

About the Russ Berrie Institute for Professional Sales

Representing a unique partnership between the private sector and higher education, the Russ Berrie Institute for Professional Sales (RBI) at William Paterson University was established by Russ Berrie, the late founder, chairman, and chief executive officer of Russ Berrie and Company, Inc., to elevate the profession of sales with programs for students and business professionals. A wide range of services are available through RBI, including consulting, customized solutions, and sales development programs for businesses seeking to maximize the effectiveness of their sales programs.



Sponsorship Information

Gathering the top sales talent in the country requires a personal commitment from the students, a time investment from professionals, and financial sponsorship from industry.

Support from corporations and organizations is critically important to the success of the RBI National Sales Challenge. Several levels of support are available to assist in creating this annual forum for the best salespeople and organizations to meet and compete.

Sponsors meet with and evaluate the leading sales talent in the country, showcase their organizations, network with other firms, and receive positive exposure through press releases and other marketing materials.

For sponsorship information and application, please visit us on the web at www.rbinationalsaleschallenge.com or contact the director of RBI National Sales Challenge, Professor Tim Werkley, by email at werkleyt@wpunj.edu, or phone 973.720.3855 today.

WWW.RBINATIONALSALCHALLENGE.COM

© 2011 RBI Institute Printed in USA

"The professional sales students at the NSC all have the competency and the commitment to succeed in a sales career. By partnering with WPU and NSC, Hilti has hired many student participants who are now currently selling across the country."

Scott A. Clifton
Hilti North America

"The opportunity to be a part of the NSC has allowed my company to have one on one encounters with students in a fun and competitive environment."

Over the past year ADP has brought on interns and full time employees that already have impacted our business in a positive way."

Shane Burke
ADP

"The National Sales Competition introduced Elon students to the profession of sales and provided a phenomenal opportunity to network with employers. Two students who participated are currently employed by NSC sponsors"

Michael Rodriguez, Ph.D.
Elon University

"We are amazed and inspired by the skill and talent these students bring to the sales profession. We look forward to supporting the National Sales Challenge and are rewarding partnership"

Brian Ferriera
McKesson Corporation

"The entire event was challenging and memorable. Competing against the top sales students across the country is a life-changing experience. I have an opportunity for two jobs already!"

Steve Harvey
University of Toledo

R RUSS BERRIE INSTITUTE
NATIONAL SALES CHALLENGE

WILLIAM PATERSON UNIVERSITY

NATIONAL SALES CHALLENGE

2011

NOVEMBER 9-11, 2011

WILLIAM PATERSON UNIVERSITY
COTSAKOS COLLEGE OF BUSINESS
WAYNE, NEW JERSEY

Showcasing
& sales skills
Connecting future
sales leaders
with Top Business Executives



R RUSS BERRIE INSTITUTE
NATIONAL SALES CHALLENGE

WILLIAM PATERSON UNIVERSITY

WWW.RBINATIONALSALCHALLENGE.COM



5th Annual RBI National Sales Challenge



Elevating the Profession of Sales

The Russ Berrie Institute for Professional Sales (RBI) at William Paterson University's Christos M. Cotsakos College of Business is pleased to host the 2011 RBI National Sales Challenge. In this three-day event, top sales students from across the country meet with representatives from major corporations for an exciting sales competition designed to:

- Hone students' sales skills as they gain candid feedback on their sales abilities from corporate executives
- Help students obtain real-world business knowledge and make valuable contacts with executives from a wide range of companies seeking to hire bright new sales professionals
- Allow sponsoring companies to meet and evaluate up-and-coming sales leaders, showcase their organizations, and network with other firms

The RBI National Sales Challenge Features Two Competitive Events:

- **Sales Call Role-Play:** Students engage in a fifteen-minute sales call role-play with a business executive. The role-play is then evaluated and scored on various aspects of the sales call, including approach and overall communication effectiveness, as well as ability to gather information, identify needs, provide information, present solutions, resolve concerns, and gain a commitment.
- **Speed Selling:** Students create a two-minute sales pitch about themselves. Then each student meets individually with an executive and makes a two-minute pitch highlighting the reason he or she should be hired. A one-minute question and answer session follows; then, the student moves on to the next executive.

Awards will be presented to the top individual performers and school teams in each category. Additionally, there will be a championship round with awards for overall individual scores.

- **Awards Dinner Cruise:** Our competition will conclude with an awards dinner aboard the "Spirit of New Jersey." Enjoy breathtaking river views of New York City and the Statue of Liberty as we celebrate the many successes of the competition.



Past Sponsors

- ADP
- Becton Dickinson
- CB Richard Ellis
- Edward Jones
- EMC²
- Enterprise Rent-A-Car
- Hess
- Hilti
- Hertz
- Lifescan
- Mckesson Corporation
- Reynolds & Reynolds
- The Russell Berrie Foundation
- State Farm
- Stryker Orthopaedics
- Tom James
- WB Mason

Past Participating Schools

- Ball University
- Baylor University
- Edinburgh Napier University
- Elon University
- Florida State University
- Indiana University Bloomington
- Kennesaw State University
- Michigan State University
- Middle Tennessee State University
- Nicholls State University
- Salisbury University
- Siena College
- St. Catherine University
- The College of New Jersey
- University of Central Oklahoma
- University of Louisville
- University of San Francisco
- University of Toledo
- University of Wisconsin-Parkside
- Villanova University
- Western Carolina University
- Western Michigan University
- Widener University
- William Paterson University

R RUSS BERRIE INSTITUTE
NATIONAL SALES CHALLENGE

WILLIAM PATERSON UNIVERSITY