

**Center for Professional Selling
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NEWS RELEASE: FOR IMMEDIATE RELEASE

NATIONAL COLLEGIATE SALES COMPETITION CELEBRATES ELEVEN YEARS

Kennesaw, Georgia, October 6, 2008 — The Center for Professional Selling (CPS), housed in the Coles College of Business at Kennesaw State University (KSU) will host the 11th annual National Collegiate Sales Competition (NCSC) February 26 – 28, 2009, in Kennesaw, GA, with a tournament-style format and a much-anticipated Graduate Division.

“The tournament format for the NCSC is very beneficial to the participants because it increases the amount of role plays each participant completes. This also increases the number of times that a recruiter can watch a student of interest perform which increases the benefit to becoming a sponsor. Adding the Graduate Division also increases the benefits to the sponsors because it provides the possibility of hiring for non-entry level positions,” says Dr. Scott Widmier, Assistant Director of the NCSC.

This is the second year that NCSC coordinators will have implemented the tournament-style format. The new format will add to the competitive nature of the event as well as ensure the fairest outcome. This is also the second year for the Graduate Division, though NCSC X was a test-year for this division. NCSC X only allowed four graduate programs; NCSC XI allows for 20 programs.



“The NCSC is helpful because students see the possibilities of career choices. It helps them develop and refine their sales skills, and it also keeps professors on the cutting edge of the industry,” stated Vicki West, a sales professor at Texas State University.

Nearly 150 sales students are expected to participate in the 2009 NCSC (NCSC XI). Each role-play is broadcast live to judges, who are corporate sponsors scouting the next best stars in sales. No other sales competition in existence brings the top sales students in North America together with prominent figures of the business world to create exclusive networking opportunities for both students and sponsors. Over 45 companies are projected to sponsor the event this year.

For more information about the NCSC or the Center for Professional Selling, contact Mary Foster, Program Coordinator, at 1000 Chastain Rd. MB #0406, Kennesaw, GA 30144; 770-423-6060.

About the NCSC

The NCSC is the only competition in existence where students from all over North America can test their selling skills in one-on-one sales call challenges. 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. The NCSC has seen tremendous growth from year to year; to date, more than one thousand students and faculty have participated from the top collegiate sales programs in North America. The 10th Anniversary (2008) welcomed more than 100 competitors from 53 colleges and universities and 47 corporate sponsors and 120 student volunteers from KSU, totaling more than 600 participants. The sponsorships defray the cost of travel for the contestants, some of whom would not be able to attend without financial help. Two of the newest components of the competition are the implementation of a tournament-style format and the inclusion of a graduate division.

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