assigned
5:15 PM	WC-B Role-Play Buyer	Report as Assigned
5:25 PM	WC-B Role-Play Judges	Report as Assigned

### Friday, November 12:

7:45 AM	Round 2 Role-Play Buyer	Report as Assigned
7:55 AM	Round 2 Role-Play Judges	Report as Assigned
7:40 AM	Sales Management Case Round 1 Judges	Report as Assigned
1:45 PM	Round 3 Role-Play Buyer	Report as Assigned
1:55 PM	Round 3 Role-Play Judges	Report as Assigned
12:40 PM	Sales Management Case Round 2 Judges	Report as Assigned

### Saturday, November 13:

7:30 AM	Round 4 Role-Play Buyer	Report as Assigned
7:40 AM	Sales Management Case Final Round Judges	Report as Assigned
7:55 AM	Round 4 Role-Play Judges	Report as Assigned

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