



UNIVERSITY OF TOLEDO INVITATIONAL SALES COMPETITION

UTISC connects 300+ people from 50+ organizations and 20+ states to identify and develop top and available collegiate sales talent. In the interest of promoting safety and adherence to pandemic protocols from the [CDC](#), [ODH](#), [UToledo](#), and the multitude of organizations and states that we serve, **UTISC 2021 (February 25-27) will be online.**

COMPETITION = CONNECTIONS

FRESHMEN THROUGH SENIORS



MAKING CONNECTIONS

UTISC provides **20+ distinct connection opportunities** for sponsors and universities and is the **nation's 1st and only national sales competition dedicated exclusively to the non-senior!**

Connection opportunities with the 36 universities and 100+ top and available sales students vary by sponsor level and include:

DIRECT

1. [Social Media Competition Award](#)
2. [Meet the Teams](#)
3. [Faculty/Sponsor Breakouts](#)
4. [Student Development](#)
5. [Role Play Competition Judging](#)
6. [Role Play Competition Buying](#)
7. [Career Fair](#)
8. [Coaching/Interviewing Sessions](#)
9. [Entertainment](#)
10. [Discussion Forums](#)
11. [UToledo Sales Competition Team Workshops](#)
12. [Webinars](#)

INDIRECT

1. [Resumes](#)
2. [Sortable/Filterable University Contact List](#)
3. [Promo Item in University Box](#)
4. [Profiles in Memberclicks](#)
5. [Logo + Link on Website](#)
6. [Logo in Showcase](#)
7. [Recruiting Video Channel](#)
8. [Orientation and Awards](#)
9. [Diamond Corporate Partner Class Module Extension](#)

GENERAL INFORMATION

- ***UTISC is the nation's 1st and only national sales competition dedicated exclusively to the non-senior***
 - Competitors and Alternates – juniors, sophomores, and freshmen
 - Peer Coaches – seniors, juniors, sophomores, and freshmen
- Welcome and Orientation
 - On demand webcasts & live webinars* for testing and Q&A available prior
 - Live webinar* on Thursday evening
 - Guest Services available throughout UTISC via ESSPS Zoom* and email
- Awards
 - Live webinar* with keynote and results Saturday afternoon
 - See scores throughout using CARLOS
- Food
 - Food delivery e-gift cards for meals and snacks will be provided to competitors, alternates, peer coaches, workers, sponsors, and faculty/staff. Amount based on how much of the UTISC you are participating in.
- Zoom accounts are needed to facilitate the preassigned, automated breakout rooms (Faculty/Sponsor Breakouts, Student Development, Coaching/Interviewing Sessions). When setting up your free Zoom account, be sure to use the same email address that you used when you registered for UTISC in Memberclicks.
- *Chat enabled for questions, congratulations, etc

SOCIAL MEDIA COMPETITION AWARD

- Gift boxes with sponsor and UTISC promo items are going to the 36 universities (100+ students) along with instructions on the social media competition
- Students will post unboxing pictures on LinkedIn that include effective captions and hashtags that communicate their understanding and appreciation of the sponsors and UTISC. A webinar is set to provide students with insights into how to do social media unboxing, and students will also be encouraged to review sponsor profiles and websites and interact with sponsors (contact info provided) to learn more about them.
- Awards will be a combination of sponsor specific and general. Sponsors will each choose the student who best captured their company's employer brand. General awards will be given for best caption, most sponsor logos in the picture, most artistic picture, etc.

MEET THE TEAMS



- **Universities** will be spread out across a series of ESSPS Zoom meeting links alphabetically so they are easy for everyone to keep track of
- Universities will be manually placed into their own private breakout room by an ESSPS Admin
- Sponsors enter the ESSPS Zoom meeting link of their choice, wait for ESSPS Admin to admit them, and use private chat to communicate which university breakout room they want to be placed in. ESSPS Admin will manually move the sponsor to that university's breakout room.
- Sponsors leave the university breakout room to return to the main room and then select a new university to meet

FACULTY/SPONSOR BREAKOUTS

Online 



On campus



1. Faculty and sponsors in set of preassigned breakout rooms to share best practices and insights on recruiting and developing early stage sales talent
2. Faculty and sponsors connect to the ESSPS' Zoom meeting link sent to them to check-in with an ESSPS Admin
3. Waiting room in use to ensure that the right faculty and sponsors are checking-in
4. Faculty and sponsor groupings will be automatically placed into private breakout rooms based on the groupings that are sent out prior to the event
5. Breakout rooms will be enabled for screen sharing

STUDENT DEVELOPMENT

Online 



On campus



- Skills – Online Prior
 - **Selling** or **coaching** content on UTISC website and/or UTISC Showcase
- Insights – Online During
 - 35 minute block to share **career** journeys and insights
 - Students will be preassigned to an ESSPS Zoom meeting link and then dynamically placed into a breakout room.
 - Select sponsors will have these same links and will be manually moved by the ESSPS Admin into their breakout rooms so the sponsor can facilitate their development session

ROLE PLAY COMPETITION JUDGING

Online 



On campus



ROLE PLAY COMPETITION BUYING

Online 



On campus

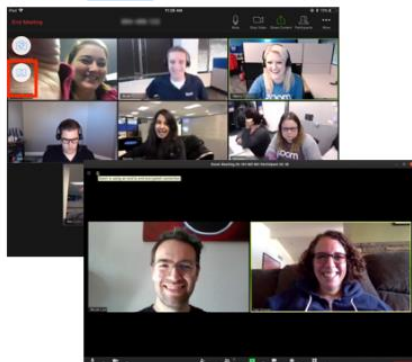


Role Play Workflow

1. Seller, Buyer, and Judges will all go to the same Zoom meeting link and will start in that meeting's waiting room
 1. Each role play is a different Zoom meeting link
 2. Both judges and buyers are expected to play their role for the duration of the round to ensure consistency and fairness
2. ESSPS Admin will review waiting room and admit the judges and buyer. ESSPS Admin will mute video and audio on judges.
3. Recording starts/stops automatically at the start/end of the meeting and includes content from the main meeting room (not breakouts)
4. Role play time (15 minutes) starts when the ESSPS Admin mutes their own video and audio and then admits the seller
5. After role play is over, buyer and seller will be manually placed into a private breakout room by the ESSPS Admin for 1-1 debrief for a few minutes; precious time for feedback and networking
6. Judges enter scores and comments themselves using CARLOS
 1. [Eval sheets](#) are shared with universities after the UTISC
7. ESSPS Admin uploads role plays into UTISC Showcase for on-demand viewing post UTISC
8. Notes
 1. The buyer role and background information (story, social style, needs, objections, and acceptable closes) will be provided prior to the competition so the buyers can prepare (it is imperative that the buyer information be kept private)
 2. 5 rounds with tournament style advancement

CAREER FAIR

Online 



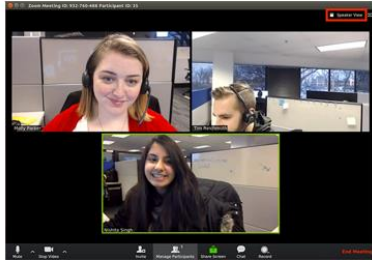
On campus



- Takes place Friday morning concurrent to Round 1
- **Sponsors** will be spread out across a series of ESSPS Zoom meeting links alphabetically so they are easy for everyone to keep track of
- Sponsors will be manually placed into their own private breakout room by an ESSPS Admin
- Students enter the ESSPS Zoom meeting link of their choice, wait for ESSPS Admin to admit them, and use private chat to communicate which sponsor breakout room they want to be placed in. ESSPS Admin will manually move the student to that sponsor's breakout room.
- Students leave the sponsor breakout room to return to the main room and then select a new sponsor to meet
- Breakout rooms will be enabled for screen sharing
- Platform/Tech could change

COACHING/INTERVIEWING SESSIONS

Online 



On campus



- Competitors and Alternates and Peer Coaches (still available for post graduation hire)
 - All students regardless of their role and whether they advance or not in the competition
 - ESSPS Admins are checking rooms
- 1-1 session (or small group)
 - Small groups are typically students from the same university
- Coaching
 - Career
 - Role play prep and/or debrief
- Interviewing
 - Internships and post graduation
- 3, 30 minute sessions with pairings based on sponsor level. Coaches/Interviewers are sponsors at the Product, Rocket, Glass, or Blue level. The number of student sessions per block for a sponsor will be determined based on overall headcount (student and sponsor) and sponsor level. Higher level sponsors will get more coaching/interviewing sessions and more of the peer coaches and competitors than the alternates. When the number of students cannot be evenly distributed within the same sponsor level, those UTISC sponsors who are also ESSPS program sponsors will be given priority.

Workflow

1. Students and coaches all connect to the ESSPS' Zoom meeting link to check-in with ESSPS Admin
2. Waiting room in use to ensure that the right students and sponsors are checking-in
3. Student and sponsor pairings will be automatically placed into private breakout rooms based on the pairings that are sent out prior to the event
4. Breakout rooms will be enabled for screen sharing

ENTERTAINMENT



On campus...offsite



- Socialize with the students and faculty
- First to know who makes it through to Semi Finals
- Platforms are under review – fun and interactive options await!

DISCUSSION FORUMS

Exclusive Protected Content

Discussion Forums

Directory Search on ESSPS Students

Directory Search on UTISC Students

ESSPS Role Play + Elevator Pitch

UTISC Role Play

Directory Search on Companies

Event Attendees

Community Forum			
Board	Latest	Forum	My
Index	Posts	Profile	Pending
			Posts
Welcome Deirdre TestCP JonesTestCP Last visit was 03/04/2019 03:27:21 PM			
Member Benefits Forum			
Forums	Topics	Posts	Last Post
ESSPS Corporate Partner Benefits	1	0	ESSPS Corporate Partner Details # by Deirdre Jones on 03/01/2019 04:26:01 PM
UTISC Sponsor Benefits	1	0	UTISC Sponsor Details # by Deirdre Jones on 03/01/2019 04:24:53 PM
Discussion Forum			
Forums	Topics	Posts	Last Post
Career Search Advice	1	0	What do you do if you already have or are anticipating having multiple job offers? # by Deirdre Jones on 03/04/2019 01:55:55 PM
What Students Look for in an Employer	0	0	
Technical Sales Careers	0	0	
Good Sales Books	2	2	Leadership books for new managers # by Deirdre TestCP JonesTestCP on 03/04/2019 03:10:33 PM

Community Forum			
Board	Latest	Forum	My
Index	Posts	Profile	Pending
			Posts
Welcome Deirdre TestCP JonesTestCP Last visit was 03/04/2019 03:27:21 PM			
New Topic			
Good Sales Books			
Topics	Replies	Views	Last Post
Leadership books for new managers # by Deirdre TestCP JonesTestCP on 03/04/2019 03:10:33 PM	0	1	Leadership books for new managers # by Deirdre TestCP JonesTestCP on 03/04/2019 03:10:33 PM
Recommendations for PSE Book Club # by Juniper Junior on 03/04/2019 02:11:21 PM	2	16	Re: Recommendations for PSE Book Club # by Deirdre TestCP JonesTestCP on 03/04/2019 03:08:13 PM
New Topic # of Replies per Page: 20			



- Gain insight and participate in guiding students' professional development and skills

UTOLEDO SALES COMPETITION TEAM WORKSHOPS

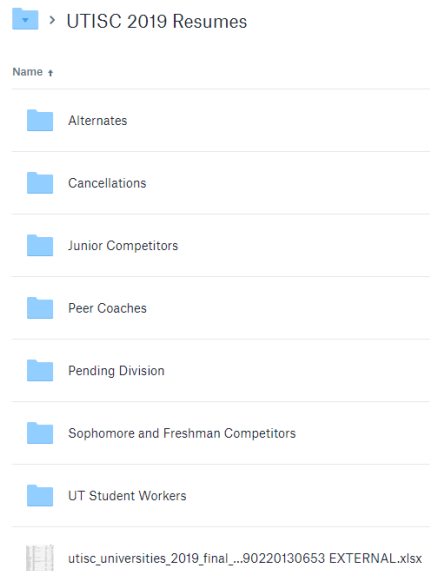
- 1-2 workshops each semester
- Train, coach, and role play
- Via ESSPS Zoom and breakout rooms as needed

WEBINARS

- Expert panelists are one or more of the following: sponsors, students, and faculty/staff
- 30-60 minutes delivered live and on-demand via Zoom and Showcase/Mediasite
- Target audience includes sales students (UTISC and ESSPS), COBI students, and in some cases sales reps and sales leaders and will include content on coaching, selling in a channel, understanding buyer roles, personal branding, networking online, and more
- Select webinars will be in both the UTISC and ESSPS Showcases; content is login protected and not downloadable

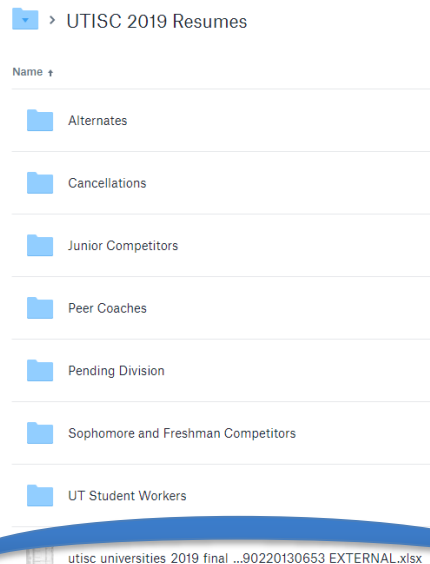
RESUMES

- Online, secure access to view and download resumes for competitors, alternates, peer coaches, and ESSPS workers
- Access guaranteed for at least 1 year
- Sent approximately 2 weeks in advance of the competition



SORTABLE/FILTERABLE UNIVERSITY CONTACT LIST

- Names and contact information for all the attending university faculty and students
- Available in the Memberclicks directory and in Dropbox approximately 2 weeks in advance of the competition



PROMO ITEM IN UNIVERSITY BOX

- Ship your promotional item to UToledo/ESSPS by the deadline and have your company branded item included in the UTISC gift box that is being shipped to all the UTISC universities as part of the [Social Media Competition](#) (see details on how students learn about your company, and how you get to give your own award)
- Sponsors provide the promotional item (ie: sunglasses, sanitizer, pen, shirt) UToledo/ESSPS receives, organizes, and ships all the items (sponsor and UTISC) to the universities

PROFILES IN MEMBERCLICKS

- Contact information
- Job shadowing availability
- Job descriptions
- Career lattice
- Sales development program
- ...and more in [Memberclicks!](#)



The Goodyear Tire & Rubber Company
edwardschmidtschool@utoledo.edu
UTISC Glass + ESSPS Gold (Special Bundle)
Shadowing Available
Alum/Student Graduation Date



Katie Nagle
Inside Sales Manager
Schindler Elevator Corporation
katie.nagle@schindler.com
UTISC Blue Member
Shadowing Available
Alum/Student Graduation Date

My Profile

Profile | Change Profile Picture | Contact Preferences | Message History | Invoices | Submissions | Individual Profiles

Organization Logo

Member Status
Active

Edit

Join Date
07/01/2006

Member Type
UTISC Rocket + ESSPS Platinum (Special Bundle)

Member Number
4635

Organization
Test

Phone
419-555-1234

Address
1234 Main Street
City OH 44444
United States

Screen shot does not show all of the available information you can share with students

LOGO + LINK ON WEBSITE

PRODUCT SPONSOR



GLASS SPONSORS

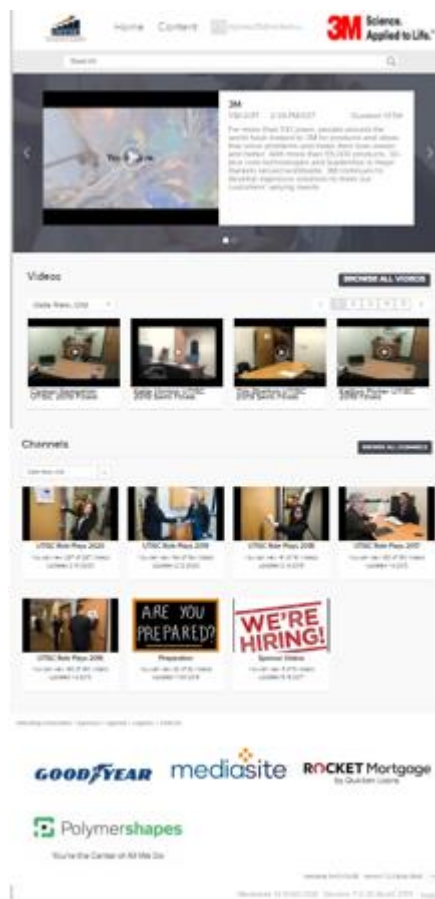


BLUE SPONSORS



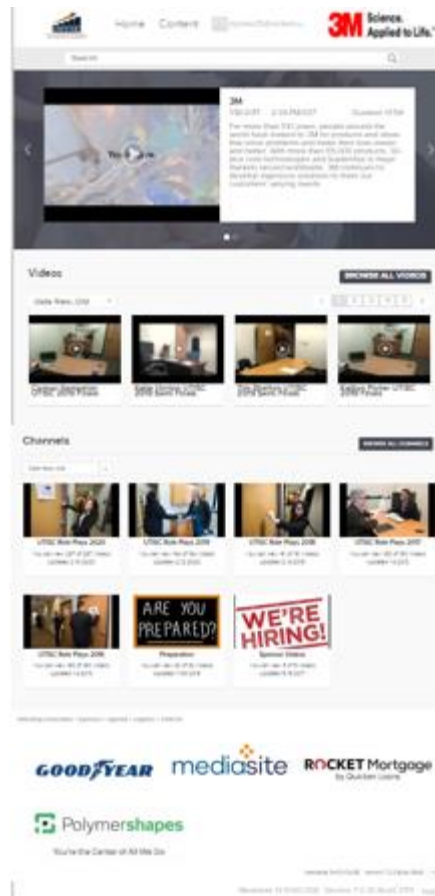
LOGO IN SHOWCASE

- Prominent placement of the sponsor’s logo in the UTISC Showcase in one or more of the following: header, player skin, and footer
- Embedded link to the sponsor’s career website is provided when linking is available



RECRUITING VIDEO CHANNEL

- Recruiting videos will appear in the UTISC Showcase in the Spotlight and/or Sponsor Videos Channel
- Videos will be provided by the sponsors



DIAMOND CORPORATE PARTNER CLASS MODULE EXTENSION

- Project in UToledo/ESSPS Class Based on Your Product/Service and Selling Environment
- **All Class Sections for 1 Year Connects You with Approximately 50% of the Entire ESSPS Student Body**
- Coaching/Prep Workshop(s)
- Buyer for Role Plays or Judge for Presentation/Deliverable
- Logo in Social Media Photo
- **Content also Shared with 36 UTISC Universities to Further Enrich their UTISC Prep and Overall Sales Development + Extend Your Brand Influence**
- **Get UTISC Blue Sponsorship benefits**