

# NCSC XXVII

## Guide & Instructions

Competitors/Coaches/Faculty



March 7 – 10<sup>th</sup>, 2025



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# Competitor/Faculty/Coach Brief

**University and Competitor registration:** Universities that place in the top 55 of the previous year's NCSC are provided priority registration for the next year's NCSC until December 1<sup>st</sup>. The remaining competition slots are reserved for universities that are first time participants. Universities that have paid the registration fee are given priority. Universities that have not paid registration fees by December 1<sup>st</sup>, will be replaced by a university that is on the waitlist and has paid registration fees. Registration fees may be refundable up to 2 months prior to the first day of the NCSC.

**NCSC Guidebook** – download the “**Guidebook**” app – search for *National Collegiate Sales Competition* –Agendas, and schedules 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 GARTNER booth. Only the Wildcard Round A Results will be posted on the NCSC Guidebook app.

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

(See NCSC Agenda for times and locations) [www.NCSC-ksu.org](http://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 in that round. After the first round, this would mean that they would miss any other opportunities to compete.
- ❖ Faculty/Coaches are expected to be at their assigned judging on time. Please check published schedules and the NCSC Guidebook App for each round. **Points will be deducted from university team points if a faculty/coach is late or absent from his/her assigned judging times.**

## Registration: 2:00pm – 8:00pm

- ❖ Registration is from 4:00pm to 8:00pm on Friday at the Embassy Suites at 620 Chastain Road, Kennesaw GA 30144.
- ❖ 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 Gartner booth – Wildcard Round A Results and Schedules will be posted on the NCSC Guidebook App in a timely manner.**

**Reception: 5pm – 7:00pm – Embassy Suites, 620 Chastain Road, Kennesaw GA 30144**

**Opening Meeting: (mandatory)**



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- ❖ Friday 7:00pm to 7:45pm
- ❖ Welcome by Gartner
- ❖ Details and necessary changes to competition or competition schedule

**Friday 8:00pm – 8:45pm: Judges' & Prospect/Buyers' orientation meeting: Mandatory.**  
All Coaches are *strongly* encouraged to attend the Judges' portion of the meeting regardless of experience. Having some insight into what the judges are considering will be useful to your competitors.

# Competitor/Faculty/Coach Brief

## Competition:

- ❖ Competitors must be full-time undergraduate students at the university they represent.
- ❖ 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 (Siegel Recreation Center), and the competition venue via shuttles. The competition building (Burruss Building on the KSU campus) is 200 yards from the Career Fair building.
- ❖ 9 competitors will begin competition at 7:30am Saturday (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** during NCSC with each session running 3 ½ to 4 hours.
- ❖ **A 10-point penalty** will be levied for each infraction against the university team whose faculty/coach does not report for their respective assigned judging assignments and on time.
- ❖ 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** is not allowed in the competitor waiting area or NCSC competition area except for use of the product app. This will be monitored.
- ❖ Academic Judges should turn cell phones and any other communication devices off while in the judging area. Use of communication while in the judging area could result in the disqualification of that coach's team.
- ❖ Do not discuss the prospects/buyers or the scenarios after finishing any judging sessions with anyone but your student competitors – please be very discreet, otherwise you will only be helping other competitors ☺ .
- ❖ Results of each round and next round schedules (except for Wildcard Round A) will **only be posted** in the career fair area near the GARTNER booth. Results of Wildcard Round A (Saturday Evening) will be posted on the NCSC guidebook app.
- ❖ **All competitors** must be in the contestant waiting room at least **30 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 “buyer/prospect” may dictate a shorter time-limit. Be prepared in case this occurs.
- ❖ **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.

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- ❖ The contestant will be evaluated based on the 20 minutes the competitor completed.
- ❖ All competitors will be sent a digital copy of all their judging score sheets at the end of the NCSC.

**The Championship Round** will include the four (4) 1<sup>st</sup> 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 Championship round role-play.
- ❖ Championship Round Competitors will be announced at the Sunday evening social/networking event at 8:00pm



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## Career Fairs:

- ❖ Each competing university is required to have at least 2 students from their respective universities attend EACH of the 3 NCSC Career Fairs. **Reimbursements will be affected by NCSC Career Fair participation** by the percentage short of full participation (2 at Virtual Career Fair – February 7, 1:00 pm – 5:00 pm eastern time; 2 at Saturday NCSC Career Fair; 2 at Sunday NCSC Career Fair). Participation is recorded for the Virtual Career Fair (must visit at least 5 NCSC Sponsor spaces) and participation in career fairs during the event will be tracked with “bingo” type cards. A separate card for each day may be picked up at Registration in the Siegel Recreation Center and returned to the same place.
- ❖ *Please* strongly encourage your students to visit all the sponsors at the career fair to thank them. The sponsors provide the resources to reimburse 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:

**Note: All students NOT competing in the role-play competition are eligible to compete in the NCSC Speed Selling Competition. Role-Play competitors are NOT eligible to participate in the Speed Selling Competition. Rules & Information on Speed Selling are available on the NCSC website and emailed to university designated coaches.**

- ❖ **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 with the role-play buyer. (Note: Each buyer in each round will have the same case 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. Remember, buyers have their own way of interpreting their role, but they are instructed and strongly encouraged to be very consistent regarding their level of difficulty with each competitor.
  - ❖ 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 in that round. After, the first round, this would mean that they would miss any other opportunities to compete.
  - ❖ Faculty/Coaches are expected to be at their assigned judging on time. **Points (10pts) will be deducted from university team points if a faculty/coach is late or absent from his/her assigned judging times.**
  - ❖ Judges’ schedules are posted in the NCSC Guidebook App.

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- ❖ **Results of each round and schedules for the following rounds** will be posted in the Career Fair venue near the Gartner booth. Wildcard results and earlier round results will be posted in the NCSC Guidebook app **AFTER the Wildcard Round A on Saturday evening.**



# Competitor/Faculty/Coach Brief

## **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 competitions.

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.



# Competitor/Faculty/Coach Brief

## Sunday Evening Social/Networking Event:

- ❖ The NCSC leases the Bowlero facility for all NCSC participants.
- ❖ Bowlero has bowling, video games, laser tag, 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 your students 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. **Everyone will be carded** at the entrance to Bowlero (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 potentially future NCSC competitions.**
- ❖ Transportation will be provided to and from venue to your hotels.

## Championship Round:

- ❖ The Championship Round role-plays may be observed by everyone 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 begins Monday 8:00am. Final 4 competitors must report to Check-In desk at 7:00 am.

## NCSC Awards Banquet:

- ❖ The awards banquet follows the Championship Round on Monday and is the final event of the NCSC.
- ❖ Formal – suit or coat & tie attire
- ❖ Sit down, tablecloth meal
- ❖ Must let Mary Foster ([mfoster@kennesaw.edu](mailto:mfoster@kennesaw.edu)) know in advance how many will be attending.
- ❖ Very short program. Should be finished by 1:30pm.
- ❖ Judge’s scoring forms will be digitally transmitted to the university coaches following the NCSC.

## Scoring: (See Official NCSC Individual and Team Points System)

- ❖ Competitors advance through the NCSC based upon judges’ scoring against other competitors in the same “bracket” or “room” in which they are competing, thus the necessity of “seeding.”

# Competitor/Faculty/Coach Brief

- ❖ Seeding: Universities are “seeded” based upon their past 3 years’ performances in the NCSC.  
Seeding is done 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. 1<sup>st</sup> place finishers will not compete against other 1<sup>st</sup> place finishers from the immediate previous round, except in the Semi-Final round. The competitors will compete in their next round against the other students with different placements (1<sup>st</sup> place will compete against 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup>, 5<sup>th</sup> .... place competitors), until the Semi-Final round. Students will not compete against fellow teammates in the early rounds. Same team competitors may compete against each other in the Championship Round.
- ❖ 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 3<sup>rd</sup> and below advance to the “Wildcard” round on Saturday afternoon (morning competitors) or Sunday morning (afternoon competitors).
- ❖ Competitors placing 1<sup>st</sup> during the Wildcard Round in their respective “brackets” or “rooms” will advance to the 3<sup>rd</sup> Round or Quarter Final round to compete with the students who advanced after Round 1. Competitors placing 2<sup>nd</sup> 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 and based upon how both team members advance.
- ❖ Competitors are awarded higher points for higher placement during each round.
- ❖ The NCSC point system is provided on the NCSC Guidebook app 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***

## **Judging Tiebreakers:**

### **Sections: higher of weighted score**

1. Needs ID: higher of weighted score
2. Presentation: higher of weighted score
3. Communication skills: higher of weighted score
4. Overall: higher of weighted score
5. Close: higher of weighted score



## Competitor/Faculty/Coach Brief

**If all the Sections are equal, go to Individual Items higher of average score of all judges:**

1. Effectively uncovered needs of buyer
2. Logical, convincing presentation (display a strategy to communicate and persuade; .....
3. Presented benefits-based upon needs of buyer instead of only features
4. Effectively demonstrated product/service

### **Additional**

1. Overcoming Objections Section: higher of weighted
2. Approach Section: higher of weighted
3. Product knowledge – individual item higher of average score of all judges
4. Effective verbal communication skills – individual item higher of average score of all judges
5. If all are equal to this point – go through item by item from Needs Identification Section then Presentation section, then communications section, then overall section, then close section, etc...

### **Head-to-Head in Championship Round**



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### Individual and Team Scoring Points System

#### Round 1

<i>Individual Position From Each Room</i>	<i>Points For Ind. &amp; Team</i>	<i>Status</i>
First	100	Advance to Round 3 – Quarter-Final
Second	75	Advance to Round 3 – Quarter-Final
Third	50	Advance to Round 2 - Wildcard
Fourth	40	Advance to Round 2 - Wildcard
Fifth	30	Advance to Round 2 - Wildcard
Sixth	20	Advance to Round 2 – Wildcard
Seventh	10	Advance to Round 2 - Wildcard
Eighth	10	Advance to Round 2 - Wildcard

#### Round 2 – Wildcard

<i>Individual Position From Each Room</i>	<i>Points For Ind. &amp; Team</i>	<i>Status</i>
First	25	Advance to Round 3 – Quarter-Final
Second	20	Eliminated
Third	15	Eliminated
Fourth	10	Eliminated
Fifth	5	Eliminated
Sixth	5	Eliminated

**Team Bonus Points: + 3 to team if both team members advance to Quarter Finals**

#### Round 3 – Quarter Finals

<i>Individual Position From Each Room</i>	<i>Points For Ind. &amp; Team</i>	<i>Status</i>
First	100	Advance to Semi-Final Round
Second	75	Advance to Semi-Final Round
Third	50	Eliminated
Fourth	40	Eliminated
Fifth	30	Eliminated
Sixth	20	Eliminated
Seventh	10	Eliminated

**Team Bonus Points: + 4 to team if both team members advance to Semi-Finals**

#### Round 4 – Semi-Finals

<i>Individual Position From Each Room</i>	<i>Points For Ind. &amp; Team</i>	<i>Status</i>
First	100	Advance to Final Round!
Second	75	Eliminated
Third	50	Eliminated
Fourth	40	Eliminated

**Team Bonus Points: + 5 to team if both team members advance to the Championship.**

#### Round 5 – Championship Round

**1 room of 4**

<i>Individual Position</i>	<i>Points For Ind. &amp; Team</i>	<i>Status</i>
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## Competitor/Faculty/Coach Brief

First	100	Champion
Second	75	1 <sup>st</sup> Runner-Up
Third	50	2 <sup>nd</sup> Runner-Up
Fourth	40	3 <sup>rd</sup> Runner-Up

*Note: Points Penalty: A 10-point penalty will be levied for each infraction against the university whose faculty/coach does not report for their respective assigned judging assignments and on time.*

