



**Competitors' and Coaches'
Rules and Guide
To A Successful ICSC
2026**

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Introduction

The International Collegiate Sales Competition (ICSC) is the ultimate display of a University sales program's focus on overall business and revenue generating skills. There are five parts, including:

- The Role Play Competition, demonstrating discovery and relationship development skills,
- The Sales Management Case Competition, demonstrating problem solving skills,
- The Speed Selling Competition, demonstrating presentation and speaking skills,
- The Community Involvement Event, where students can give back to society,
- The Career Fair, where students demonstrate their professionalism and focus on success.

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

Competitor Eligibility For All Competitions

- Only current full-time undergraduate students, as defined by the registered university, may compete. Seniors in their last semester are still considered full-time even if they only have a class or two left.
- Role play competitors must have taken a course in sales or marketing that includes one or more sales related role plays as part of their grade.
- Previous role play finalists of either ICSC or NCSC are not eligible for the role play competition, but can compete in another competition (the case or speed selling).
- Students who have held a full-time career selling position, defined as 40 hours per week (or more) for a period of one (or more) years, selling products or services in a B2B environment are not eligible.
- Both the role play and the sales management case events occur at the same time, so no competitor can be registered for both events. Role play and sales management case competitors (and/or alternates) may also compete in speed selling.
- Questions regarding eligibility should be directed to the ICSC Director listed on the ICSC web site.

Travel Reimbursement

- Note that reimbursement as defined in the reimbursement section on the ICSC website only includes role-play and sales management case competitors, not alternates or competitors who only compete in the speed selling competition. One coach per university is also eligible for reimbursement.

Pre-Registration Process

During the spring semester the ICSC pre-registration date and time will be announced by email.

Pre-registration opens in three phases:

Phase 1: The top 50 universities from the previous year are invited to pre-register.

Phase 2: New universities are invited to pre-register.

Phase 3: All remaining Universities are invited to apply.

Within a few weeks you will be notified if you were selected to participate in one of the 80 slots for ICSC in the fall.

Note: In order to continue to provide a good return on our partner companies' investment, a university that has placed 70th or below for three consecutive years may be asked to sit out a year in order to better prepare for the competition. This policy will start from the 2024 results as the first year.

Professional Code of Conduct

Our behavior and speech are a product of who we are on the inside. For many, simply remembering our purpose and why we're gathered is enough to know how to conduct ourselves in a variety of situations. All participants are expected to behave in a professional manner at all times.

- Remember we are guests at this hotel and there are many others present who are not part of this event. Any reports of unacceptable behavior by hotel management, city or county police or any other authority will disqualify students from competition and possibly the university involved in any such incident. Depending on the severity of the breach of conduct, a one-year to permanent disqualification may be considered.
- Alcoholic beverages are often part of business, especially when socializing. Partaking of such beverages is an individual choice and alcoholic beverages might 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.
- It is important to note that your actions are never immune to consequences. Even if you are away from the hotel, be mindful that company representatives may be present and could observe your behavior, taking that into consideration when making hiring decisions. Poor choices could have devastating consequences for you personally and your career, so speak and act professionally at all times.
- All participants shall not engage in any actions that undermine the fairness of the competition. This includes, but is not limited to, sharing information discovered in the competition with those who have not yet competed or attempting to influence judges' opinions before scoring is completed.
- By participating at ICSC, you agree to follow this Professional Code of Conduct and understand that violation of this Code may result in disqualification or other disciplinary actions for you and/or your university.

General Competition Rule

- **Information gathered during the role-play is confidential** and should not be passed along to any other competitors. Competitors from the same school ideally compete during the same (or consecutive) time periods and will not be allowed to discuss the role-play details. Some students might have to wait in a holding area until their teammate starts their next role play. Remember not to discuss role play details in public areas because others may overhear, giving them an advantage over you.
- Only judges and ICSC staff are allowed in the judging rooms during 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 competitors 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” if there is just a blank page.
- 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. This may mean that they would miss any later opportunities to compete.
- Faculty/Coaches are expected to be at their assigned judging spots on time. Ten points will be deducted from university team score 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 select social media. **It is the competitors’ responsibility to be aware** of the results and be prepared to compete in the next round if moving on.

Collegiate World Cup of Sales Points Summary

Total Possible Points Per Event Per University		
Role Play	800	400 per competitor
Sales Management Case	500	Per Team
Speed Selling	200	100 per competitor
Community Involvement	25	Maximum per university

The Role-Play Competition

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

Process

- Round 1 and the Wild Card (WC) Round are 15 minutes in duration. These role plays will involve uncovering the needs of an organization and a brief presentation to gain enough interest to secure another meeting. The Wild Card Round is essentially a do-over involving a scenario similar to Round 1. Although the scenario is similar, competitors should NOT assume anything that happened during their Round 1 role play applies to the Wild Card Round as the buyers will have different instructions.
- Rounds 2 and 3 continue the penetration of the account with each successive meeting, involving a more thorough presentation to another person involved in the decision. These rounds are 20 minutes in duration.
- The Final Round is typically a closing call based on a standard set of needs uncovered in the previous meetings. This synopsis is given to each finalist 20 minutes before they meet with the buyer. Coaches are not allowed to be with the competitor during that time. These role plays are also 20 minutes in length.
- For level-setting purposes, all competitors and coaches receive a synopsis of the needs and facts from the previous round only after all competitors have completed that round.

Judging

- There is a judging room assigned to each role play room for every round.
- One or two university coaches will be assigned to each judging room along with a few sponsor representatives. A 10-point penalty will be levied against a university whose coach does not report for a judging assignment on time.
- The judging metric for Round 1 and the Wild Card Round heavily weighs the needs identification portion of the judging metric.
- The judging metric for Rounds 2 and 3 more evenly weigh the parts of the rubric for needs identification and solution presentation.
- The judging metric for the Final Round is a presentation and closing meeting based on needs uncovered in previous meetings.
- Judging metrics for each round are posted on the ICSC web site

Points toward the Collegiate World Cup of Sales for each role play competitor are as follows:

Round 1

<i>Individual Rank in Each Room</i>	<i>Points</i>	<i>Result</i>	<i>Note</i>
First	100	Advance to Round 2	<i>A 10-point penalty will be levied against a school whose coach does not report for a judging assignment on time.</i>
Second	75	Advance to Round 2	
Third	50	Go to Wild Card Round	
Fourth	40	Go to Wild Card Round	
Fifth	30	Go to Wild Card Round	
Sixth	20	Go to Wild Card Round	
Seventh	10	Go to Wild Card Round	
Eighth	0	Go to Wild Card Round	

Wild Card Round

<i>Individual Rank in Each Room</i>	<i>Points</i>	<i>Result</i>	<i>Bonus</i>
First	25	Advance to Round 2	<i>3 points to a team if both team members advance to Round 2</i>
Second	20	Eliminated	
Third	15	Eliminated	
Fourth	10	Eliminated	
Fifth	5	Eliminated	
Sixth	0	Eliminated	

Round 2

<i>Individual Rank in Each Room</i>	<i>Points</i>	<i>Result</i>	<i>Bonus</i>
First	100	Advance to Round 3	<i>4 points to a team if both team members advance to Round 3</i>
Second	75	Advance to Round 3	
Third	50	Eliminated	
Fourth	40	Eliminated	
Fifth	30	Eliminated	
Sixth	20	Eliminated	

Round 3

<i>Individual Rank in Each Room</i>	<i>Points</i>	<i>Result</i>	<i>Bonus</i>
First	100	Advance to Final Round	<i>5 points to a team if both team members advance to the Final Round</i>
Second	75	Eliminated	
Third	50	Eliminated	
Fourth	40	Eliminated	
Fifth	30	Eliminated	

Final Round

<i>Individual Rank in the Room</i>	<i>Points</i>	<i>Result</i>
First	100	Champion
Second	75	1st Runner-Up
Third	50	2nd Runner-Up
Fourth	40	3rd Runner-Up

Why build a Model-T when you can copy a Cadillac?
Scoring borrowed from Terry Loe and all our friends who run NCSC – thank you!

The Sales Management Case Competition

There is a mandatory networking event in the career fair exhibit hall on Thursday from 4:30 to 6 PM exclusively for the 120 students competing in the Sales Management Case Competition. Competitors are required to attend and be present during the entire event, otherwise a penalty will be deducted from that school's first round presentation score.

The Sales Management Case Competition is a unique event, focusing specifically on issues related to managing a professional sales force.

The company used for the case each year is a real company. However, the issues to be addressed in the case are fictitious and have been created solely for the case competition.

While the actual case won't be handed out until the on-site 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 forces 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 under the Sales Management tab to find the sub link to past cases.

Process

The case will be emailed out to each team on the first night of the ICSC event (Wednesday) immediately following the conclusion of the speed selling competition. The next morning (Thursday) we will have a competitor meeting to discuss the logistics of the presentations and the rules for the case. Students competing in the case event will also have plenty of time to attend the ICSC job fair. Any points of clarification should be discussed directly with Leff Bonney who will always have a cell phone with him, so teams can call with questions.

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. The Panel Round will take place immediately following Rounds 1A and 1B and finalists will be notified that evening.

- The Final Case 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 the case company's management team but there has been a new development that they must account for. In the Final Round, 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 (A & B) the deliverable from each team is a presentation to a group of executives (consisting of company representatives and coaches). 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. The order of the presentations will be determined randomly, and the schedule of presentations will be released just prior to the ICSC competition.

Coaching for the Case (Not Allowed)

There is to be no coaching on the part of the university coach after the case has been handed out. The honor system will be used for this rule and each competitor is asked to pledge that they will seek no outside help from coaches or company representatives in preparing for their presentation. However, teams can use other students from their school and use whatever materials they would like in preparing for the case. Free Internet access is available in all guest rooms.

Points toward the Collegiate World Cup of Sales for each case team are as follows:

Round 1			Panel Round			Final Round	
<i>Team Position from Each Room</i>	<i>Points</i>	<i>Moves to Panel Round</i>	<i>Team Position from Each Room</i>	<i>Points</i>	<i>Moves to Final Round</i>	<i>Team Position from Each Room</i>	<i>Points</i>
First	200	Yes	First	100	Yes	First	200
Second	150	No	Second	75	No	Second	150
Third	100	No	Third	50	No	Third	100
Fourth	75	No				Fourth	75
Fifth	50	No					

The Speed Selling Competition

The purpose of the Speed Selling competition is to demonstrate professional speaking and presentation skills in front of potential employers with the objective to shine in a high-pressure situation.

Process

- Each university is allowed two competitors. Role play, sales management case competitors, or alternates may compete in speed selling (however, alternates are not reimbursed for travel).
- The focus of this competition should be on the competitor's words and actions. Thus, for all rounds, props, thank you notes, gifts for judges, etc. are not allowed. The only material that should be handed to the judges is a business card. Anything other than a business card is considered a prop and will disqualify competitors from moving forward.
- This is an individual competition, thus any outside participation (from other students or coaches) during a speech will disqualify a competitor. Competitors can ask judges to respond/participate, but no audience participation in one's speech is allowed.
- All students will sell themselves to a specified sponsor company in Round 1. Information about the sponsor company and featured job will be posted on the ICSC website for competitors to use in preparing speeches. The objective is to move forward in the interview process.
- Competitors will deliver a 90-second (max) elevator speech to company representatives (judges) in Round 1 immediately following the ICSC welcome reception.
- A few days prior to ICSC, students will be assigned to a specific group of competitors (in a specific order), with which they will be competing for a spot in the final round.
- The judging criteria are on the ICSC web site. For consistency, each group of speed selling competitors will be judged by the same group of judges.
- The competitors with the top 2 scores in each Round 1 group will go to the Speed Selling Final Round on Saturday morning with public viewing available.
- The Speed Selling Final Round will consist of a 120-second (max) elevator speech.
- For the final round, students act as a salesperson for the Round 1 sponsor company and create a speech that seeks an appointment with a specified prospective customer.
- The judging criteria and additional prospective customer information for the Speed Selling Final Round are posted on the ICSC website.

Points toward the Collegiate World Cup of Sales for each speed selling competitor are as follows:

Round 1

<i>Individual Performance</i>	<i>Points</i>	<i>Moves to Final Round</i>
Top 20 Competitors	50	Yes
50% or more total points	25	No
Below 50% total points	0	

Final Round

<i>Position</i>	<i>Points</i>
First	50
Second	45
Third	40
Fourth	35
Fifth	30
Sixth	25
Seventh	20
Eighth	15
Ninth	10
Tenth	5

Career Fair Process—Work Hard and 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 an internship
- You are in an exploration phase and considering a direction
- You already have a starting position with a company, but have the responsibility of bringing information back to other students in your sales program who could not attend ICSC.

Learn about the ICSC sponsors, their products, their industries and the opportunities they offer. Visit at least 10 of these 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 attendee from a university earns a ticket to the Orlando Theme Park, then the faculty coach is also invited.

The Theme Park Pass is good after the awards luncheon for entrance to one park only. Your hotel room(s) for that evening are 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 ICSC agenda.

Discounted tickets may be purchased in advance by additional faculty coaches or guests.

Email [Shannon Young](#) by the deadline indicated in ICSC emails to pre-order additional tickets.

Community Involvement Event

The ICSC motto is: “Work hard! Play hard! Give back!” As you advance in your career and climb to the top, remember the importance of volunteering your time and giving back to the community where you live and work. Don’t wait until you graduate. You can make an impact now! Help make this world a better place by donating at ICSC and fighting hunger one food item at a time.

ICSC’s Community Involvement Event requests that **everyone in attendance** bring a non-perishable food item which will be donated to charity. There will be hundreds of people in attendance, and we are excited about the impact this will make in the local community.

Your school will also earn points towards the Collegiate World Cup of Sales. Here is how it works.

- Your university can earn up to 25 points for your team’s contribution, which could result in being a tie breaker for your school’s overall placement.
- Each registered attendee (including all faculty members, competitors and alternates) will bring one non-perishable food item to the registration desk by **10AM on Friday**.
- The number of points earned by a university depends on the participation percent.
- Here are some examples:
 - 3 food items/3 attendees = 100% or 25 of the 25 points
 - 4 food items/6 attendees = 66% or 17 of the 25 points (rounded to the nearest whole point)