

Thunder Sales Competition Rules and Guidelines

Before the Event

1. All students who'd like to participate in the competition must register using the form located on the Thunder Sales Competition website.
2. Students will be given a copy of the judging criteria before the competition and it is also found on the website.
3. Students participating in the personal, 1-minute speed pitch competition are to assume they have a 1-minute job interview with a potential employer. They should be prepared to present themselves, their strengths, attributes, why they should be hired, etc. to the judges in front of them.
4. Students participating in the role play pitch competition will be required to research the case study and their audience then prepare a pitch that effectively convinces the judges their pitch is the best. The case studies can have different objectives year after year, it is the goal of the participant to meet that objective.
5. Students should dress appropriately for a business presentation.
6. Students are expected to be prompt and timely.
7. By registering for the competition, students agree to allow the Professional Sales Program and the Professional Sales Club the use of any video or photo taken that includes them from the event.
8. The order of student pitches for both competitions will be determined at random and shared with the students prior to the event start time, usually at check in.
9. Students in the role play competition will receive the case study at least one week in advance of the competition, or when they register and receive their welcome email, with any additional instructions it may have.

During the Event

10. When students are pitching, they should always address the judges.
11. When students are pitching, any audience members should remain silent and respectful.
12. Students are allowed to ask for audience or judge feedback and participation during their pitches.
13. After the competition, both judges and students are encouraged to and will be given time to share their thoughts and feedback for student improvement.
14. Personal Pitch Competition
 - a. Students will be divided into 4 groups with each group having multiple sections. (ex. Group A, Section 1; Group A, Section 2; Group C, Section 4)
 - b. Students in each group will present their 1-minute pitch 4 times to 4 different judges. They will do so one at a time and rotate through their 4 assigned judges before completion.
 - c. A timer will be provided to adhere to the 1-minute rule and rotate the competitors.

- d. A minimum of a 20-second transition will be given to rotate the students between each pitch.
- e. A first and second place winner will be chosen from each group. Each section will be taken into consideration for the winning places. For example, if Group A has a section 1 and section 2, each of the 4 participants in each section will rotate through their pitch presentations and the cumulative scores from all 4 judges will determine a first place and a second place winner out of the 8 students they heard.

15. Role Play Competition

- a. Students will have up to 15 minutes to present their pitch to their assigned judges and buyers. Students who go over the limit will be docked points and be immediately cut off.
- b. Students are encouraged to provide a slideshow to aid in their pitch presentation, but it is not required. All presentations must be given to the Professional Sales Administrative Assistant 2 days prior to the competition date.
- c. For the first round, students will privately present their pitches one at a time to their assigned judges and buyers. A timer will be provided in each room to adhere to the 15 minute rule and rotate the competitors.
- d. Students will be given a 1-1 ½ minute transition period between presentations.
- e. After the first round, 3-5 students will be chosen as finalists by the judges and by the Professional Sales Program Director, Kurt Wankier. (This rule is subject to change!)
- f. In the second round, the final round, all competitors will present their pitches for a second time in front of the judges and buyers and the audience of students in attendance. (This rule is subject to change!)
- g. The judges will choose their top three winners by highest scores, first, second and third, after all 5 presentations.

16. Scoring

- a. Judges will provide scores for each student presentation and the culmination of their scores will result in a final total score for each student for each part of the competition.
- b. The student with the highest cumulative score will be declared the first place winner. The student with the next highest score will be declared the second place winner and so on.

17. Prizes

- a. Prizes for the personal pitch competition will be predetermined gift cards or cash from sponsoring judges.
- b. Prizes will be awarded to the top three students, the winners, of the role play competition and their dollar value will vary year to year depending on our main event sponsor.
- c. Prizes range from value and can be physical products or cash prizes.
- d. Businesses have the right to choose what kind of prize and the value of the prize they'd like to give.

- i. The first business to choose a prize will set the standard for the other participating businesses in a given year

After the Event

18. After the competition, students may ask about their scores in person from the judges and can request their score sheets from SUU Professional Sales, but the information will not be automatically shared.