

Georgia Southern University

Digital Commons@Georgia Southern

College of Business News

Parker College of Business Publications

2-27-2023

College of Business News

Georgia Southern University

Follow this and additional works at: <https://digitalcommons.georgiasouthern.edu/cob-news>

This news article is brought to you for free and open access by the Parker College of Business Publications at Digital Commons@Georgia Southern. It has been accepted for inclusion in College of Business News by an authorized administrator of Digital Commons@Georgia Southern. For more information, please contact digitalcommons@georgiasouthern.edu.

Georgia Southern Sales Team Competes at 2023 Selling with the Bulls

February 27, 2023

Four students represent the Parker College of Business, Center for Sales Excellence in the “Toughest Test in Sales Education.”

by Travis Brickey



Mitchell Bliss, Reed Elkin, Anna Gilbert, and Hannah Darby

The toughest test in sales education took place in just under 27 hours at the 2023 Selling with the Bulls- Intercollegiate hosted on campus at the University of South Florida. Mitchell Bliss, Reed Elkin, Anna Gilbert, and Hannah Darby represented Georgia Southern University with Eagle Pride as representatives from the Parker College of Business competitive sales team.

Slotted into the Championship Flight with competitive institutions such as the University of South Carolina, Indiana State University, University of Florida, Texas A&M University, and Pace University, the students from Parker College showed grit and persistence, taking honors in two categories!



Mitchell Bliss and Hannah

Darby posing with their certificates

- Mitchell Bliss – 2nd place Networking
- Hannah Darby – 2nd place Voicemail

“We grabbed the bull by the horns,” exclaimed Hannah Darby, a senior graduating in May 2023 from BBA in marketing with an emphasis in sales and sales management. “We all had a great time networking and competing at Selling with the Bulls hosted on the beautiful campus of the University of South Florida. I’m honored to have placed 2nd in the Voicemail competition representing the Parker College of Business!”

Taking place at the Muma College of Business, Selling with the Bulls has a well-deserved reputation as “The Toughest Test in Sales Education,” where all competitors compete in all events that span the entire sales process including prospecting (email, LinkedIn, voicemail, Phone Call), networking, discovery, and sales meeting. The event hosted 21 universities from 15 states with well over 100 competitors. In total, 600 scheduled networking conversations and 300 role-plays occurred in just under 27 hours.

The student competitors also had an opportunity to meet with and network with 24 corporations that helped sponsor the event. Partners of the Center for Sales Excellence were on hand including Tom James, Enterprise, Gartner, and Cintas.



Networking at Selling with the Bulls

“I couldn’t be prouder of our sales program and students for showing the grit, persistence, and determination it takes to succeed in these extremely competitive sales events that we travel to each semester,” explained Travis Brickey, marketing lecturer and director of the Center for Sales Excellence at Georgia Southern University. “Anna, Hannah, Mitchell, and Reed represented Georgia Southern University and the Parker College of Business with dignity and respect, it is truly my honor to have served as their coach in preparing them for the Toughest Test in Sales Education.”

About the Center for Sales Excellence, Georgia Southern University

Located within Georgia Southern University’s Parker College of Business, the Center for Sales Excellence is recognized by the University Sales Alliance as one of the nation’s top sales programs. Established in 2007, the Center’s mission is to positively impact the sales profession through education, research, and service. The Marketing BBA program offers the students of Georgia Southern University an emphasis in Sales and Sales Management.

Through the Center, students gain experience with sales role-play in our dedicated labs, with many going on to compete in some of the nation’s most prestigious sales competitions. The Center also works to bring students together with companies in the industry looking to hire the best and brightest minds. It is the goal of the Center to be the preminent sales program in the nation.

Share:

Posted in [Uncategorized](#)