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QuickTakes!

William Paterson University Hosts its 12th Annual National Sales Challenge with a Record Number of Participants

November 16, 2018

More than 100 professional sales students from across the country visited William Paterson University (WPU) for Russ Berrie Institute's 12th Annual National sales Challenge from November 14 to 16. When all the data are tallied, WPU anticipates that the event will have generated the largest turnout ever with dozens of executives from sponsor companies participating in an intense series of selling competitions and workshops.

The Russ Berrie Institute for Professional Sales (RBI) at William Paterson University's Cotsakos College of Business hosts the sales challenge to "provide students with an opportunity to learn directly from industry leaders," said Siamack Shojai, dean of the Cotsakos College of Business. "This is part of our commitment for students to learn via the Cotsakos College of Business's close connections with local, regional and national businesses. Our corporate sponsors are eager to participate because it introduces them to a new generation of up-and-coming sales leaders."

The competition is designed by the University's Russ Berrie Institute to strengthen students' sales skills and offer them an opportunity to network with business executives from companies around the country who will judge the events and serve as sponsors.

Approximately 120 college students representing 40 universities from across the country, as well as Douglas University and McMaster University in Canada and Edinburgh Napier University in Scotland, participated.

This year, 82 executives from 17 sponsor companies participated in the National Sales Challenge, including companies such as ADP, Canon, Complete Document Solutions (CDS), IBIS World, Granite Telecommunications, Lennox Industries, Mutual of Omaha, North American Plastics, Paycom, Polymershapes, and UPS.

Competitions included the sales-role play event, in which students will sell CDS-Xerox printing solutions and CDS value-added technology services to a medium-sized company. In the speed-selling competition, students rotated through tables seated with company

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*The College of New Jersey
Kean University
Montclair State University*

*New Jersey City University
Ramapo College of New Jersey
Rowan University*

*Stockton University
Thomas Edison State University
William Paterson University*

executives to pitch themselves for two minutes for a generic job. The event was held in the Russ Berrie Professional Sales Laboratory, a unique computerized multimedia facility that simulates business office environments.

The National Sales Challenge is one of only a few select such competitions in the country. Prior to the event, students competed on their own campuses in order to win the opportunity to compete in the National Sales Challenge at William Paterson.

Students from all 40 schools participated in the boot camp and speed-sell competition on Wednesday, November 14, and the role play competition on Thursday, November 15. Also on Thursday, the organizers had table talks and corporate presentations to facilitate opportunities for participants to hone networking skills. Finalists will compete on Friday, November 16.

The Russ Berrie Institute for Professional Sales is consistently recognized as one of the top sales programs in the nation by the Sales Education Foundation of Dayton, Ohio. William Paterson is the first higher education institution in the world to offer a bachelor of science degree in professional sales and the first in the nation to offer the executive master of science degree in sales leadership. The degree is offered through the University's Cotsakos College of Business and prepares students for careers in sales and sales management, providing them with the academic knowledge and practical skills required for success in today's complex business environment.

Participating schools for 2018 are:

Ball State University
Baylor University
Bloomsburg University
Douglas College (Canada)
Edinburgh Napier University
Farmingdale State College
Ferris State University
Georgia Southern University
High Point University
Illinois State University
James Madison University
Kansas City University
McMaster University (Canada)
North Carolina A&T State University
Penn State Harrisburg
Plymouth State University
Purdue University
Salisbury University
Siena College
Southern New Hampshire University

St. Catherine University
Temple University
The Citadel
University of Arkansas – Little Rock
University of Central Florida
University of Central Oklahoma
University of Idaho
University of Minnesota
University of Missouri
University of Nebraska Lincoln
University of New Hampshire
University of North Alabama
University of Texas-Arlington
University of Texas-Dallas
University of Wisconsin-Parkside
University of Wisconsin-Whitewater
Utah State University
Western State Colorado University
Widener University
William Paterson University

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Link with updated information – <https://rbisaleschallenge.wpunj.edu/home/competition/>