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**COACH AND COMPETITOR HANDBOOK:
ROCKY MOUNTAIN MADNESS SALES COMPETITION
October 18-22, 2021**

Calendar of Events:

Date	Item	Note
Tuesday, Sept. 14 at 12pm MT	Welcome event with case sponsor EW Scripps	Link to join: https://bluejeans.com/635148290/4801 Recording will be shared.
Thursday, Sept. 30	Competitor information due: Name, email, cell phone number, and resume	Email spreadsheet and PDF resumes to aschofi3@msudenver.edu
Tuesday, Oct. 12 at 12pm MT	Q&A session with Scripps	Link to join: https://bluejeans.com/863146222/9919 Recording will be shared.
Thursday, Oct. 14 8am-8pm MT	BlueJeans tech check	Link to join: https://bluejeans.com/810947181/0309
Monday, Oct. 18 at 12pm MT	Deadline to enter LinkedIn competition	Competitors or coach email screen shot of SSI to aschofi3@msudenver.edu
Monday, Oct. 18	Round 1: Interview/Seeding (64 students)	Meeting invitations with BlueJeans link will be emailed to coaches & students.
Tuesday, Oct. 19	Round 2: (64 students)	Meeting invitations with BlueJeans link will be emailed to coaches & students.
Wednesday, Oct. 20	Morning: Round 3 (32 students) Afternoon: Round 4 (16 students)	Meeting invitations with BlueJeans link will be emailed to coaches & students.
Thursday, Oct. 21	Morning: Round 5 (8 students) Afternoon: Round 6 (4 students)	Meeting invitations with BlueJeans link will be emailed to coaches & students.

Friday, Oct. 22 (time TBD)	Awards Ceremony	Meeting invitation with link will be emailed. Recording will be shared.
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Competition Format: Tournament Style (64-person single elimination bracket)

RMM will include a maximum of 16 universities (four competitors each = 64 competitors total). Any open competitor spots will be offered to universities by the order of registration date. If the number of competitors is less than 64, second round byes will be utilized. If a student receives a bye they still must complete the round to advance.

Each round will be recorded using the BlueJeans platform. Students and buyers will need to download the BlueJeans app and will be provided with a BlueJeans meeting link before their calls.

An optional BlueJeans tech check day is scheduled so all competitors can test the platform prior to the competition. To test the platform, join the meeting at the same time as a partner to confirm they can see you, hear you, and view anything shared on your screen. You do not need to schedule a time for tech check; you and your partner can drop in anytime (please be advised others may be in the meeting at the same time).

Judging rubrics for each round will be posted on the RMM website. Results and next round schedules will be announced via email approximately one hour after the conclusion of each round.

LinkedIn Competition

RMM includes a LinkedIn profile competition. To be included in the LinkedIn competition, a screen shot of the competitor’s Social Selling Index (SSI) score must be emailed to aschofi3@msudenver.edu no later than Monday, Oct. 18 at 12pm MT. Awards will be given to competitors with the highest SSI scores. In the event of tied SSI scores, a sponsor judge will evaluate profiles to determine winners.

Students in the role play competition are automatically entered in the LinkedIn competition. Each university can have up to four additional students entered in the LinkedIn competition. To do so, please include additional students on the competitor spreadsheet due September 30 (indicate LinkedIn-only) and submit their SSI screen shot by Oct. 18.

LinkedIn’s Social Selling Index is a measure of a salesperson’s social selling skills and execution. Click [here](#) for information about SSI and accessing scores.

Round 1 (Interview): Monday, Oct. 18

Students will interview with one of three sponsor companies: EW Scripps, Mutual of Omaha, or Cloudbeds. Job descriptions will be provided in advance.

A buyer/judge will score the interview. Scores determine seeding for Round 2. In the event of tied interview scores, SSI scores will be used to determine seeding. If a tie still exists, team registration date will determine seeding.

Rounds 2-5 (Role Plays): Tuesday, Oct. 19 starting at 9am MT

Calendar invitations with BlueJeans links will be sent to coaches and competitors. Role plays will be based on an EW Scripps scenario progressing through a B2B sale. Each round will have its own evaluation rubric.

Following each role play round, details about “what you should have learned” will be emailed to coaches and competitors. To maintain consistency, the next round will be based off this information, regardless of what was disclosed in the role play.

Results

Results for each round and schedules for following rounds will be communicated to coaches and competitors via email as soon as scores are tallied. Competitors advancing to the next round will receive a calendar invite with the BlueJeans meeting link.

Buyer/judge feedback will be available after the competition concludes.

Awards

Award	Each Award	Total Awards
1st place role play	\$1,500	\$1,500
2nd place role play	\$1,000	\$1,000
3rd place role play	\$500	\$500
4th place role play	\$250	\$250
Top role play competitor per university (does not include 1 st -4 th place)	\$100	up to \$1,500
Top LinkedIn SSI Scores (5 total)	\$100	\$500
Top Interview Scores (5 total)	\$100	\$500
Top University		
Total		\$5,750

- Competitors can win multiple award categories.
- Award winners will be asked to submit a W9. Checks will be mailed to the address listed on the W9.
- Scoring for top university award:

- One point per LinkedIn winner
- One point per Interview winner
- One point per student advancing to next role play round

Competition Rules

- All competitors must be full-time undergraduate students of the university they represent.
- Competitors must be on time for scheduled calls or they will be disqualified to compete in that round. All times listed are Mountain Time (MT); please adjust accordingly.
- Each interview and role play will be conducted with a corporate buyer/judge who will submit an evaluation rubric.
- Scoring and winners for each round are at the discretion of the buyer/judge. To encourage consistent scoring, the same judge will be assigned to evaluate both students in the same matchup.
- Buyers have their own way of interpreting their role but are instructed to be consistent regarding their level of difficulty with each competitor.
- Role play details (e.g., objections) are confidential and should not be shared with other competitors.
- In the event the scheduled buyer/judge is not available, a RMM staff member may serve as a substitute if an alternate buyer/judge cannot be found.
- Within reason, testimonials and visual aids may be fictional and used during the role-plays.
- Only visual aids developed beforehand may be used during each role play. Competitors may not present a blank visual aid (e.g., testimonial) and represent it as an answer to unexpected objections or unplanned strategy. The buyers will not play along.
- Only competitors, buyers/judges, and RMM staff are allowed on calls during all rounds of the competition.

Contact Information:

- [Competition Website](#)
- MSU Denver Center for Professional Selling Contact: [April Schofield](#), (720-212-6806)
- If your buyer/judge does not arrive to the scheduled call, call Mick Jackowski (303-301-5091) or April Schofield (720-212-6806)

Conduct

The mission of RMM is to promote the sales profession as an honorable and credible profession with the objective of enhancing university sales education. All competitors and coaches are expected to behave ethically and professionally. Competitors and coaches who engage in cheating, unethical, or unprofessional behavior will be assessed penalties up to the disqualification of the individual and/or university from the current competition or the individual and/or university being banned from future competitions. RMM staff will be the final arbiter in all such occurrences.

Thank you for your investment in sales education and the profession of sales. We appreciate the opportunity to partner with you to positively impact future sales leaders.