



NEW JERSEY

Association of State Colleges and Universities

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QuickTakes!

William Paterson Senior is a First Place Winner in the National Sales Challenge at WPU

December 1, 2016

The Russ Berrie Institute for Professional Sales (RBI) at William Paterson University's Cotsakos College of Business hosted the 10th Annual National Sales Challenge, an intense series of selling competitions and workshops held at the University's campus in Wayne, N.J., from November 16 to 18, 2016. University of Wisconsin-Parkside took top honors among professional sales teams. Victoria Reyes, a senior at William Paterson University, was the first place overall individual winner.

More than 100 college students representing 31 universities from across the country, as well as from Edinburgh Napier University in Scotland, participated in the competition. This year, 113 executives from 16 sponsor companies participated in the National Sales Challenge, the largest executive attendance in its history.

The competition is designed by the University's Russ Berrie Institute for Professional Sales 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.

Competitions included the sales role-play event, which used a selling situation from sponsor ADP, and a speed-selling competition, which requires students to rotate through tables seated with company executives to pitch themselves for two minutes for a generic job.

Winners are as follows:

UNIVERSITY SALES TEAM 1st Place – University of Wisconsin-Parkside; team members are Nicole Thomsen and Jack Nickeas 2nd Place – University of Louisiana-Lafayette; team members are Caeleb Young and Salvadore Crifasi 3rd Place – William Paterson University; team members are Brian Potoczak and Victoria Reyes 4th Place – Utah State University; team members are Karlie Arave and Jeremy Bowe

SALES CHALLENGE CHAMPION-INDIVIDUAL WINNERS 1st Place – Victoria Reyes of William Paterson University 2nd Place – Jack Rickeas of the University of Wisconsin-Parkside 3rd

www.njascu.org

*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*

Place – Nicole Thomsen of the University of Wisconsin-Parkside 4th Place – Caeleb Young of the University of Louisiana-Lafayette

SALES ROLE-PLAY COMPETITION 1st Place – Nicole Thomsen of the University of Wisconsin-Parkside 2nd Place – Salvadore Crifasi of the University of Louisiana-Lafayette 3rd Place – Victoria Reyes of William Paterson University 4th Place – Caeleb Young of the University of Louisiana-Lafayette

SPEED-SELLING COMPETITION 1st Place –Margaret Newton of Baylor University 2nd Place – Jack Nickeas of the University of Wisconsin-Parkside 3rd Place –Caleb Ellison of Baylor University 4th Place –Sam Garwood of Clarkson University

Participating schools for 2016 were:

Ball State University
Baylor University
Bloomsburg University
Clarkson University
Edinburgh Napier University
Georgia Southern University
High Point University
James Madison University
Kansas State University
Metropolitan University of Denver
Nicholls State University
Penn State Harrisburg
Plymouth State University
Purdue University
Siena College
Southern New Hampshire University
St. Catherine University
State University of New York at New Paltz
Temple University
The Citadel
The College of New Jersey
University of Arkansas (Little Rock)
University of Central Oklahoma
University of Louisiana-Lafayette
University of Texas (Arlington)
University of Wisconsin (Parkside)
University of Wisconsin (White Water)

Utah State University
Western Michigan University
Widener University
William Paterson University

A video about the National Sales Challenge at William Paterson University can be seen at <http://bit.ly/2flerKF>.

The National Sales Challenge was held in University Commons and the Russ Berrie Professional Sales Laboratory, a unique computerized multimedia facility that simulates business office environments in the University's 1600 Valley Road building. William Paterson offers a Bachelor of Science degree in professional sales through the Department of Professional Sales, and provides training programs for sales professionals in the Laboratory.