



# Request for Proposal

## National Collegiate Sales Competition (NCSC) Executive Product Sponsor

[www.NCSC-KSU.org](http://www.NCSC-KSU.org)

**Specification Requirements begin on Page 7 of this RFP**

**Proposal Submissions Due: on or before 1/06/2022 5:00 pm EST**

**Period of Sponsorship Agreement: 3-5 years, (3 years minimum 2023-2025, 5 years 2027).**

**Sponsorship for years 2023 – 2025j NCSC –Product Sponsor support will be required up to 6 months prior to 2023 NCSC.**

**Official Start date of Product Sponsorship is August 2022.**



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## National Collegiate Sales Competition Product Sponsorship

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### Executive Summary:

The National Collegiate Sales Competition (NCSC) is an exclusive sales recruiting event and sales role-play competition similar to the NCAA College Baseball World Series or College Basketball Championship (March Madness). The participants and competitors are college students that want to pursue a career in sales, have studied basic and



advanced sales

methodologies, and engaged in experiential sales exercises, including sales role-plays, live field sales and sales internships. Not surprisingly, independent research ([www.salesfoundation.org](http://www.salesfoundation.org)) shows that graduates from university sales programs have lower turnover rates and faster ramp-up times compared to other new sales hires.



### Graduates of Sales Programs "Ramp-Up" 50% Faster & Experience 30% Less Turnover

According to a survey of sales managers, sales program graduates ramp up 50% faster than their non-sales educated peers. They also experience 30% less turnover. Sales graduates are prepared for their roles through highly-specialized education featuring cutting edge technologies.

The NCSC began in 1999 and has grown to include more than a third of all universities across the globe that have a sales degree, sales curriculum, or sales programs. Through Sponsorship Fees, The NCSC underwrites the travel (airfare, lodging, meals) of more than 70 university sales teams, and their coaches (sales faculty and instructors). The participants include more than 350 of the most elite sales talent emerging from colleges and universities along with more than 100 of the top sales instructors in the country.

### Training One Salesperson Can Cost a Company More Than \$180,000

Sales program graduates require less training than their non-sales educated peers. The result is an average savings of ~\$180k per hire for their recruiting company. SEF is helping universities prepare the sales leaders of tomorrow.



### Official NCSC Product Sponsor:

All competitors sell the *Official NCSC Product Sponsor's* product or service during the competition role-plays. There are more than 320 competitive role-plays conducted during the NCSC competition. University sales teams select their

individual competitors through individual local/university sales role-play competitions. Additionally, many university sales courses utilize the NCSC Product Sponsor's product or service for their class sales role-play exercises. With a minimum of 72 university teams competing from universities that have between 100 to 500 sales students, the *Official NCSC Product Sponsor* gains continuous or regular exposure of their organization and their product to conservatively up to 15,000 of the top graduating sales students.

### Value to *Official NCSC Product Sponsor:*

- Future and current sales leaders become familiar with the value proposition of the Official NCSC Product Sponsor's products or services – growth of brand awareness
- Frequent contact with top university sales talent throughout the year through product support
- Premium exposure to top sales talent and sales instructors during the NCSC Recruiting Event

**Bottom Line: Develop meaningful relationships with top talent and their instructors, allowing greater opportunity to recruit top sales students successfully.**

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### Background:

The NCSC is a national sales role-play competition and recruiting event for college students who wish to pursue a career in professional sales. The participating students attend universities that offer degrees in professional sales, certificates in professional sales, sales curriculum, or a focus in professional sales. The NCSC competition was created in 1999 and has been held annually each spring since the inaugural event. The 25<sup>th</sup> Annual NCSC will be conducted March 3<sup>rd</sup> – 6<sup>th</sup>, 2023. The effective date for implementation of the Product Sponsorship begins at the end of the 2022 NCSC (March 4<sup>th</sup> – 7<sup>th</sup>) with product support beginning in August 2022 for implementation during the 2023 NCSC and all subsequent years of the agreement.

NCSC Web site: [www.NCSC-ksu.org](http://www.NCSC-ksu.org)

**Role of Sponsors:** Between 35 - 45 national and international corporations co-sponsor the NCSC and provide resources, both financial and personnel, to conduct the event each spring. The competition provides funds that defray the travel expenses for the competing students and faculty coaches (the NCSC pays for airfare, lodging, and meals for attending sales faculty and competing students). Most universities would not be able to participate without support from NCSC Sponsors. The annual budget for the in-person event is approximately \$450,000 to \$500,000 and is entirely dependent upon corporate sponsorship. NCSC Corporate Sponsors have the exclusive opportunity to engage and recruit talented sales students and engage/network with top North American university sales faculty and instructors. During the three-day event, official sponsors participate in the **exclusive sales career expo** and provide personnel to participate as judges and buyers/prospects during the sales role-play competition. Participating universities bring additional students interested in professional sales careers to observe and take part in the recruiting events. The 1999 NCSC hosted 13 universities (30 sales students and 15 sales faculty) and 8 corporate sponsors including Xerox, Office Depot and Arrow Electronics. More than 120 participants were involved in the inaugural event. The growth of the NCSC over the past 24 years has reflected the high demand for qualified sales talent. The event annually hosts more than 800 sales students, faculty, and corporate sales executives. The NCSC attracts participants from across the globe. More than 70 universities from the U.S., and Canada participate annually, with Belgium, Mexico, Finland, and Scotland also sending participants or observers in the past. A wait list for universities has been necessary for the past 10 years.

### Participating Universities:

Participating universities include sales curriculum and/or sales programs at their respective universities. The majority of the universities have faculty who teach and do research in the sales discipline, have a structured sales



program and have curriculum focused on preparing the next generation of salespeople and leaders. Graduates from these programs are recruited heavily by industry and, according to research by HR

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Chally, experience a **30% lower turnover rate** than graduates from non-sales universities and have, on average, a **50% faster ramp-up time**. ([www.salesfoundation.org](http://www.salesfoundation.org))

**The Competition:** The sales competition is an elimination tournament conducted in a cutting-edge sales laboratory that includes nine sales offices equipped with technology to broadcast and record the competition rounds. Competitors conduct 20-minute sales calls to a fictitious company with corporate sponsor sales executives playing the role of the prospect(s). The NCSC consists of a pool play round with all competing students participating. The competition then proceeds through elimination rounds (wildcard, quarter-final, and semi-final) that lead to the top 4 competitors participating in the Championship round on the final day. Each sales role-play is recorded to a server to which participating universities and select corporate sponsors have access throughout the year for educational and recruiting purposes respectively.



**The NCSC Official Product:** All NCSC competitors sell the same product/service provided by or through the NCSC and this product is used throughout the competition. More than 320 role-plays are conducted, broadcast, and recorded during the competition. Again, all competition role-play recordings are made available to all participating universities throughout the year and select corporate sponsors for varying time periods. Additionally, universities use the recordings for educational purposes. Currently, **more than 130 universities are provided access** worldwide. NCSC participating universities are provided the product or access to the product and information regarding the product throughout the year prior to the competition. Each university has the option of using the NCSC product throughout the fall, spring, and summer semesters to teach sales skills and methodologies. Many universities use the product during their classes and during their selection process to identify candidates to compete in the NCSC. In other words, almost every university that teaches sales in the U.S. and abroad utilizes the NCSC recordings where the product sponsor's product is sold throughout the year. Below are a few examples of feedback from professors:

*"We use these to coach and train students for the competition. We use it to coach the sales team to demonstrate errors and good practices. Thank you for providing this resource. The NCSC videos are very important to faculty who coach and students who train for NCSC as well as other competitions. Before, students would train and after the event, they would graduate and we would have to start all over. Now that we have students who are not all graduating, we've gained some momentum. We appreciate all you do; NCSC is the Super Bowl of sales competitions!" – Bryant Univ.*

*"..., we appreciate the opportunity to access the videos and we use them extensively. We have the NCSC team study the videos from our previous teams and the other successful teams. We also show the videos to our basic selling classes as examples of the sales process. In my classes, the students take a quiz while watching the videos that requires them to identify the steps in the sales process. I find that they learn the process much faster by watching and writing. 80% of adults are visual learners, as I'm sure you know." – Univ. of Central Florida*

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*“..., we are expanding our program and intend to use the videos from NCSC in class and training. Please keep them available, they are most valuable to us, as we do not have the resources to produce our own yet.” - High Point Univ.*

*“I use the winning videos posted on the NCSC website for instructional purposes. Thanks for all you do for sales education.” – Univ. Central Missouri*

*“I talked with everyone that teaches sales both intro, advanced, and CRM. We all use the videos but we don’t use them all. It seems as if we mostly use the top four as exemplars and then one or two others as examples of what not to do.” – Univ. of Toledo*

*“Yes - we do use the recordings & take advantage of the Gartner training.” – Univ. of Toledo*

*“While I have sporadically used it when I was at Georgia College. Here we plan to use it a lot as we are planning a sales team and it should be quite helpful for the students as they prepare.” – Salisbury Univ.*

### Product Sponsor Benefits:

- **Broad usage and exposure of your product/service to the next generation of sales leaders:**

**Building Brand Recognition:** A conservative estimate of 15,000 + sales students utilize the NCSC official product annually during sales classes and preparation for the NCSC. More than 100 of the leading sales faculty in North America annually attend and participate in the competition building brand recognition to high quality sales candidates and their advising sales faculty across the country.

- **Exposure to leading national and international sales organizations:** The NCSC annually partners with corporate sponsors who provide resources and participate as judges, buyer/prospects for the role-plays, and recruiters.



Corporate sponsors typically bring between 4 to 25 sales executives, managers, and salespeople each year to network with the sales students, sales faculty as well as other leaders in the sales field. Past and current corporate sponsors include: Accenture, ADP, Aetna, Aflac, Allstate, Amazon, Aramark, Assurant, AT&T, Bank of America, Banker’s Life, Bausch + Lomb, Benco Dental, Bunzl Distribution, Campbell Sales

Company, Careerbuilder.com, Cintas, Cisco, Colonial Life, Comcast Spotlight, ConAgra Foods, Continental Tire, Cox Media, Dell, DHL, Dow Jones/WSJ, Edward Jones, EMC, Federated Insurance, FedEx, First Data, Frito Lay, Gannett, Gartner, Georgia Pacific, GlaxoSmithKline, Henry Schein Dental, Hewlett Packard, Hilti, Hormel Foods, IBM, Johnson & Johnson, Kimberly Clark, Liberty Mutual, LinkedIn, McAfee/Intel, Inc., Mohawk, Mutual of Omaha, NCR, NetSuite, Novartis, Office Depot, Oracle, Owens Corning, Paycom, Phillips-66, Prudential, Quicken Loans, Reckitt Benckiser, Reynolds and Reynolds, Ryder, Sage Software, Sealy, St. Gobain, Standard Register, State Farm Insurance, Tom James, UPS, Verizon Wireless, Waste Management, Whirlpool, Wyeth Pharmaceutical, Xerox, Yamaha Motor Corp, and many others.

- **Other National and International Exposure**

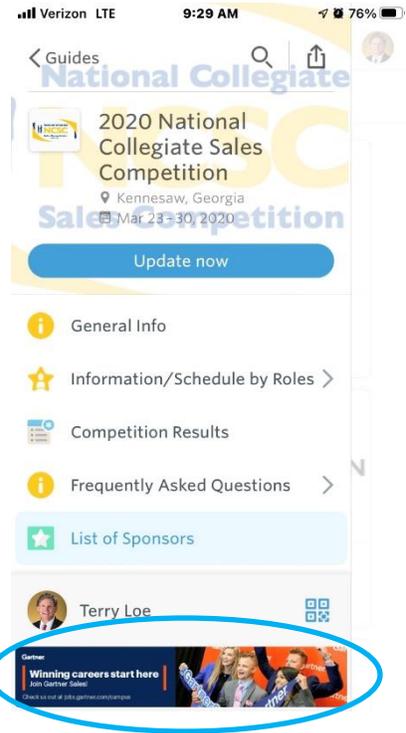
- Bing: over 12,000 search results

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- The NCSC is publicized to **many national news outlets** and has been featured on national network television Fox News, in *Selling Power Magazine*, *Sales and Marketing Management Magazine*, *the Dallas Morning News*, *Atlanta Journal Constitution*, *Atlanta Business Chronicle*, *Sales Mastery Magazine* and numerous university and local newspapers and university web news sites.



- **Recognition as the Official Product** of the National Collegiate Sales Competition during the event, on the NCSC web site, all NCSC social media outlets, and on NCSC promotional printed materials. Includes *Branded Competition Room*
- **Official NCSC Corporate Sponsor** recognition and participation during the event as an NCSC Sponsor with all related benefits (sponsor level negotiable).
- **Other:**
  - Countries that have begun National Sales Competitions for universities based upon the NCSC
    - Finland, Belgium, Pakistan



### Past Official NCSC Product Sponsors

2018 – 2022: Gartner



2013 – 2017: ADP



A more human resource.™

2008 – 2012: NetSuite



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### NCSC Official Product Specifications:

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**Product Note\*** - NCSC product or service may be a scaled down version of an existing product or service with a fictitious pricing structure.

- **Provide product/service or access** to product to all NCSC competitors, sales faculty participants, and potential student competitors and sales faculty for the duration of the Official Product Sponsor agreement. Most participating universities select their competitors over the course of the year and potentially more than 1400+ students will need to have access to the product, a license, or the product itself. Additionally, more than 150 sales faculty from around the U.S., Canada, Mexico, and potentially Europe will be instructing their students on the use of the product and will need access to the product.
- **Provide adequate levels of technical support** for students (who will or potentially will compete) and sales faculty for the duration of the agreement. Support may include, but not limited to phone and internet support, supporting marketing and sales materials (digital), web based instructional sites and access to local sales representatives willing to visit campuses and classes for hands-on instruction.
- **Developed pricing structure for the NCSC competition:** pricing is an important aspect of the sales call. The Official NCSC Product Partner is not required to provide confidential pricing structures but should develop a simple version of pricing that could be reasonably used by competitors while preparing for the competition and for use during the competition.
- **Product Specifications:** The vast majority of sales universities specifically focus on Business-to-Business sales. Only Business to Business Products and Services will be considered for this RFP. The competing students will have a limited period to become proficient with the product, though many spend months and in some cases a year or more in practice for the NCSC. The judging criteria (see the NCSC web site for the judging criteria) of the NCSC primarily concentrates on the sales process. However, product knowledge plays a critical part in competitor, level of confidence and performance. The product must be conceivably simple enough to close the sale in a 20-minute sales call. This is very difficult for any product, but for the purposes of the NCSC the Official Product offer needs to be structured in such a manner to make a one call close feasible.
  - **Potential product sponsors should view the recorded Championship Round Role-Plays on the NCSC web site: [www.ncsc.ksu.org](http://www.ncsc.ksu.org) to have a better understanding of how the product is utilized during the event.**
- **Length of agreement/partnership:** minimum of 3 years and a maximum of 5 years. The agreement will begin the day following the 2022 NCSC on March 8, 2022. The Product Sponsor should be prepared to provide the product and support beginning August, 2022.
  - **3-year agreement, unless either party dramatically breaches the Product Sponsor agreement.** The NCSC will conduct a Product Sponsor satisfaction survey among student and faculty participants annually. Satisfaction surveys resulting in less than 80% satisfaction presents grounds for terminating the agreement.



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- **Product Sponsorship Fee: \$50,000 annually** (minimum) – Proposals that include a higher annual fee are encouraged, but not required. Bids above the minimum will be heavily considered, but not be given majority weight in awarding the bid.
- **Other Considerations:** The Product Sponsor may consider additional ways not included in this request to enhance their proposal that would contribute to the overall mission of the NCSC.
- **Contact:** Questions regarding this request for proposal should be directed to Dr. Terry W. Loe, Executive Director, NCSC (470.578.2017; [tloe@kennesaw.edu](mailto:tloe@kennesaw.edu)).



**Thank you for considering this vital partnership with the NCSC.**

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### **Submissions: Deadline – 1/10/2022**

- Submissions of proposals will be accepted up until 5:00pm EST Monday, January 10, 2022
- Proposals should be in writing detailing how the organization will fulfill the requirements of the proposal as outlined above.
- Proposals should be submitted either through email or by snail mail to the following

Dr. Terry W. Loe (Executive Director, National Collegiate Sales Competition)

[tloe@kennesaw.edu](mailto:tloe@kennesaw.edu)

560 Parliament Garden Way

MD 0406

Kennesaw, GA 30144

### **Notification of winning Proposal: 2/1/2022**

- Awarding of the Official Product Sponsor will be based upon analysis by the NCSC Product Sponsor Committee and feedback from sales faculty, teachers, and instructors from across the U.S., Canada and parts of Europe who have coached teams that have competed in past NCSC events. The final decision regarding the awarding of the NCSC Product Sponsorship will be made by the Executive Director of the NCSC.
- The Executive Director of the NCSC will notify each submitter of the rewarded proposal on or before February 1, 2022.
- The Official Product of the NCSC will be officially announced at the 2022 NCSC event during the Awards Banquet on Monday March 7, 2022.

