Competing in the International Collegiate Sales Competition

Tina Cook
Competing in the International Collegiate Sales Competition

Tina Cook
Agenda

- WMU SBM Program Overview
- Selection to Compete
- About the Competition
- Performance Video Clips
- Judges Performance Reviews
- Lessons Learned
- Suggestions
- Questions
WMU's SBM Program

- Entry-level sales, Management roles
- Harold Zeigler Interactive Sales Lab
- "Top University Sales Program"
  - Sales Education Foundation
- #1 of "Top Schools with Specialized Sales Programs"
  - Study.com
- 96% Job Placement Rate
Selection to Compete

- State Farm Sales & Marketing Competition
- Russ Berrie National Sales Challenge
- International Collegiate Sales Competition
  - 6 students selected

- Email to all SBM majors
  - 8 students auditioned
About ICSC & SalonBiz

- 4th year of competition
  - 3rd year for WMU
- Hosted by FSU in Orlando, FL

- SalonBiz
  - Cloud-based CRM
  - 1st designed for beauty industry
  - NeillTSP
Competition Scenario

• Round 1 - 15 minutes
  • "Needs Identification"
  • Niki Garza - Melia Varadero Resort in Cuba

• Presentation Materials
  • Business Card
  • Question Sheet
  • SalonBiz Overview
  • Benefit Overview
  • Training & Implementation Sheet
  • Pricing Sheet
  • Testimonial Letter
Meeting Start Mechanics

• Making a strong professional 1st impression
CLAP Model

- Connect - Logistics - Agenda - Permission
Presidential Election Question

- Objection #1
Core Needs Question

- Main motivation for purchase
Needs Recap

- Rephrase needs for easy summary
SalonBiz Overview

- Introducing your company
Presentation

- Emphasizing the benefits that directly address buyer's needs
V-P-C Model

- Verify - Present - Confirm
- Properly handling an objection
Closing

- Gaining commitment
Judges Scores

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<tr>
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<th>Judge #1</th>
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<th>Judge #4</th>
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<td>10</td>
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<td><strong>Gain Commitment 10%</strong></td>
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<td>27</td>
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<td><strong>Likeable and Trustworthy 5%</strong></td>
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<td>28</td>
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• Table 1

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• Table 2
# Judges Performance Reviews

- **Comments**

## Table

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<td>Meeting Opening</td>
<td>“Great start, but deviated by election question.”</td>
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<td>Needs Identification</td>
<td>“Good to pin down time frame. ‘Challenges’ question scripted. ‘Looks like you really just...’ minimizes need for product.”</td>
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<tr>
<td>Overcoming Objections</td>
<td>“Obviously was thrown off by election question need to stay up on current events! -8 on cloud objection, 2 on ‘election’ objection. -Nice job on [criteria 1]”</td>
<td>“Well done”</td>
<td></td>
<td></td>
<td>“Spent too long on polit. quest.”</td>
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<tr>
<td>Commitment</td>
<td>“Good to persist on meeting time”</td>
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<td>“Great job.”</td>
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<tr>
<td>Communication Skills</td>
<td>“‘So...’ starts off most sentences, significant distraction.”</td>
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<tr>
<td>Likeable and Trustworthy</td>
<td>“Nice job recovering from election question.”</td>
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Lessons Learned from Competing

• Stay up-to-date on current events
• Relaxing for any sales call
• Success is subjective
  • Tied for 61 out of 117
Suggestions to Future Competitors & ICSC Coordinators

• Competitors
  • Know product & industry inside & out
  • Practice, practice, practice
  • Be confident

• Coordinators
  • Scoring
  • Judge reliability
  • Product overview sheets
In Summary...

- Honor to be selected
- Places to improve
- Thank-yous
Questions?

Tina Cook
christina.m.cook@wmich.edu
(616) 826-3180
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