



News Release
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Local: Vicki West, Texas State University-San Marcos
512-658-8816 or 512-245-3224
vw03@txstate.edu

**Texas State University–San Marcos Wins 2011 National Collegiate Sales Competition
Overall Champion – Graduate Division – Matt Bridger & Lauren Roig
Final Four – Undergraduate Division – Clinton Santiago
Team Award – Top Four Teams in the U.S.**

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 150 college students from 61 universities traveled to Georgia for a chance to compete at the 13th Annual National Collegiate Sales Competition (NCSC), hosted by the Coles College of Business (Kennesaw State University) March 4-7th, 2011. These students are not just competing for the title of champion, they are also competing for job offers from Fortune 500 recruiters from across the nation. The NCSC has become an annual hot spot for these recruiters who want to hire the top sales students in the United States.

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.

Representing the graduate division for Texas State University-San Marcos were Matt Bridger and Lauren Roig. Representing the undergraduate division for Texas State were Clinton Santiago and Lucas Mitchell. Cynthia Garza, Kristine Pape, and Lauren Galea were alternates for this division. Last year's national champions in the graduate division, Ben Campbell and Brett Georgulis, were coaches for the sales teams. The faculty coach was Vicki West.

Results and this year's winners include:

Graduate Division

1st Round Needs Identification Champion: Amanda Frank, University of Wisconsin-Parkside
2nd Round Team Selling Champions: Amanda Frank & Andrew Loosen, University of Wisconsin-Parkside

3rd Round Account Maintenance Champion: **Matt Bridger, Texas State University-San Marcos**

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

The overall Graduate Division Team Champion is determined by cumulative points in all three graduate rounds, highlighting the importance of both individual and team sales ability.

Matt Bridger, one of the national champions from the graduate division, had this to say, "Having the opportunity to compete and win in the premier professional selling competition in the nation was the most rewarding experience of my life. The intensity of the competition was

unparalleled. Winning speaks volumes about the Texas State sales program.” Lauren Roig, the other national champion from the graduate division said, “I was so impressed with the level of corporate sponsors who attended the competition. The exposure of the Texas State team to these companies will launch our professional careers at the highest level.”

Undergraduate Division – FINAL FOUR WINNERS (out of a field of 122)

1st Place: Shantil Byrne, Colorado State University

2nd Place: Nate Hunzaker, West Carolina University

3rd Place: Clinton Santiago, Texas State University

4th Place: Josh Calcanis, University of Central Florida

Clinton Santiago, the student who placed in the Final Four, had this observation, “The experience of competing and finishing in the final four students in the premier sales competition in the nation was intense, yet truly rewarding. This was a life changing experience that will help launch me into a successful career, and the competitive drive and excellent reputation of the Texas State program made it all possible.” Lucas Mitchell, quarter-finalist, said, “Finishing with the top four overall team award in this premier sales competition says a lot about the quality of the sales program at Texas State.”

Nearly 30 companies participated, including: Executive Level sponsor Liberty Mutual; plus other well-known companies such as ADP, NetSuite, Tom James, Reckitt Benckiser; Cox Media Group, EMC, Paycom, Hewlett Packard, Henry Schein, and FedEx. Previewing elite up-and-coming sales talent who can add value to their respective organizations is the primary reason for their involvement.

“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 and hundreds of hours 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.

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