



**Texas State University–San Marcos Wins 2010 National Collegiate Sales Competition  
Overall Champion – Graduate Division - Ben Campbell and Brett Georgulis**

*College students who compete at the National Collegiate Sales Competition network with recruiters from across the nation to secure employment after graduation.*

**KENNESAW, Ga.** — Nearly 350 college students from 61 universities traveled to Georgia for a chance to compete at the 12<sup>th</sup> Annual National Collegiate Sales Competition (NCSC), hosted by the Coles College of Business (Kennesaw State University) March 5-8, 2010, but these students are not just competing for the title of champion. They are also competing for job offers from top recruiters from across the nation. The NCSC has become an annual hot spot for Fortune 500 recruiters who want to hire the top sales students in the nation.

The NCSC, the world's largest collegiate sales competition, pits top sales students in a test of live role-play, one-on-one sales call challenges. Each sales call is broadcast live to locations on campus where college faculty from across the country and recruiters from sponsoring companies participate as judges and evaluate each student's performance.

This year's winners include:

Ben Campbell and Brett Georgulis, Texas State University-San Marcos graduate students won the Graduate Division of the National Collegiate Sales Competition. Brett Georgulis said, "The schools participating have some of the best business sales centers in the country. Having done so well in both the graduate and undergraduate divisions says a lot about Texas State's faculty and staff support, as well as the caliber of students they are able to attract." Ben Campbell noted, "The NCSC is the most prominent sales competition in the country, and the competitive nature of both our team has been the key contributing factor to our success. It is absolutely fulfilling to see all of our hard work result in bringing home the championship trophy for the graduate division."

**Graduate Division**

1<sup>st</sup> Round Needs Identification Champion: **Ben Campbell, Texas State University**

2<sup>nd</sup> Round Team Selling Champions: Theunette Antill & Jordan Ogletree, Nicholls St. University

3<sup>rd</sup> Round Account Maintenance Champion: **Brett Georgulis, Texas State University**

**Graduate Division Team Champion: Texas State University-San Marcos**

Representing the Undergraduate Division from Texas State was Kalynn Cutter & Trevor Robinson, both of whom finished in the quarterfinals. Trevor Robinson received an offer immediately after his 1<sup>st</sup> round victory to enter the leadership program at Verizon. David Standefer and Preston Schaub were alternates for this division.

Three of the following four schools, Baylor, Florida State University and University of Toledo, have Sales Centers.

**Undergraduate Division**

Champion: Chelsea Sargent, Florida St. University

2<sup>nd</sup> Place: Kristen Scott, Baylor University

3<sup>rd</sup> Place: Heidi Schollmeier, University of Toledo

4<sup>th</sup> Place: Kaitlin Fisher, University of Washington

Nearly 30 companies, including Liberty Mutual, ADP, Tom James, Owens Corning, EMC, First Command, AT&T, Hewlett Packard, Dow Jones, NCR, and Reynolds and Reynolds sponsored this year's competition for an opportunity to recruit top sales students. Sponsoring the competition provides participating companies with the opportunity to network with and preview elite up-and-coming sales talent.

"It says a lot about the caliber of the students competing when you have companies that are willing to travel across the country to recruit them, even in a down market when very few companies are hiring," said Dr. Terry Loe, director of the NCSC, as well as director of the Center for Professional Selling at Kennesaw State's Coles College of Business. "These students are a solid investment for sponsoring companies who want to fill entry-level sales positions with graduates who already have sales training or a degree in professional selling. The extensive sales training these students receive prior to graduation translates to lower turnover and reduced training time and cost for companies."

Vicki West, coach of the Texas State team said, "These students work for three months, twenty hours a week, in order to hone their interactive and negotiation skills to effectively present product benefits. One key element of the competition is that the students understand the skills they are learning are transferrable to almost any business situation, not just in a professional selling career."

### **About NCSC**

Inaugurated in 1999, the National Collegiate Sales Competition (NCSC) is the largest and oldest sales role-play competition in existence. Its mission is to enhance the practice and professionalism of the sales profession. Each year, the NCSC hosts the top collegiate sales talent and sales faculty from the most elite university sales programs in North America. Sales students are provided a venue for sharpening their sales skills in a highly competitive environment and networking with their peers and sales faculty from across the United States. NCSC corporate sponsors have the opportunity to network with and preview the elite talent and greatly contribute to their education and careers and in turn make a great investment in the future of the sales profession. For more information, visit [www.ncsc-ksu.org](http://www.ncsc-ksu.org).

###