The Sales Decathlon (formerly the World Collegiate Sales Open) is designed to challenge sales students in ten areas of the sales process. The events mimic real world activity and take place over an entire selling cycle, utilizing technology to advance the sale before face-to-face interaction, and culminating with live role plays.

The Sales Decathlon competition provides an opportunity to master skills which are essential for career success, but which traditional college curriculums usually do not cover.

Each university or college may enter a maximum of 10 students in the Sales Decathlon. Each student competitor submits an online application, resume, and a $20 registration fee to cover the initial costs.

The Sales Decathlon “play-in” successively reduces the number of students to determine the top 20 students that will compete in the finals.

Dates
- **March 10-21, 2014**: Elimination Rounds 1 and 2
- **April 7-8, 2014**: Elimination Round 3
- **May 15, 2014**: Finalists and alternatives will be notified
- **September 18-19, 2014**: Finals Round 4
- **October 2-4, 2014**: Sales Decathlon Finals Rounds 5-10 on campus at Northern Illinois University

www.SalesDecathlon.com
Elimination Rounds
The first and second elimination rounds occur March 10-21, 2014, with elements that include:
1. Crafting a voice mail message for a prospect
2. Developing pre-call strategic analysis

The top 40 contestants will move to the third elimination round, April 7-8, 2014 and conduct:
3. Live gatekeeper call to secure an appointment

Final Rounds
The top 20 students will advance to compete in the remote Championship round September 18-19, 2014 with:
4. Technology sales call via Adobe Connect with a customer

The final six events will be held on campus at Northern Illinois University, October 2-4, 2014 and will include:
5. Constructing an effective post-call email follow-up
6. Face-to-face sales call with a customer
7. Telephone sales call with a customer
8. Executing an “elevator pitch”
9. Selling yourself via a reverse job fair
10. Final Four: face-to-face sales call with a customer

Travel expenses for the 20 finalists and coaches will be reimbursed after the competition. Most travel, food, and accommodations at the event will be reimbursed by the Sales Decathlon.

Sponsors: Why Invest in the Sales Decathlon?
The Sales Decathlon embodies ten selling events to meet and observe the next generation of sales professionals that would have a lasting impact on your firm’s sales results. Sponsors will be able to build relationships with the top Sales Decathlon competitors at the live competition in addition to branding their company on the Sales Decathlon website for the next year.

Sponsorships are designed to match the sponsor’s desire for company exposure to sales students. Sponsors can elect to become an event role model and record their example for that sales element. The prerecorded message will be accessible to all sales faculty, industry and students before, during, and after the competition. Your firm’s brand and best practices video will be viewed by hundreds, perhaps thousands, and become the foundation for future competitions.

Contact Rob Peterson PhD., Sales Decathlon Director, for more information: peterson@niu.edu, 815 753-6224