

SALES PROFESSIONALS TO JUDGE STUDENT SALES CHALLENGE COMPETITION AT WILLIAM PATERSON UNIVERSITY

*—The Russ Berrie Institute for Professional Sales launches a national sales competition
November 8 - 10*

Sales executives from across the country will serve as judges for the RBI National Sales Challenge, an intense series of three sales challenges to be held at William Paterson University in Wayne November 8-10. This national event is sponsored by William Paterson's Russ Berrie Institute for Professional Sales, which offers the only dedicated bachelor of science degree in professional sales in the country, as well as training programs for sales professionals.

Throughout the weekend, sales students from across the nation will participate in three adjudicated sales events with business executives. Each student will be scored on his or her sales effectiveness for each of the following:

The In-Basket Sales Competition: In a timed setting, each student will have to sort through, prioritize, and make key decisions regarding a variety of competing demands including e-mails, voicemails, and memos all requiring attention.

The Speed Selling Competition: In this event, students will be required to explain to a series of executives, one after another in two-minutes, the reasons why he/she should be hired and then respond to a one-minute question and answer session.

The Sales Role-Play Competition: Each student will also complete a fifteen-minute sales call with a business executive. The top four sellers from the Sales Role-Play Competition will compete in a championship round that will be broadcast to the entire group on November 10.

The sales challenge will take place in the Russ Berrie Professional Sales Lab, a unique interactive facility that simulates business office environments, and other locations in the University's 1600 Valley Road building.

The Russ Berrie Institute for Professional Sales was created in 2002 when the late Russ Berrie, the founder and chief executive officer of Russ Berrie and Company, Inc., announced that he would invest \$6.2 million to establish the program at William Paterson University. Housed in the University's Christos M. Cotsakos College of Business, the Institute represents a unique partnership between the private sector and higher education designed to advance the field of professional selling.