

News Release
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National Collegiate Sales Competition
Texas State University – San Marcos
Graduate Division Winner – Sales Maintenance Call – Ms. Meghan Bergman
Final Four – Undergraduate Division – Clinton Santiago
Team Awards – Top Two Teams Award - Undergraduate & Graduate Divisions

San Marcos, Texas State University - San Marcos — Nearly 150 college students from 62 universities traveled to Georgia for a chance to compete at the 14th Annual National Collegiate Sales Competition (NCSC), hosted by the Coles College of Business at Kennesaw State University March 2-5th, 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 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 Meghan Bergman and Lucas Mitchell. Representing the undergraduate division for Texas State were Clinton Santiago and Mykala Goodwin. Jag Vazirani, Rachel Jorgenson, and Suzanne Peterson were also on the team this year. Last year's national champion in the graduate division, Lauren Roig, was a student coach for the sales teams. The faculty coach was Vicki West. Results and this year's winners include:

Undergraduate Division – FINAL FOUR WINNERS (out of a field of 124)

- 1st Place: Grace Mocerri – University of Houston
- 2nd Place: Sonya Brooks – University of Houston
- 3rd Place: Clinton Santiago - Texas State University**
- 4th Place: Jeanette Rouisse – Florida State University

Clinton Santiago, the student who placed in the Final Four, had this observation. "Once again the preparation provided by Texas State faculty has set our program apart. Our nationally recognized sales team continues to win and attract the attention of top global companies and hiring our students is a top priority with these prestigious firms. I have been honored to be a part of this program, and I would not have had any of these opportunities if it were not for the continued excellence in our professional selling program."

Top 4 Undergraduate Teams: (out of a field of 62 teams)

- First Place: University of Houston
- Second Place: Texas State University – San Marcos**

Third Place: Florida State University
Fourth Place: University of Central Florida

Graduate Division

1st Round Needs Identification Champion: Nathan Lenyszyn – Kennesaw State
2nd Round Team Selling Champions: Nathan Lenyszyn and Lissette Davila – Kennesaw State
3rd Round Account Maintenance Champion: **Meghan Bergman, Texas State University**
Graduate Division Overall Team Champion: Kennesaw State University
Runner-up: 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.

Meghan Bergman, the winner of the account maintenance third round, had these comments. “Our sales program continues to distinguish itself among the top sales programs in the country. The Texas State Professional Selling program and its students share an unparalleled passion for hard work and success.”

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, and Henry Schein. 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, faculty 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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