

NCSC XXVIII

Guide & Instructions

Competitors/Coaches/Faculty



March 6 – 9th, 2026

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Introduction

The National Collegiate Sales Competition (NCSC) brings together the strongest undergraduate sales talent from across the country for a rigorous, multi-day showcase of professionalism, preparation, and competitive excellence. **As a coach, you play a central role in shaping the student experience**, not only by preparing your competitors, but also by contributing to the integrity and smooth functioning of the event through judging, mentoring, and representing your institution. This guide is designed to provide you with clear expectations, timelines, and procedures so that you and your students can confidently navigate every part of the competition.

The information in this guide, along with the NCSC Event Information App, serves as your definitive resource throughout the weekend. From schedules and transportation to judging responsibilities, competition rules, and professional conduct, our goal is to ensure that all participating universities are aligned on expectations and fully equipped for success. We are grateful for your commitment to your students and your partnership in elevating the standards of sales education through the NCSC.

NCSC Event Information App

- Go to either Google Play or the Apple App Store and **download the “Kennesaw State University CPS” app**. All information (schedules, video links, rubrics, briefs, etc.) for coaches, competitors, and sponsors is available in the app.
- Once you’ve downloaded and opened the app, start on “Dashboard.” From there, you can navigate to Competitor, Coach, and/or Sponsor information.
- Please refer to the app for “official” times.
- We will provide additional information about how to use the app at the Friday evening reception

What to Expect:

- Each role-play competitor will compete no more than twice in one day.
- The competitors must arrive at the Burruss Building waiting area 30 minutes prior to their schedule time slot. Competitors who arrive late may be disqualified from the competition. Students who fail to show for their schedule role-play will be disqualified from the competition.
- Faculty coaches will judge at least one round.
- Faculty/Coaches are expected to be at their assigned judging area 45 minutes prior to the start of the round they are judging. Please check published schedules and the NCSC App for each round schedule. Points will be deducted from university team points if a faculty/coach is unavailable to judge or is late or absent from his/her assigned judging times.
- Coaches and competitors will have a substantial amount of free time to attend the career fair.

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Transportation

- The NCSC provides vans for transportation to and from all hotels and the NCSC competition events.
- Vans run continuously but make sure you and your students plan well in advance to be where they/you are supposed to be, and when (early is better) they/you are supposed to be there.

Timeline

Registration

- Registration is from 2:00 pm to 8:00 pm on Friday at the Embassy Suites at 620 Chastain Road, Kennesaw GA 30144.
- Registration Materials you receive: All official schedules and prospect scenarios will be provided via the NCSC app (see above).
 - Official Rules of the NCSC
 - NCSC Team Points System

Reception 5:00 pm – 7:00 pm (Embassy Suites)

- Registration
- Networking
- Food and Fun

Opening Meeting (mandatory): 7:00 pm – 7:45pm

- Welcome
- Keynote from Gartner
- Details and necessary changes to competition or competition schedule

Judges' and Buyer's Meeting (mandatory): 8:00 pm – 8:45pm:

All Coaches are *strongly* encouraged to attend the Judges' portion of the meeting regardless of experience. Having some insight into what the judges are considering will be useful to your competitors.

Sales Call Role Play Round Schedule

1.	Round 1a	Saturday	7:30 am – 11:30 am
2.	Round 1b	Saturday	12:00 pm – 4:00 pm
3.	Wildcard a	Saturday	4:30 pm – 7:30 pm
4.	Wildcard b	Sunday	7:30 am – 10:30 am
5.	Quarter Finals	Sunday	11:30 am – 3:00 pm
6.	Semi Finals	Sunday	4:30 pm – 6:30 pm
7.	Final Round	Monday	8:00 am – 10:00 am (Finalists must arrive by 7:00 am)

Sunday Night Fun – Lucky Strike: 7:00 pm – 11:00 pm

- Bowling & Games
- Food & Fun
- The NCSC does not provide, pay for, or otherwise promote adult beverages. The venue does serve such beverages and everyone will be carded at the entrance to Lucky.
- Transportation will be provided to and from venue to your hotels.

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Awards Banquet (Monday) 11:30 am – 1:30 pm

- Formal – suit or coat & tie attire
- Sit down, tablecloth meal
- Must let Mary Foster (mfoster@kennesaw.edu) know in advance how many will be attending.

Results

- Results from Round 1a, Round 1b, Wildcard b, and the Quarter Finals will first be posted in the Career Fair venue near the Gartner booth.
- Results from Wildcard A will be posted on the NCSC app
- Results from the Semi-Finals will be announced at Lucky Strike Sunday evening
- Results from the Final Round (Championship) will be announced at the Awards Banquet

Other Rules and Guidelines

Eligibility and General Competition Structure

- Competitors must be full-time undergraduate students at the university they represent.
- All competition takes place in the Burruss Building on the KSU campus (see maps).
- All competitors, faculty, and participants will be transported by shuttle to the Career Fair (Siegel Recreation Center) and the competition venue. The Burruss Building is approximately 200 yards from the Career Fair building.

Judging Assignments and Coach Responsibilities

- Faculty coaches will be scheduled to judge during the same timeframe as their competing students and may not communicate with their students during that judging session.
- **Coaches must arrive 45 minutes ahead of their assigned judging sessions.** A 10-point penalty will be assessed against the university team for each missed or late judging assignment.
- Only judges may observe live competition, except for the Championship Round.
- Academic judges must turn off cell phones and communication devices while judging. Improper use may result in team disqualification.

Competitor Procedures

- Competitors must report to the contestant waiting room at least 30 minutes before their scheduled role-play. Coaches and faculty are not allowed in the waiting room.
- Competitors who arrive late will be disqualified from that round and will not advance.
- Role plays have a 20-minute maximum beginning when the office door opens. Buyers may impose a shorter meeting time.
- Competitors must remain in the room until the full 20 minutes has elapsed, even if they finish early. All 20 minutes are recorded, and the evaluation is based on the portion the competitor completed.
- Contestants will receive digital copies of their judging score sheets after the conclusion of the NCSC.

Communication and Device Rules

- Cell phones and communication devices may not be used in the contestant waiting area or the competition area.
- Coaches may not enter the competitors' waiting room at any time.

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- Sensitive information, including prospect/buyer details or scenario content, must not be discussed with anyone other than the coach's own competitors. Please remain discreet to ensure fairness.

Competition Rules and Visual Aids

- Students not participating in the role-play competition are eligible for the NCSC Speed Selling Competition. (Role-play competitors may not participate.) Speed Selling rules are available on the NCSC website and emailed to designated coaches.
- Role-play information gathered by competitors is confidential and may not be shared with others.
- Competitors from the same school will compete in the same or consecutive time periods and are not permitted to interact with each other. In the rare event competitors are not in the same or consecutive time periods, the team member going first will be sequestered until his/her teammate's flight begins.
- Only judges and NCSC staff are allowed in judging rooms.
- Visual aids (including testimonials) may be created in advance and used within reason, but no blank or improvised aids may be presented as responses to unexpected objections. No extra time is allowed for set-up.
- Round results and next-round schedules will be posted in the Career Fair venue near the Gartner booth. Wildcard results and earlier rounds will also be posted in the NCSC Guidebook app after Wildcard Round A on Saturday evening.

Career Fairs:

- Each competing university is required to have at least 2 students from their respective universities attend the NCSC Career Fair on both Saturday and Sunday.
Reimbursements will be affected by NCSC Career Fair participation by the percentage short of full participation.
- *Please* strongly encourage all your students to visit each of the sponsors at the career fair to thank them. **The sponsors provide the resources to reimburse your travel** and produce the NCSC.
- Please take the time to get to know representatives from NCSC sponsoring organizations. They can be a good resource for your university and sales program.

Professional Conduct:

Please make sure your students understand the following:

The mission of the NCSC is to promote the sales profession as an honorable and credible profession with the objective of playing a role in enhancing the practice and professionalism of sales. All competitors as well as coaches are expected to behave professionally, both on the NCSC venue sites as well as off.

- Competitors and other representatives from each university who engage in unprofessional behavior will be assessed penalties up to and including the disqualification of the university and the competitor from the current NCSC with the possibility of the individual and/or the university being banned from future NCSC competitions.
- Any cheating, illegal activity, disorderly conduct, and public intoxication are inappropriate.
- The Executive Director of the NCSC will be the final arbiter in any and all such occurrences.

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We do not expect any inappropriate behavior and have not had any major infractions in the past. The NCSC takes this very seriously.

Scoring System (See Official NCSC Individual and Team Points System)

Scoring and Seeding

- Competitors advance through the NCSC based upon judges' scoring against other competitors in the same "bracket" or "room" in which they are competing, thus the necessity of "seeding."
- Seeding: Universities are "seeded" based upon their past 3 years' performances in the NCSC.
- After the first round, competitors are seeded based upon their placement in their respective "brackets" or rooms.
- 1st place finishers will not compete against other 1st place finishers from the immediate previous round, except in the Semi-Final round. The competitors will compete in their next round against the other students with different placements (1st place will compete against 2nd, 3rd, 4th, 5th ... place competitors), until the Semi-Final round.
- Students will not compete against fellow teammates in the early rounds. Same team competitors may compete against each other in the Championship Round.
- In Round One, the top 2 students in each "room" based upon the judges' scoring advance to the quarter-final round. Those competitors scoring 3rd and below advance to the "Wildcard" round on Saturday afternoon (morning competitors) or Sunday morning (afternoon competitors).
- Competitors placing 1st during the Wildcard Round in their respective "brackets" or "rooms" will advance to the Quarter Final round to compete with the students who advanced after Round 1. Competitors placing 2nd and below in the Wildcard Round are eliminated.
- Students are only competing against competitors in their respective rooms, with the same judges and the same prospect/buyer.
- Competitors gain points for their University Team based upon their placement in their respective brackets in each round and based upon how both team members advance.
- Competitors are awarded higher points for higher placement during each round.

Score Tiebreakers:

Sections: higher average scores of heavier weighted score blocks

- Need Disc. Rubric: Needs Id > Presenting Solutions > Gaining Comm. > Objections
- Presenting Sol. Rubric: Presenting Solutions > Needs Id > Gaining Comm. > Objections

Thank you for your investment in your students, sales education, and the sales profession. We appreciate the opportunity to partner with you in positively impacting the sales discipline and its future sales leaders.

The NCSC Staff

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2026 NCSC XXVII Individual and Team Scoring Points System

Round 1a & Round 1b	Room Rank	Points	Status
	First	100	Advance to Quarter-Final
	Second	75	Advance to Quarter-Final
	Third	50	Advance to Wildcard
	Fourth	40	Advance to Wildcard
	Fifth	30	Advance to Wildcard
	Sixth	20	Advance to Wildcard
	Seventh	10	Advance to Wildcard
Eighth	10	Advance to Wildcard	

Wildcard a & Wildcard b	Room Rank	Points	Status
	First	25	Advance to Quarter-Final
	Second	20	Eliminated
	Third	15	Eliminated
	Fourth	10	Eliminated
	Fifth	5	Eliminated
Sixth	5	Eliminated	

Quarter Finals	Room Rank	Points	Status
	First	100	Advance to Semi-Final Round
	Second	75	Advance to Semi-Final Round
	Third	50	Eliminated
	Fourth	40	Eliminated
	Fifth	30	Eliminated
	Sixth	20	Eliminated
Seventh	10	Eliminated	

Semi- Finals	Room Rank	Points	Status
	First	100	Advance to Final Round!
	Second	75	Eliminated
	Third	50	Eliminated
Fourth	40	Eliminated	

Final Round	Individual Position	Points	Status
	First	100	Champion
	Second	75	1 st Runner-Up
	Third	50	2 nd Runner-Up
Fourth	40	3 rd Runner-Up	

Note: Points Penalty: A 10-point penalty will be levied for each infraction against the university whose faculty/coach does not report for their respective assigned judging assignments and on time.