

WILLIAM PATERSON UNIVERSITY

8<sup>th</sup> Annual **National Sales**  
**Challenge**

November 19-21, 2014

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  
FOR PROFESSIONAL SALES

WILLIAM PATERSON UNIVERSITY



# 8<sup>th</sup> Annual RBI National Sales Challenge

The Russ Berrie Institute for Professional Sales (RBI) at William Paterson University's Christos M. Cotsakos College of Business is pleased to host the 2014 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.

## Elevating the Profession of Sales

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## Elevating the Profession of Sales

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# 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.



*"We have found many talented individuals from the National Sales Challenge that have gone through our hiring process and have excelled in our program. We have also learned as individuals many new techniques that can help us in the marketplace."*

Dorian Amador  
Reynolds & Reynolds

*"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

## 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](http://www.rbinationalsaleschallenge.com) or contact the director of RBI National Sales Challenge, Professor Tim Werkley, by email at [werkleyt@wpunj.edu](mailto:werkleyt@wpunj.edu), or phone 973.720.3855 today.

*"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 awarding 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

[WWW.RBINATIONALSALSALECHALLENGE.COM](http://WWW.RBINATIONALSALSALECHALLENGE.COM)