



**Competitors and Coaches  
Rules and Guide  
To A Successful ICSC**

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# Competitors and Coaches Guide to a Successful ICSC

## Introduction

The International Collegiate Sales Competition (ICSC) is the ultimate display of your student's revenue generating abilities. There are five separate events, one of which occur before coming to Orlando. That event is the Sales Management Simulation demonstrating strategic decision-making.

On-site in Orlando the events are:

- Role-play demonstrating relationship development skills,
- Sales Management Case demonstrating sales management problem solving skills,
- Speed Selling demonstrating presentation and speech skills,
- The career fair where competitor's demonstration their professionalism and their focus on success.

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

## Competitor Eligibility For all Competitions

- Students must have taken a course in sales or marketing that includes part of their final grade based on one or more sales related role-plays of a selling situation.
- Only current full-time undergraduate students as defined by the registered university may compete.
- Previous top-four winners of either ICSC or NCSC are not eligible.
- Students who have held a full-time career selling position (36 hours per week or more for a period of one or more years) selling products or services in a B2B environment are not eligible.
- Questions regarding eligibility should be directed to the ICSC Director listed on the ICSC web site.

## Registration

- To compete for the Collegiate World Cup of Sales, and to be listed as a top performing university, a university should participate in every event.
- Both the role-play and the sales management case events occur at the same time, so no competitor can be registered for both events. None of the other events overlap so a university may either have role-play or case competitors also compete in the other events or bring additional students.
- Universities with competitors in either the role-play or case events, may also register up to two competitors for the speed selling competition. There is a limit of 160 slots and if not filled one week prior to the event, universities on a first come basis will be invited to register any number of additional competitors for this event. Note that reimbursement as defined in the reimbursement schedule only includes role-play and sales management case competitors, not competitors who only compete in the speed selling competition.

## Decorum

All competitors are always expected to behave 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 or any other authority will disqualify from competition both the students and the university involved in any such incident. Depending on the severity of the breach of conduct, one-year to permanent disqualification will be considered.

## General Competition Rule

- **Information gathered during the role-play is confidential** and should not be passed along to other contestants.
- Contestants from the same school will compete during the same or consecutive time periods and will not be allowed to interact concerning the role-play buyer. (Note: the buyer in each round will have the same profile; however, the personality type (temperament), needs, concerns and objections will change for the wild-card round. Quarter-Final and later rounds will have different buyer/company profiles.
- Only judges and ICSC staff are allowed in the judging rooms during all rounds of the competition.
- Within reason, testimonials and other visual aids may be developed (made-up) and used during the role-plays. Only those visual aids developed beforehand may be used during each role-play. The contestants may not present a blank visual aid (e.g., testimonial) and represent it as an answer to unexpected objections or unplanned strategy. The prospect/buyers will not “play along.”
- **No additional time is allowed for setting up visual aids.**
- The **competitors must be on time for their competition** slot or they will be disqualified to compete. After, the first round, this would mean that they would miss any other opportunities to compete. *K\_i\_n\_d\_o\_f\_l\_i\_k\_e\_t\_h\_e\_“r\_e\_a\_l\_w\_o\_r\_l\_d.”*
- Faculty/Coaches are expected to be at their assigned judging on time. Ten points will be deducted from university team points if a faculty/coach is late or absent from his/her assigned judging times.
- **Results of each round and schedules for the following rounds will be posted in the Career Fair venue. Wildcard results and earlier round results will be posted on the ICSC web site, and Facebook page.**

## Collegiate World Cup of Sales Events

### World Cup Points Summary

TOTAL POINTS PER EVENT PER UNIVERSITY		
Sales Management Simulation	400	Per Team
Role Play	800	400 per competitor
Sales Management Case	400	Per Team
Speed Selling	200	100 per competitor
Community Involvement	25	Maximum per university

### Sales Management Simulation (SMS)

The Sales Management Simulation (SMS) by Wessex is a realistic and challenging simulation of the decisions a regional or national sales manager might make. In this part of the ICSC competition, universities will compete with 4 other universities in a "flight" and the two universities who have the highest point total for their flight will move on to the sales management case event at ICSC. The competition will last for two simulated years with a total of 8 sets of decisions, one each quarter. Decisions will be due by 6 PM EDT on dates posted on the ICSC web site. Failure to submit a quarter's decisions results in forfeiture of all points for this event.

Decisions are entered by your "Decision-maker" but any number of students can be involved in the process. If your university qualifies for the on-site case presentation, these students, including the decision-maker do not need to be the ones coming to ICSC.

Results from each quarter's decisions are available by 7 PM EDT on the submission date.

All final results will be published on the day following submission of the last decisions before 12 noon and will note the universities moving on to the sales management case event.

How points are awarded in each flight at the end of the 8 quarters.

<b>Sales Management Simulation</b>			
<i>Individual Position from Each Flight</i>	<i>Profit Points</i>	<i>Market Share Points</i>	
First	300	100	
Second	220	80	
Third	150	50	
Fourth	120	40	
Fifth	90	30	
Sixth	60	20	

The top two sum of the highest profit points plus Market share points determines which universities will compete in the Sales Management Case event in Orlando.

**We request that all winning universities immediately book flights for their sales management case competitors to meet the cost saving restrictions for airline flights.**

## **The Role-play Competition**

Team seeding is based upon a combination of university result for the immediate past ICSC and NCSC. Final competitor schedule will be released approximately two-weeks before the on-site event, or sooner if all 80 university role-play slots are filled.

See the ICSC web site for the current role-play product and buyer scenario.

### **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 and plans assumed uncovered in the previous meetings. This synopsis is given to each finalist 20 minutes before they meet with the buyer.

### **Judging**

- There are 10 role-play and matching judging rooms for Rounds 1A, 1B, WCA and WCB, 5 matching sets for Round 2, 4 matching sets for Round 3 and 1 for the final Round.
- 1 or 2 faculty/coaches will be assigned to each judging room along with 3 or 4 sponsor representatives. A 10-point penalty will be levied for each infraction against the university whose faculty/coach does not report for their respective assigned judging assignments on time.
- 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 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 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

Points earned towards the Collegiate World Cup of Sales for each of two competitors is as follows:

**Round 1**

<i>Individual Position from Each Room</i>	<i>Points</i>	<i>Next Round</i>
First	100	Quarter-Final
Second	75	Quarter-Final
Third	50	Wildcard
Fourth	40	Wildcard
Fifth	30	Wildcard
Sixth	20	Wildcard
Seventh	10	Wildcard
Eighth	0	Wildcard

**Wildcard**

<i>Individual Position from Each Room</i>	<i>Points</i>	<i>Next Round</i>
First	25	Quarter-Final
Second	20	Eliminated
Third	15	Eliminated
Fourth	10	Eliminated
Fifth	5	Eliminated
Sixth	0	Eliminated

***Team Bonus Points: + 3 to team if both team members advance to Quarter Finals***

**Quarter Final**

<i>Individual Position from Each Room</i>	<i>Points</i>	<i>Next Round</i>
First	100	Advance to Semi-Final Round
Second	75	Advance to Semi-Final Round
Third	50	Eliminated
Fourth	40	Eliminated
Fifth	30	Eliminated
Sixth	20	Eliminated
Seventh	10	Eliminated

***Team Bonus Points: + 4 to team if both team members advance to Semi Finals***

**Semi-Finals**

<i>Individual Position from Each Room</i>	<i>Points</i>	<i>Next Round</i>
First	100	Advance to Final Round!



Second	75	Eliminated
Third	50	Eliminated
Fourth	40	Eliminated

***Team Bonus Points: + 5 to team if both team members advance to Championship***

Championship

<i>Individual Position</i>	<i>Points</i>	<i>Status</i>
First	100	Champion
Second	75	1st Runner-Up
Third	50	2nd Runner-Up
Fourth	40	3rd Runner-Up

***Note: Points Penalty: A 10-point penalty will be levied for each infraction against the university whose faculty/coach does not report for their respective assigned judging assignments on time.***

Why build a Model-T when you can copy a Cadillac - borrowed from Terry Loe

## 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.

The company used for the case each year is a real company and this year's company can be found on the ICSC web site under the Sales Management case link. However, the issues to be addressed in the case have been created solely for the case competition.

While the actual case won't be handed out until the competition, it might be helpful to know that past years' cases have focused on some of the following issues:

- Territory alignment
- Opening new territories
- Compensation issues
- Merging of sales organizations when two companies merge
- Introduction of a new product

To get an idea of what a typical ICSC case competition case looks like, go to the ICSC web site and under the Sales Management link is a sub link to the last few years' cases.

The competition consists of three rounds:

- Round 1A and 1B is the initial presentation of a solution to the case and is set for 25 minutes; up to 20 minutes of presentation with 5 minutes for Q & A from the executive judges. There are 3 rooms with 5 or 6 teams presenting in sequence in each room in each round. The top team from each room from each round moves on to the final Round.
- *Round 2 (Finals)*: Round 3 is meant to be a bit of a surprise round. The top four teams from Round 2 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). Top team wins.

*Presentations*: In Round 1 the deliverable from each team is a presentation to a group of executives (one of which will be an actual Company Executive). This presentation is to be made by the team and one or both case competitors can make the presentation. It is up to the team to decide how best to make the presentation. There are no guidelines for the presentation format in terms of specific presentation material, number of slides, what areas should be covered in the presentation, etc. All presentations will be due to Leff Bonney at the same time so that no team gets extra time to work on their presentation while another team is presenting. We will draw for the order of the presentations at the case competitors meeting where you will receive the actual case document.

*Preparation*: Each team will be given 18 hours to prepare for the case presentations. We will hand out a detailed case containing details about the company current situation in our competitors' meeting following the general meeting and welcome reception. We will review

rules for the case competition during the competitors' meeting. Students competing in the case event will also have plenty of time to attend the ICSC job fair.

*Coaching:* There is to be no coaching on the part of the faculty after the case has been handed out. We will use the honor system for this rule and ask each competitor to sign a pledge stating they will seek no outside help in preparing for their presentation. However, teams can use whatever materials they would like in preparing for the case. Free Internet access is available in all guest rooms. Any points of clarification should be discussed directly with Leff Bonney who will always have a cell phone with him and teams can call with questions.

Points earned towards the Collegiate World Cup of Sales for each team is as follows:

### Sales Management Case

#### Round 1

<i>Individual Position from Each room</i>	<i>Points</i>	<i>Go to Case Round 2</i>
First	150	Yes
Second	120	No
Third	80	No
Fourth	40	No

### Sales Management Case

#### Round 3

<i>Individual Position</i>	<i>Points</i>	
First	150	
Second	120	
Third	80	
Fourth	40	

### The Speed-Interviewing Competition

The purpose of the speed interviewing competition is to demonstrate professional speaking and presentation skills.

The process:

1. Each competitor selects, in priority order their 4 top choices of companies from the

list of registered sponsors.

2. Their objective is to get an appointment for a job or internship interview.
3. A link is provided when they register where competitors can view and select the companies they desire.
4. Students should find out as much as possible about the company and the job/INTERNSHIPS being advertised. All companies can be found at [www.fsusalesinstitute.com/jobs](http://www.fsusalesinstitute.com/jobs).
5. The competitor then prepare and practice a 60-90 second introductory elevator speech given to the company representative at the event for each of the 4 companies selected. The speech should introduce the competitor, their major and graduation date. The presentation should consist of what they have learned about the company that is of interest and what skills or knowledge the competitor has that brings value to the company. There will be 6 competitors at each table for each of four rounds.
6. If extra seats are available beyond the 2 per university, universities will be able to register additional NON-POINT-EARNING alternates until all slots are filled. Although alternates do not earn CWCS points they are competing for the money prizes.
7. The judging criteria is on the ICSC web site.
8. The competitors with the top 10 scores will go to Round 2.
9. Round 2 will occur on Saturday morning starting at 8:30 AM in the viewing room for the role-play Final four. Round 2 will consist of an onstage 90 second elevator speech seeking a job interview with the host final company.

**Prizes**

- First place --- \$1,000
- Second place --- \$750
- Third place --- \$500

Competitors will get their 4 score sheets in their check in package and go to their table #1 at the end of the welcome reception.

Points earned towards the Collegiate World Cup of Sales per competitor is as follows:

<i>Round 1</i>	<i>Points</i>	<i>Go to Case Round 2</i>
Top 10	50	Yes
200 or more total points	25	No
Below 200	0	

<i>Round 2</i>	<i>Points</i>
First	50
Second	45
Third	40
Fourth	35

Fifth	30
Sixth	25
Seventh	20
Eighth	15
Ninth	10
Tenth	5

## Community Involvement Event

The ICSC motto is, “work hard, play hard, give back.” As you advance your career and climb to the top financially, remember the importance of volunteering your time and giving back to the community where you live and or work. You don’t have to wait till you graduate, you can make an impact now! Help make this world a better place by donating at ICSC, fighting world hunger one can food item at a time.

ICSC’s Social Legacy Project requests that **everyone in attendance** bring a [non-perishable food item](#) which will be donated to charity. There will be approximately 600 people in attendance, and we are excited about the footprint this could potentially make.

**Earn points towards the Collegiate World Cup of Sales” too!** Here is how it works.

- Your university can earn up to 25 points for your team’s contribution and that could be a tie breaker.
- Each registered attendee to include **all faculty members, competitors and additional students** bring one non-perishable food item to the collection point by Friday morning.
- The number of points earned by a university depends on the percent of participation. For example:
  - 3 attendees 3 food items = 100% or 25 points.
  - 6 attendees 4 food items = 66% or 17 points (rounded to the nearest whole point)

Millions of ordinary Americans, people who you pass on the street every day are in need. Meet the [Second Harvest Food Bank of Central Florida](#), a private, nonprofit organization that collects, stores and distributes donated food to more than 550 feeding partners in six Central Florida counties: Brevard, Lake, Orange, Osceola, Seminole, and Volusia. Find out more information about their organization: <http://www.feedhopenow.org/>.

Please bring your non-perishable food item to the registration desk by Thursday at 4 PM. We are looking forward to 100% participation.

Every participant, students, faculty, and sponsors who contribute one food item will receive a red wristband showing that you “Work hard, play hard and give back to the community”.

Give Back and Make A Difference!

## Play Hard

Earn your way to a fun afternoon and evening at an Orlando Theme Park

Every student attendee has one of three very good reasons why they should visit as many career fair booths as possible:

- You are actively seeking a career starting position or internship
- You are in an exploration phase and considering a direction
- You already have a starting position with some company but have the responsibility of bringing information back to those students in your sales program who did not attend ICSC.

Learn about the sponsors of ICSC, their products and industry and the opportunities they offer. Visit at least 10 of the sponsors and clearly and professionally demonstrate one of the above three reasons for gathering information about their opportunities. If the sponsor feels it was both earnest and professional, they will give you one of your ten invites to an Orlando Theme Park. If every student from a university receives a ticket to the Orlando Theme Park the faculty coach is also invited.

The Pass is good after the awards luncheon for entrance to one park only. Your hotel room(s) for that evening is not covered by ICSC. The room charges for your school on Saturday evening will be your responsibility at the time of check-out.

**Your free pass to an Orlando Theme Park will be exchanged for the 10 invites from 10 different sponsors and your registration badge Saturday morning before the Awards Luncheon.** Buses will load at the conclusion of the awards luncheon as noted on the Agenda.

Discounted tickets may be purchased in advance by sponsors and additional faculty or staff members for **PRICE TBD**. Email [Shannon Young](mailto:Shannon.Young) by Thursday, September 21st to pre-order tickets.