

# Background

## Introduction

The National Collegiate Sales Competition (NCSC), currently in its eleventh year, is a three-day event in which students from across North America test their selling skills in one-on-one sales role play challenges; competitors make sales calls to professionals who act as fictional buyers. Each role play is broadcast live to a room of judges, most of whom are corporate sponsors scouting the next top players in the sales profession. The 2008 NCSC was the first year that included a graduate division at the request of several prestigious MBA programs.

## Vision

The NCSC is a collaboration between academic and professional worlds designed to positively impact the professionalism and integrity of the sales industry through well-trained sales students; to promote the sales profession as an honorable and viable career option for college graduates; to improve the image of the sales profession; and to provide a forum for students to gain experience and interact with professionals in the sales field.

## History

The NCSC began at Baylor University in Waco, Texas in 1994. The first competition was an international event called the North American Sales Cup Competition. It was developed by Dr. Bill Weeks from Baylor University (United States), Dr. Gilberto Luna from Instituto Tecnológico y de Estudios Superiores de Monterrey (Mexico), and Dr. Marc Filion from Ecole des Hautes Etudes Commerciales (Canada). Even though the competition was successful, it was suspended in 1996 due to budgetary constraints and the expense of international travel and the cost of interpreters.

In 1998, a renewed interest in the competition emerged from Baylor University's Center for Professional Selling's Board of Advisors. One of the members, Dr. Terry Loe, suggested a national competition that would serve as a scouting camp for companies interested in hiring the top sales students in North America. As a former baseball player for Mississippi State University, Loe drew upon his experiences with baseball scouting camps and the College World Series to help design the competition. Loe's vision was realized in 1999 with the first NCSC, which took place at Baylor. In 2003, the Coles College of Business at Kennesaw State University began hosting the event.

## Sponsorship

The NCSC would not be possible without corporate sponsorship. Companies from all over the nation have contributed more than half a million dollars to the event since 1999. Contributions from sponsoring companies defray travel and lodging expenses for students and faculty members, allowing students the opportunity to compete regardless of financial status. In turn, sponsors are given exclusive access to the next generation of talent in the sales profession. Representatives from sponsoring companies are able to network with students throughout the event by participating as judges and buyers, speaking with students at the exclusive career fair and participating in informal settings such as the golf tournament and the Friday Night Mixer.

