



# KELLEY SCHOOL OF BUSINESS

CENTER FOR GLOBAL SALES LEADERSHIP  
National Team Selling Competition

## NTSC 2020 COMPETITION DIRECTIONS & GUIDELINES

### NTSC SUMMARY

NTSC 2020 is a three-student team selling competition. Each team will have two 20-minute virtual appointments (first appointment on Thursday, second appointment on Friday) with two representatives from a fictitious company. The competition will kick off on Wednesday with a virtual welcome and instructions and will conclude Friday with a case debrief and the announcement of competition MVP's and winners.

In the spirit of real-world selling, the case and judging rubric are available two weeks prior to the competition. 30+ schools will be competing in four different competition rooms.

### SCHEDULE OF EVENTS

- Wednesday, October 21, 6:00p-7:00p EST – welcome and instructions\* (all participants)
- Thursday, October 22, 8:45a-5:15p EST – first appointment (60 minute time commitment)\*
- Friday, October 23, 8:45a-3:55p EST – second appointment (60 minute time commitment)\*
- Friday, October 23, 4:45p-5:30p EST – conclusion and winners announced (all participants)
- \*Teams will receive a detailed agenda and will find out their specific first and second appointment times closer to the competition. West coast and mountain schools will have later appointments.

### WINNERS & PRIZES

- \$9,000.00 in cash prizes.
- 1<sup>st</sup> & 2<sup>nd</sup> place winners in each of the 4 competition rooms. 1<sup>st</sup> place = \$1,500.00. 2<sup>nd</sup> place = 750.00.
- Winners announced Friday following case debrief.

### COMPETITION LOGISTICS

- Zoom is the video platform that will be used for the competition. We recommend using Zoom as your team's practice platform. If your school does not utilize Zoom, you can create a free account at Zoom.us. There is also a Zoom mobile app that can be utilized in the event of internet difficulties during the competition (we only recommend mobile connection as a last resort). Being comfortable with Zoom will be instrumental in this virtual competition setting.
- Coaches and alternate team members are welcome to observe the competition with their cameras off and audio muted. Coaches may advise in between appointments.
- Competition attire: business professional.





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## COMPETITION – Appointment 1 (Thursday)

- **Purpose:** Your objectives for this meeting are to gather information and discuss possible solutions to help you prepare for your second appointment. **There is important information that you will need to uncover during this meeting to be successful.**
- **Format:** 20-minute sales interaction with two role players via Zoom. Teams will be admitted to their competition room where a “tech check” and final instructions will occur. Appointment starts at the conclusion of the final instructions and ends when team finishes appointment or 20 minutes has elapsed – whichever is first. A panel of judges will be observing with their cameras off.
- **Time warning:** Teams are responsible for keeping track of their 20 minutes. A “2 minutes remaining” message will appear in the Zoom chat.
- **Technology:** Appointment is an interactive team discussion via Zoom with two role players. You will have the ability to share your screen if you choose.
- **Appointment recorded:** Appointment will be recorded.
- **Feedback:** No judge feedback following Appointment 1.
- **Corporate Connection:** At the completion of Appointment 1, you will move to a Zoom breakout for 5 minutes to debrief as a team. You will then rejoin the main room for a 20-minute discussion with representatives from Altria and 3M.
- **Meeting conclusion:** Stay connected. Do not “leave” the Zoom meeting until instructed to do so.

## COMPETITION – Appointment 2 (Friday)

- **Purpose:** Your objective for this meeting is to gain commitment to a sale of Helping Hand.
- **Format:** 20-minute sales interaction with two role players via Zoom. Teams will be admitted to their competition room where a “tech check” and final instructions will occur. Appointment starts at the conclusion of the final instructions and ends when team finishes appointment or 20 minutes has elapsed – whichever is first. A panel of judges will be observing with their cameras off.
- **Time warning:** Teams are responsible for keeping track of their 20 minutes. A “2 minutes remaining” message will appear in the Zoom chat.
- **Technology:** Appointment is an interactive team discussion via Zoom with two role players. You will have the ability to share your screen if you choose.
- **Appointment recorded:** Appointment will be recorded.
- **Feedback:** At the completion of Appointment 2, you will have 10 minutes to debrief as a team while buyers and judges consult in a Zoom breakout. Buyers and judges will then rejoin the main room for 10 minutes of verbal feedback.
- **Meeting conclusion:** Stay connected. Do not “leave” the Zoom meeting until instructed to do so.

## POST COMPETITION

- Checks and trophies mailed to winning teams.
- Overall room rank and video links emailed to teams.
- NTSC survey emailed to teams and coaches.