



**Bryant University**  
**Northeast Intercollegiate Sales Competition**  
**Presenting Partner Opportunity**



**Proposal Submission Due: March 17, 2017**

**Period of Sponsorship & Support: Two Years - July 1, 2017 – June 30, 2019**

**Sponsorship Fee: \$70,000 (\$35,000 annually)**

Bryant University is pleased to offer the Presenting Partnership opportunity for the 2017 & 2018 Northeast Intercollegiate Sale Competition (NISC). This event supports the development of aspiring sales professional by providing students with an opportunity to test their selling skills within the context of a business to business sales competition. NISC provides a dynamic forum to showcase participants' interpersonal and persuasive communication abilities and participate in skill-building sessions. Corporate sponsorship provides financial resources for Bryant's growing sales program, underwriting NISC and the Bryant-Only Sales competitions, and provides funds for related educational activities including our students' participation in other sales competitions.

**NISC Mission:**

Advancing the sales profession in the Northeast through recruiting and education.

**Background:**

NISC is a role play competition for college students interested in pursuing a career in professional sales. Predominantly attracting students from colleges and universities along the eastern seaboard, the competition also includes participants from institutions from across the United States and from around the globe.

NISC, held annually in November, offers employers and students multiple opportunities to engage through networking, individualized feedback and coaching, a tournament-style sales competition, skill and leadership building sessions, and social media opportunities. A copy of the 2016 schedule and list of participating schools can be found in the Attachments. The NISC website is: <http://nisc.bryant.edu/>

**Upcoming NISC  
Competitions**

**November 9-10, 2017\***

**November 8-9, 2018\***

*\*Anticipated dates*

As part of the competition, participants utilize the case developed by the Presenting Partner and conduct a 10 minute sales call to a fictitious company with corporate sponsors playing the roles of buyers and judges. For the first round all participating schools compete, through elimination rounds, four top competitors are selected to participate in the Final Round. Each sales role play

is recorded and available to participating universities and corporate sponsors for educational and recruiting purposes.

The Presenting Partner sponsor also has a leading role in the Bryant University Sales Competition, a Bryant-only event, held each April. Sponsor benefit sheet for the Presenting Partner is attached.

### NISC by the Numbers

Participation	2012	2014	2016
Universities	3	11	19
Students	60	96	141
Companies	11	19	27

### Presenting Partner Opportunity

Bryant is now seeking a new Presenting Partner for NISC for the 2017-2018 and 2018-2019 academic years. The Presenting Partner provides the product/service that will be featured as the case used throughout the competition. Term of Presenting Partnership begins July 1, 2017 and ends June 30, 2019.

Companies interested in responding to this RFP are encouraged to view the [2016 NISC Finals Rounds](#) to learn how product/case is used during the competition.

### **Presenting Partner Proposals Due: March 17, 2017**

Please provide 1-2 page response to the following:

1. Please describe how your company can achieve specifications requested of Presenting Partner? (create Official NISC Case/ provide representatives from your company to participate as “buyers” /provide training)

Specifications:

- a. Create Official NISC Case. Develop **business to business sales case** featuring fictitious product/service, including product specifications, pricing, and case modifications for advancing rounds. Product concept should be simple enough to close in a 10 minute sales call.
- b. Provide representatives from your company to participate as “buyers” in the following competitions
  - i. NISC Preliminaries – 5 buyers (October)
  - ii. NISC - 15 buyers (November )
  - iii. Bryant Sales Competition – 8 buyers (March/April)
- c. Provide Training

- Site visit for Bryant students to your company location (Fall)
- 3 on-line trainings for all NISC competitors (Sept. 15<sup>th</sup>-Nov. 2)
- Provide link of trainings for reference
- Training at the competition for students
- Case review with judges at the competition
- In classroom training for Bryant students (Spring semester)

2. Why should your company be chosen to be the Presenting Partner?

### Support from Bryant

1. Plenary sessions with key faculty in regard to case creation
2. Corporate recognition of partnership on the NISC website
3. Host all training materials on the NISC website
4. Promotion and communication to participants and faculty about the competition and the training details
5. Location for the competition on the Bryant University campus

### Evaluation

- Extent to which the proposed case highlights a leading industry and provides students with higher-level selling opportunities.
- Extent to which company demonstrates its ability to support the case development, presentation, and training needs associated with NISC as well support the human resources to meet volunteer roles for speaking opportunities and buyer/judging roles.

Please submit responses to: **Daniella Giorgio, NISC Coordinator**, at [dgiorgio@bryant.edu](mailto:dgiorgio@bryant.edu) by 5 PM on March 17, 2017. All organizations submitting proposals will be notified of Selection Committee's decision April 21, 2017.

## ATTACHMENTS

### Example: 2016 Agenda & Rules

Day	Time	Activity
Thursday, November 10	6:00 -7:00 PM	Registration & networking
	7:00-8:30 PM	Competition training, campus tours (competitors and judges)
Friday, November 11	7:00-5:00 PM	Registration & Social Media Competition
	7:45-8:00 AM	Welcome
	8:00-10:00 AM	NISC Round 1
	9:00-12:00 PM	Conference Sessions & Elevator Pitch Competition
	11:00 -2:00 PM	Networking lunch
	11:30-1:00 PM	NISC Quarterfinals
	1:00-3:00 PM	Conference Sessions & Elevator Pitch Competition
	2:00-3:00 PM	NISC SEMIFINALS
	3:00 PM	Announce Finalists
	3:30 - 4:30 PM	NISC FINALS
	4:15-8:00 PM	Networking & Awards

#### NISC Competition Rules - Undergraduate Division

Five students are invited to compete from each participating college or university. Individual competitors role-play 10-minute sales calls to fictional businesses with employees of Corporate Partners playing the students' prospects. Competitors' goals range from getting a second appointment to making the sale. However, the focus of the competition is on the demonstration of sales skills rather than the outcome of the call.

Individuals and teams are eligible for awards. Individual awards are based on an individual competitor's performance and team awards are based on the combined cumulative scores of the top two teammates from one school.

The tournament-style format for the competition includes a first round, QF, SF, and a final round. Contestants are evaluated on their approach and rapport, needs identification, presentation, handling of objections, closing, and communication skills.

## Participating Schools 2016

<b>NISC 2016 Participating Schools:</b>
<b>Bentley University</b>
<b>Bryant University</b>
<b>Fitchburg State University</b>
<b>Husson University</b>
<b>Indiana State University</b>
<b>James Madison University</b>
<b>Kansas State University</b>
<b>Nichols College</b>
<b>North Dakota State University</b>
<b>Northeastern University</b>
<b>Plymouth State College</b>
<b>SKEMA Business School</b>
<b>Southern New Hampshire University</b>
<b>Springfield College</b>
<b>The College of New Jersey</b>
<b>University of Connecticut</b>
<b>University of Massachusetts, Amherst</b>
<b>University of Missouri</b>
<b>University of New Hampshire</b>
<b>University of Southern Florida</b>

## **Benefits of a \$35,000 Presenting Partnership:**

### Build Your Brand at Bryant:

- Occasion to host Bryant sales students at your company for field visit
- Opportunity for company representative to provide sales training and/or mentoring to Bryant students
- Logo displayed on NISC T-Shirts presented to all participants and guests in attendance

### Academic Engagement:

- Collaborate with sales faculty to develop teaching case or publications
- Role play with Bryant Sales Team in preparation of sales competitions
- Priority in-class speaking opportunities

### Northeast Intercollegiate Sales Competition & Bryant Sales Competition:

- Opportunity to provide sales case to be used in Northeast Intercollegiate Sales Competition and Bryant Sales Competition
- Chance for 15 representatives to act as judges/buyers during the competition and attend event plenary sessions
- Opportunity to develop speed sell or other training video
- Access to participant and volunteer resumes
- Prominently placed booth at NISC Networking Fair
- Private room for interviewing candidates during the NISC Networking Fair
- Speaking opportunity for corporate representative to address participants during welcoming or closing remarks (5 minutes)
- Opportunity to present a 30-minute skill building session
- Access to competition recordings
- Opportunity to network with highly qualified candidates
- Corporate representative to serve as part of NISC awards presentation team
- Invitation for 8 to participate in Bryant-only sales competition gratis (March 2018 & March 2019)

### Presenting Partners are also promoted through:

- Logo placement at registration tables upon guest check-in
- Logo placement on homepage of event website
- Mentioned as sponsor in remarks throughout the day
- Priority logo placement in day-of event signage
- Sponsor name listed in publicity