



Role-Play Scenarios for ICSC 2026

The product company for ICSC 2026 is [ReliaQuest](#). Students will be selling [GreyMatter](#). The entire role-play competition is based upon a potential sale to FBMC. The situation described below involving ReliaQuest and FBMC is fictitious. To be CLEAR, FBMC does NOT have the issues described below, nor does it have any issues presented in this competition. However, the companies and people involved are real and information found on LinkedIn or other web sites is accurate and may be of value in making a sale and winning this competition.

Rounds 1A and 1B: Needs Identification sales meeting with a new prospective company.
(Thursday - 15 minutes)

Wild-Card Rounds WC-A and WC-B: Needs Identification sales meeting – a do-over of Round 1 (with some changes) for those who do not advance from Round 1. (Thursday - 15 minutes)

Round 2, Round 3 and Round 4 (the Final Round) are a succession of meetings to completely define the needs of the prospect and seek a final “buy” decision. Friday/Saturday (20 minutes).

At the end of each round, a document will be released that summarizes the facts and needs that should have been uncovered in the prior round. This will allow all competitors moving on to the next round to start from the same point of reference.

Important Note to Competitors and Coaches:

ICSC attempts to provide as realistic a role-play situation as possible. Similar to a real selling situation, the salesperson needs to learn about the product being sold, learn about the individuals in the meetings, learn about the prospect’s company and even that company’s customers.

Acknowledgements:

Thank you to all of the sales program faculty from around the world that continue to provide advice, encouragement and support as the ICSC evolves. Special thanks to those at Kennesaw State University for sharing methods and ideas on how to run a large-scale collegiate sales competition.

Disclaimer: The businesses and individuals described in this scenario are real. However, the described actions of these individuals and the specific facts and circumstances contained in this document are purely fictitious and were developed for educational purposes and to facilitate competition at ICSC. The problems, situations and any comments or remarks made in this document or by participants during the ICSC do not represent reality and do not reflect the views, opinions or facts about any actual organization.



ICSC 2026 Round 1 Scenario

You have been working as a Business Development Representative for six months at ReliaQuest, where your responsibilities include seeking new, qualified leads that you pass on to account executives. This is the perfect way to learn about ReliaQuest, the industry and the people you will soon sell to.

This week, you crossed paths with Abby Brazier, Talent Acquisition Specialist at Leavitt Group (<https://www.linkedin.com/in/abbybrazier/>) and Austin Guymon, Sales Talent Acquisition Partner at Leavitt Group (<https://www.linkedin.com/in/austin-guymon-73475a1a5/>) at an insurance convention in Orlando. Recognizing that you were with ReliaQuest, Abby and Austin asked if you had any information they could share with Colin (Colleen) McLain, Agency Co-Owner / Managing Principal at FBMC (<https://www.linkedin.com/in/colinmclain/>). You said that you could share plenty of info, but wanted to know a little more about why Colin (Colleen) may be interested. Abby and Austin were told by Rylee (Riley) Kruger, Director of Talent Acquisition at Leavitt Group, that FBMC was the target of a cybersecurity attack. Abby and Austin did not know anything else and suggested you contact Colin (Colleen) directly. You thanked Abby and Austin for the info and would soon reach out to Colin (Colleen).

You tried to contact Colin (Colleen) by phone to discover if this is an opportunity and possibly develop the lead, but you did not get an answer. So, you sent an email to Colin (Colleen) with some info about GreyMatter and asked for an appointment. Colin (Colleen) replied quickly and said Thursday would be a great day to meet—in person! Luckily, you and Colin (Colleen) are both in Orlando this week. In that email, Colin (Colleen) specifically said that: “I want to learn more about GreyMatter and if it can better protect FBMC.” The email also stated that back-to-back meetings would make it difficult to discuss any more before your Thursday meeting.

When you reached out to your manager with the good news about a meeting with FBMC, your manager shared some better news: that you will be the one to meet and see if this is a viable opportunity! Your manager feels you are ready for this! Now you must prepare for this meeting in which you will learn more about FBMC’s security situation and discover if ReliaQuest and GreyMatter can be a solution. Colin (Colleen) agreed to meet with you for 15 minutes on Thursday morning, so you will be doing a lot of investigation during that meeting, plus offering a brief overview of ReliaQuest and GreyMatter to hopefully secure another meeting to advance this opportunity further with FBMC.

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