



Sponsors' Guide To A Successful ICSC

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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. There are four separate events:

- Set Sail on Your Career event (Career Fair), where participants visit you at the career fair and present their qualifications and demonstrate knowledge and interest in your opportunities. If you are satisfied with the student's knowledge of your company and opportunity and present themselves professionally, give them one invite to the Orlando theme park (will provide those invites). Students need 10 invites from different sponsors to earn their park ticket.
- Speed-selling round 1 occurs Wednesday evening after the Welcome event. Finals will be 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

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 2022 is DLL Inventory Financing and the prospect is Galati Yachts .

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 improve financing options to 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 laptop 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 on presentations and financial justification skills.
- Copies of the judging metrics for each round are posted on the ICSC web site.
- 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' Procedure

All buyers and judges are asked to report to the Buyer and Judges staging room at the hotel a minimum of 20 minutes before their role-play start time.

- Buyers and judges will then be escorted to their appropriate role-play or judging room.
- Each judge **MUST** complete scoring for a competitor **BEFORE** the next competitor begins.

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 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 6 rooms with 5 teams presenting in sequence in each room in each round. The top team from each room from each round moves on to the Panel Round.
- Panel Round: Each of the Round 1A and 1B case presentations will be recorded and the winning team presentation from each room will be submitted to a special executive panel for judging in this round. No additional effort is required from the case competitors. The goal of this round is to judge the original presentations of the top 12 teams (winner from each room in round 1A and 1B) to identify the top 4 teams. The panel judges will be divided into 4 cohorts with each cohort judging 3 teams. The top team from each of the 4 cohorts moves on to the finals. This round will take place immediately following Rounds 1A and 1B and finalists will be notified that evening.
- The Finals Round is meant to be a bit of a surprise round. The top four teams from the panel round will be presented with an updated case scenario that assumes that the team's original recommendations are under consideration by case company's management team but there has been a new development that they must account for. In the Finals, 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.

Judges' Procedure

- Sales management case judges are asked to check in to the sales management judge's checking room at least 20 minutes before the scheduled round is to begin.
- Judges will then be escorted to the individual sales management presentation rooms.
- Sales management competitors will be let into the room at their scheduled time and start their presentation
- Judges will use a paper judging form to initially score and at the end of the presentation enter their final score for that team on their phone using the link provided.
- 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, enter the score using their phone via the link provided.
- 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. Round 1 occurs at the end of the Welcome reception and round 2 before the Saturday awards luncheon.

1. At the Welcome event each sponsor will have a sign displaying their name on their table.
2. At the end of the Welcome event the host will ask all visitors to leave and ask all competitors to go to their assigned sponsor table.
3. It is recommended that two company 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.
4. Judges will receive a link to the Qualtrics Speed Selling judging form containing the names of the 20 being judged.
5. As the event starts, there will be 4 competitors sitting at their table.
6. The company judge will check the names against their list for that round. The competition host will time each presenter for 90 seconds which is the time limit per speed selling presentation. The host will give the judge a minute to score that competitor using the Qualtrics form (see #5) and then tell the next competitor to begin. This continues until all competitors have executed their pitches. The competition host will then instructor all competitors to move to their next scheduled sponsor table and this will continue until all four rounds are completed.
7. 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 Qualtics. This takes one to two minutes per competitor.
8. 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 event (Career Fair), where participants visit you at the career fair and present their qualifications and demonstrate knowledge and interest in your opportunities. If you are satisfied with the student's knowledge of your company and opportunity and present themselves professionally, give them one invite to the Orlando theme park (will will provide those invites). Students need 10 invites from different sponsors to earn their park ticket.

Sponsor Agenda

3:00 PM – 5:30 PM	Arrival/CAREER FAIR SETUP	Convention Center – Caribbean V to VII
4:30 PM – 6:00 PM	Reception	Convention Center – Caribbean I to IV
6:00 PM - 6:45 PM	Welcome and Mandatory Meeting for All	Convention Center – Caribbean I to IV
6:45 PM - 8:30 PM	Speed Selling Round 1	Convention Center – Caribbean I to IV

Thursday, November 3:

7:15 AM	Round 1A Role-Play Buyer	Report as Assigned
7:30 AM	Round 1A Role-Play Judges	Report as Assigned
10:45 AM	Round 1B Role-Play Buyer	Report as Assigned
11:00 AM	Round 1B Role-Play Judges	Report as Assigned
11:30 AM – 5:00 PM	Career Fair	Convention Center – Caribbean V to VII
12:00 PM – 2:00 PM	Lunch	Convention Center – Caribbean I - IV
2:45 PM	WC-A Role-Play Buyer	Report as Assigned
3:00 PM	WC-A Role-Play Judges	Report as Assigned
5:15 PM	WC-B Role-Play Buyer	Report as Assigned
5:30 PM	WC-B Role-Play Judges	Report as Assigned

Friday, November 4:

7:45 AM	Round 2 Role-Play Buyer	Report as Assigned
8:00 AM	Round 2 Role-Play Judges	Report as Assigned
7:45 AM	Sales Management Case Round 1 Judges	Report as Assigned
9:30 AM – 4:00 PM	Career Fair	Convention Center – Caribbean V to VII

12:00 PM – 2:00 PM Caribbean I - IV	Lunch	Convention Center –
1:45 PM	Round 3 Role-Play Buyer	Report as Assigned
2:00 PM	Round 3 Role-Play Judges	Report as Assigned
1:30 PM	Sales Management Case Round 2 Judges	Report as Assigned
7:00 PM – 10:00 PM Caribbean I - IV	Casino and Karaoke Night	Convention Center –

Saturday, November 5:

7:30 AM	Round 4 Role-Play Buyer	Report as Assigned
7:45 AM	Sales Management Case Final Round Judges	Report as Assigned
8:00 AM	Round 4 Role-Play Judges	Report as Assigned
8:30 AM – 10:30 AM Caribbean V	Watch the Final Rounds of both Speeding Selling and Role-Play	Convention Center –
11:00 AM – 12:30 PM Caribbean I - IV	Awards Luncheon	Convention Center –
1:00 PM Entrance	Buses leave for Disney	Convention Center
11:00 PM Entrance	Buses return to Caribe Royale	Convention Center

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

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

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