
Guide & Instructions

Competitors/Coaches/Faculty



2017

Competitor/Faculty/Coach Brief

NCSC has gone mobile – download the “**Guidebook**” app – search for *National Collegiate Sales Competition* – much of the paper agendas, and schedules have been eliminated this year and will be provided on the National Collegiate Sales Competition Guidebook app. Results and upcoming schedules will still be posted in the Career Fair area near the ADP booth.

What to Expect: Please refer to official agenda for “official” times.

(see NCSC Agenda for times and locations) www.NCSC-ksu.org

Note: Faculty coaches and students will have a substantial amount of free time during the NCSC. Competitors will be involved in competition no more than 2 times each day. Faculty/Coaches will be involved in 1 and in some instances 2 judging rounds during the day. This is by design, to give everyone the opportunity to network with other faculty/coaches and corporate sponsors.

Transportation:

- ❖ The NCSC provides vans for transportation to and from all hotels and the NCSC competition events.
- ❖ Vans run continuously, but make sure you and your students plan well in advance to be where they/you are supposed to be, and when (early is better) they/you are supposed to be there.
- ❖ 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. *Kind of like the “real world.”*
- ❖ Faculty/Coaches are expected to be at their assigned judging on time. **Points will be deducted from university team points if a faculty/coach is late or absent from his/her assigned judging times.**

Golf: Friday 3/31: Golf 9:00am – MUST RSVP MARY (mfoster@kennesaw.edu)

Registration: 1:00pm – 7:00pm

- ❖ Registration is from 1:00pm to 7:00pm on Friday 3/31 at the Embassy Suites, the site of the reception, and awards banquet and the official NCSC Hotel (Maps provided on the NCSC web site and guidebook app).
- ❖ Registration Materials you receive: all official schedules and prospect scenarios will be provided via the NCSC guidebook app.
 - Official Rules of the NCSC
 - NCSC Team Points System
- ❖ **Results of each round and schedules for the following rounds will be posted in the Career Fair venue near the ADP booth**

Reception: 5pm – 6:30pm

Opening Meeting: (mandatory)

- ❖ Friday 6:30pm to 8:15pm
- ❖ Welcome by Sponsors
- ❖ Key Note Address: Lisa Earle McLeod, author *Selling with Noble Purpose*
- ❖ Details and necessary changes to competition or competition schedule

Judges’ & Prospect/Buyers’ orientation meeting: 8:15pm – 9:00pm: Mandatory.

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Competition:

- ❖ All competition is in the Burruss Building on the KSU Campus (see maps).
- ❖ All competitors, faculty and other participants will be transported to the Career Fair building (KSU Convocation Center/Basketball Arena), and the competition venue via the shuttles. The competition building (Burruss Building on KSU campus) is 200 yards from the Career Fair building.
- ❖ 9 competitors will begin competition at 8:00am Saturday 4/1 (see competitor schedule). Each succeeding round will include only 9 competitors, which means that the competitors will have free time.
- ❖ **Faculty coaches will be judging in one or more sessions** with each session running 3 to 3 ½ hours.
- ❖ Faculty coaches will be scheduled to judge during the same time frame as their competing students (prospects' needs and objections will be revealed while observing and judging) and will have no communication with their students during that session.
- ❖ Only judges will be allowed to observe live competition, except for the Championship Round.
- ❖ Faculty coaches not judging will not be allowed in the competitor waiting room at any time.
- ❖ **Use of cell phones or communication devices** are not allowed in the competitor waiting area or NCSC competition area except for use of the product app.
- ❖ Academic Judges should turn cell phones and any other communication devices off while in judging area. **Use of communication while in the judging area could result in disqualification of that coach's team.**
- ❖ Do not discuss the prospects/buyers or the scenarios after finishing judging session with anyone but your student competitors – please be very discreet, otherwise you will only be helping other competitors☺.
- ❖ Results of each round (except for the Wildcard Rounds) and next round schedules **will only be posted** in the career fair area near the ADP booth. Results of the Wildcard rounds will be posted on the NCSC guidebook app.
- ❖ **All competitors** must be in the contestant waiting room at least **15 minutes prior** to their scheduled competition time. No coaches or faculty will be allowed in the contestant waiting room.
- ❖ **Sales role-plays have a 20 minute maximum time limit:** time begins when the door is opened to the office in which the role-play is staged.
- ❖ **The round is over at 20 minutes.** If the competitor finishes in less than 20 minutes the competitor remains in the competition room until notified to leave. The recording will continue through the 20 minute period: **EVERYTHING YOU DO OR SAY WILL BE RECORDED☺** for 20 minutes.
- ❖ The contestant will be evaluated based upon the 20 minutes the competitor completed.
- ❖ All participant recordings of their role-plays will be available to their universities after the NCSC. Access for the recordings will be provided via email to the coaches/faculty who attends the NCSC.
- ❖ All competitors will receive a copy of all of their judging score sheets at the end of the NCSC Awards Banquet on Monday.

The Championship Round will include the four (4) 1st Place competitors from the Semi-Final Round.

- ❖ Each contestant in the Championship round will receive buyer profiles for the final round 30 minutes before his or her scheduled role-play.
- ❖ Championship Round Competitors will be announced at the Sunday evening social/networking event at 8:00pm

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Career Fair:

- ❖ Please encourage your students to visit all of the sponsors at the career fair to thank them. The sponsors provide the resources to reimburse for your travel and produce the NCSC.
- ❖ Please take the time to get to know representatives from NCSC sponsoring organizations. They can be a good resource for your university and sales program.

Competition Rules:

- ❖ **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 NCSC 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. *Kind of like the “real world.”*
- ❖ Faculty/Coaches are expected to be at their assigned judging on time. **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 near the ADP booth**

Professional Conduct:

PLEASE MAKE SURE YOUR STUDENTS UNDERSTAND THE BELOW

The mission of the NCSC is to promote the sales profession as an honorable and credible profession with the objective of playing a role in enhancing the practice and professionalism of sales. All competitors as well as coaches are expected to behave professionally, both on the NCSC venue sites as well as off. Competitors and other representatives from each university who engage in unprofessional behavior will be assessed penalties up to and including the disqualification of the university and the competitor from the current NCSC with the possibility of the individual and/or the university being banned from future NCSC's.

Any cheating, illegal activity, disorderly conduct and public intoxication are inappropriate. The Executive Director of the NCSC will be the final arbiter in any and all such occurrences. We do not expect any inappropriate behavior and have not had any major infractions in the past. The NCSC takes this very seriously.

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Sunday Evening Social/Networking Event:

- ❖ The NCSC rents the Brunswick Zone XL facility for all NCSC participants.
- ❖ Brunswick Zone XL has bowling, video games, billiards and food.
- ❖ This is just for fun; dress is casual.
- ❖ The Final Four Competitors for the NCSC Championship Round will be announced at approximately 8:00pm.
- ❖ All but 4 students will have been eliminated and will not be competing the following day. Please ask them to be “wise,” and responsible. (Please see Professional Conduct)
- ❖ The NCSC does not provide adult beverages, nor promote its consumption, but the venue does serve such beverages. (See immediately preceding note!).
- ❖ **Poor judgment by students, competitors or other university representatives at any hotels or anytime during the NCSC, on or off premises, could result in disqualification of the student as well as the university from the current and potential future NCSC competitions.**
- ❖ Transportation will be provided to and from venue to your hotels.

Championship Round:

- ❖ The Championship Round role-plays may be observed and will be broadcast into a large auditorium on the first floor of the building where the competition is held (Burruss Building).
- ❖ The Championship Round is Monday morning.

NCSC Awards Banquet:

- ❖ The awards banquet follows the Championship Round on Friday and is the final event of the NCSC.
- ❖ Formal – suit & tie attire
- ❖ Sit down, table cloth meal
- ❖ Must let Mary Foster (mfoster@kennesaw.edu) know in advance how many will be attending.
- ❖ Very short program with one key note speaker. Should be finished by 1:45pm.
- ❖ At the end of the banquet, all competing students will receive copies of their judges’ scoring and comment sheets. An invitation to access the NCSC Competition on the DartFish.TV site will be forwarded to each university coach/faculty following the NCSC. Coaches/faculty will have access to view, edit/tag, and download your competitors’ recordings for 1 year. Access for others at your university can be requested (students and other faculty).

Scoring:

- ❖ Competitors advance through the NCSC based upon how well they perform against other competitors in the same “bracket” or “room” in which they are competing, thus the necessity of “seeding.”
- ❖ Seeding: Universities are “seeded” based upon their past performances in the NCSC. Seeding is done in order to attempt to prevent the “better” competitors from eliminating each other in early rounds. The goal of the NCSC is for the competition to be fair and to ultimately have the “best” competitors compete in the later and final rounds. After the first round, competitors are seeded based upon their placement in their respective “brackets” or rooms. 1st place finishers will not compete against other 1st place finishers from the immediate previous round, except for in the later rounds. The competitors will compete in their next round against the other students with different placements (1st place will compete against 2nd, 3rd, 4th, 5th place competitors), at least until the later rounds. Where possible, students will not compete against fellow teammates in the early rounds. In later rounds, it is possible that team mates may compete against each other.

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- ❖ In round one, the top 2 students in each “room” based upon the judges’ scoring advance to round 3 or the quarter final round. Those competitors scoring 3rd and below advance to the “Wildcard” round Saturday afternoon.
- ❖ Competitors placing 1st during the Wildcard Round in their respective “brackets” or “rooms” will advance to the 3rd Round or Quarter Final round to compete with those other students who advanced after Round 1. Competitors placing 2nd and below in the Wildcard Round are eliminated.
- ❖ Students are only competing against competitors in their respective rooms, with the same judges and the same prospect/buyer.
- ❖ Competitors gain points for their University Team based upon their placement in their respective brackets in each round.
- ❖ Competitors are awarded higher points for higher placement during each round.
- ❖ The NCSC point system is provided for you at registration and will be posted on the NCSC web site.

Thank you for your investment in your students, sales education, and the sales profession. We appreciate the opportunity to partner with you in positively impacting the sales discipline and its future sales leaders.

The NCSC Staff