

Looking for Help
Finding the Outstanding
Sales Talent Your
Company Needs?
Then Look No Further.

From October 20-21, 2011, the Russ Berrie Institute for Professional Sales (RBI) at William Paterson University will host the RBI Sales Triathlon, RBI's special competition designed to challenge the University's professional sales students to demonstrate their mastery of sales skills and knowledge. The RBI Sales Triathlon features three events:

- Sales Role Play • Mock Sales Interview • Speed Selling

Business executives will participate in and judge each event. The RBI Sales Triathlon offers you an excellent opportunity to see the best local sales talent available.

The RBI Sales Triathlon consists of three events:

Sales Role Play: Each sales student participates in a fifteen-minute sales call with a business executive, who acts as the buyer. Conducted in the Russ Berrie Professional Sales Laboratory, each role play is evaluated and scored by the sales executive on various criteria. He or she then provides feedback to the student.

Mock Sales Interview: Each student takes part in a fifteen-minute "mock" interview for a sales position, which is followed by a five-minute feedback session with the executive who conducted the interview.

Speed Selling: Each student meets with a series of executives and is expected to deliver a two-minute "elevator pitch" as to why he or she should be hired. Executives judge each student's "pitch." This event provides executives with a chance to see, in a rapid fashion, a variety of students who might be ripe for a job offer or internship.

Why participate?

The RBI Sales Triathlon is a unique opportunity to build relationships with the next generation of sales professionals and beat the sales talent crunch facing so many firms today. The RBI Sales Triathlon provides you with numerous opportunities to interact with individuals you may wish to hire for full-time sales positions or as sales interns. Moreover, you'll be involved in RBI's one-of-a-kind learning experience. Through a donation of only \$1,000, you can support future sales stars and scout out the best sales talent.

The event starts with a kick-off breakfast where you will have the opportunity to meet and talk with the sales students participating in the event. The event ends with a championship round of role plays featuring the four top students and a networking and recognition reception.

Sign Up Today By Contacting

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About the Russ Berrie Institute for Professional Sales at William Paterson University

Representing a unique partnership between the private sector and higher education, the Russ Berrie Institute for Professional Sales (RBI) at William Paterson University was established by Russ Berrie, the late founder, chairman, and chief executive officer of Russ Berrie and Company, Inc., to elevate the profession of sales with programs for students and business professionals. A wide range of services are available through RBI, including consulting, customized solutions, and sales development programs for businesses seeking to maximize the effectiveness of their sales programs.

The University's Cotsakos College of Business—the home of RBI—is one of just 15 percent of business schools worldwide to achieve the prestigious distinction of international accreditation from the Association to Advance Collegiate Schools of Business (AACSB) and the only AACSB-accredited school in the country to offer a separate and distinct degree in professional sales.

RBI is located in the University's technologically advanced building at 1600 Valley Road, which is equipped with state-of-the-art learning resources including the Russ Berrie Professional Sales Laboratory, an interactive resource for learning sales skills that enables users to develop and sharpen sales presentations in a simulated business office environment, as well as the Financial Learning Center, an advanced, simulated trading room that offers business students hands-on experience in money management and investing.

2010 RBI Sales Triathlon Sponsors

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