

Bloomsburg University Professional Sales Center 2020 Newsletter



by Monica J. Favia, Ph.D., Sales Center Director

Looking forward to 2021, with the end of an incredibly challenging year. The banner picture above is illustrative of 2020. More about this below.

Despite the challenges, once again, this year the Sales Program here at BU was named one of the **Top Sales Programs in North America by the Sales Education Foundation.**



Also, we have retained our associate membership in the **University Sales Center Alliance.**



2020 saw several achievements for the sales program at BU that will be summed up in this newsletter.

Alumni Join Zoom Discussion to Share Their Experiences in the Sales Program and Careers after Graduation.

Five BU sales alumni joined in a live Facebook event to discuss the program and their experiences. In the Banner picture from the top left to right are Dr. Monica Favia (Sales Center Director), Anna Hershey '19, Jacob Carrelle, '19, Austin Swartz '14, Lennon Henry '15, Carly Gregg '19, Mike Huben (faculty) and Thomas Kresch, Associate Director of Communications. We were thrilled with the discussion and are grateful for the time the alumni devoted to it. If you would like to watch it, you may find it here:

<https://www.facebook.com/BloomUAdmissionsStaff/videos/207462227489446>

Challenges of 2020

Several competitions were canceled in 2020 due to COVID,

however, BU did participate in a few virtual competitions.

National Collegiate Sales Competition, March 27-30 BU – 14th Place Team



Brittany Zipovsky

The first sales competition of the year, The National Collegiate Sales Competition, pivoted to virtual three weeks before the competition due to COVID.

Even though The Sales Team had been practicing for a face-to-face competition they rose to the challenge and practiced a virtual role-play in the three weeks available. Even with the last-minute pivot the team of Brittany Zipovsky (above) and Dylan Cohen (Next page) were successful and

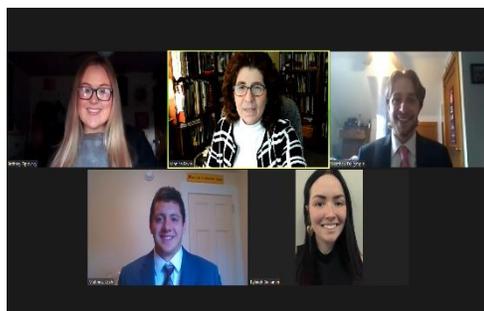
finished in 14th place out of 70 colleges and universities.

NCSC is held in Kennesaw, Georgia and is hosted by Kennesaw State University. It is the oldest Sales Competition in the Country.



Dylan Cohen

The International Collegiate Sales Competition Nov. 7 - 9



BU retained its top priority registration this year as the team competed in the International Collegiate Sales Competition's (ISCS) Collegiate World Cup of Sales. Overall, the Team finished 14th out of 80 schools. The team earned points toward the total by competing in a sales management simulation, a sales management case competition, and a full sales call role-play. In the above picture from top left to right are Brittany Zipovsky, Dr. Monica J. Favia (Coach) Matthew

Dalrymple, Matthew Loeh and Ryleigh Benjamin.

The team of Matthew Loeh and Matthew Dalrymple first had to qualify to compete in the sales management case competition by successfully finishing the sales management simulation in the top half of all competing universities. Then in the sales management case competition, while they did not make the second round, they did finish overall in the top half of the 40 schools competing in the case.

ICSC hosts 80 universities from all over North America and 41 sponsor companies. It is the largest Sales Competition in the country and is hosted by Florida State University.

Of note is Matthew Loeh, who interviewed with Oracle during the virtual career fair and accepted the position. He will begin after graduation in May.

RNMKRS Competition November 18 – 19.



This year was the first year BU students competed in the RNMKRS competition hosted by Bryant University in Rhode Island.

RNMKRS is the first virtual, mobile selling skills competition. Top sales-trained students from leading sales and business programs around the U.S., Canada, Europe and the Middle East compete for recognition, connections by demonstrating their ability to engage the customer, follow the sales process and close sales in a digital event. All of this takes place with artificially intelligent customer bots.

This year 2,176 students competed, and BU's Dakota Carroll finished 31st or in the top 1.4 percent.

Keystone Sales Challenge April 8 -10, 2020.

Sadly, the Keystone Sales Challenge was a victim of COVID and was canceled. We are, however, grateful to the sponsors who demonstrated their faith in us and agreed to roll their sponsorship over to 2021.

Keystone Sales Challenge April 7 -9, 2021.

The Keystone Sales Challenge will happen virtually in 2021 and we are excitedly looking forward to it. **Rite Hite** will be the featured company for the role-play. There will also be a B-to-B Case Competition and a Speed Sell. We are hopeful that the 10 schools who had planned to compete last year will be with us. One so far has confirmed. The goal is to have approximately 70 student competitors. The event will also feature a virtual career fair, networking sessions and professional development sessions.