

Competition Structure and Judging Criteria

*We appreciate you sharing your time to be a judge and providing valuable feedback to students.
Your expertise and guidance accelerate student learning.*

How the Competition Works: Elimination

The sales competition is an elimination style tournament. In the first round, the top six competitors from each competition room advance to quarterfinals (90 students). The top two competitors from each quarterfinal room advance to the semifinals (30 students). The top student from each semifinal room advances to the final round (5 students). The final round is streamed live in the AIC Forum and all students, coaches and sponsors may view the top five competitors try to close the deal!

Role Play Round One, Quarterfinals, Semifinals & Finals

Judges, please arrive at your assigned competition room 15 minutes before the round begins. You will be in a meeting room with student competitors as they execute their sales meeting with a buyer. Please use the Competition Score sheet to reference the performance categories and point ranges to be evaluated during each student's roleplay. This sheet is known as the **Rubric**, which is a grading guide that makes explicit the criteria for judging the sales competition. We ask that you also provide quick verbal feedback to the competitor after they complete the sales meeting. Combined judges' feedback for the competitor should not exceed the allotted time referenced below per round.

At the end of each sales meeting, please submit your Google Docs scoring sheet electronically. We suggest you take a picture/screenshot of each scoring sheet in case there are any questions, and we need to get back to your original sheet. **Rank the student competitors in your competition room.** Before you leave the room, you and your fellow judges must provide a consensus ranking system for the competitors you saw in the room. (Round 1 = 1st, 2nd, 3rd, 4th, 5th, 6th place; Quarterfinals – 1st and 2nd place, Semifinals = 1st place; Finals = Champion, 1st - 4th runner up. Be sure to give this ranking to the competition room facilitator. The ranking will allow us to make sure there are no data entry issues on the Google Docs scoring sheets.

Combined Judges Feedback

Round 1 – 2 minutes of feedback

Quarterfinals - 2 minutes of feedback

Semifinals - 1 minute of feedback

Finals – No feedback! (The final round is streamed live in the AIC Forum.)

Judging Criteria and Feedback

We ask that you provide thoughtful feedback on the judging sheets, as our student competitors will use this information to improve their selling skills. In the first two rounds, you will also provide verbal feedback to students. **Please keep combined judges' feedback within the allotted time for each round so we might stay on schedule.**

Each competition round has a list of needs and or pain points and objections the seller should uncover and overcome. Students should demonstrate the ability to uncover needs from the buyer and provide business value. The case is high-level, and students are not expected to get into minutia details.

In Summary

The scores you give to student competitors in your competition room determine who moves on in the competition and who is eliminated. Your scores are based on the Rubric judging criteria. Each category has a different range of numbers depending on the weight of the category. Be sure to follow the Rubric while you are scoring each student, filling out the Google Docs judging sheet and ranking the students that competed in your competition room.

NISC 2025 Winners

NISC 2025 Champion and runners up are announced at the end of the closing ceremony on Saturday, 11/15/25.

Links to Important Documents:

[Role Play Competition Score Sheet Rubric](#)

[Speed Sell Score Sheet](#)