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Georgia Southern Proves to be a Role-Play Pro in the RNMKRS Spring 2023 Sales Competition

April 24, 2023

by Travis Brickley



The best of the best was recently honored at the Spring 2023 RNMKRS Results Reveal Ceremony with Georgia Southern University and its students being recognized in several categories. Georgia Southern was once again dominant in the RNMKRS Pro Edition, the newest and most challenging role-play competition, led by Linda Mullen, Ph.D., associate professor of marketing, and her students in the Advanced Selling course. In total, across the two role-play competitions, RNMKRS hosted 1,840 student competitors in the traditional RNMKRS sales role-play competition and 143 students in the RNMKRS Pro competition. With nearly 50 universities competing this spring semester, students from Georgia Southern's Parker College of Business competed against some of the nation's top programs, the Center for Sales Excellence program in the Parker College of Business showed to be one of the most outstanding sales programs in the nation based on the RNMKRS competition results.



SPRING 2023 SPECIAL AWARDS MOST PERSISTANT COACHES



“We are so proud of our students and the effort they put into this competition,” explained Linda Mullen, associate professor of marketing and co-director of the Center for Sales Excellence at Georgia Southern University. “For eight semesters in a row, the students of Georgia Southern have excelled in the

RNMKRS sales role-play competition. The RNMKRS Pro Edition is extremely challenging and it pushes our students to demonstrate the grit and determination needed to succeed in a career in professional selling. I applaud the efforts of RNMKRS for always staying ahead of the curve and continuing to innovate the field of sales education.”

Notable honors earned in the Spring 2023 RNMKRS role-play sales competition, included



- RNMKRS Pro Role-Play – University with the most competitors in the top 30 and by percentage, #1 Georgia Southern University
- Twelve students recognized in the RNMKRS Role-Play Pro Top 20 – D. McGinnis (#2), S. Terragno (#3), J. Overlay (#4), T. Brodie (#5), A. Hendricks (#7), Z. Kight (#8), M. Bliss (#11), P. Alsobrook (#12), A. Steadman (#13), R. Cope (#14), J. Neely (#19), J. Watson (#20)
- RNMKRS Standard Role-Play – University with the most competitors in the top 30, #5 Georgia Southern University
- Role-Play Pro South Regional Champion – Drew McGinnis
- Role-Play Standard South Regional Champion – Mackenzie Sumrell
- Speed Sell South Regional Champion – Tyler Giovannini
- Most students in the 100+ Role-Play Club from a single university—Forty-nine students recognized in the 100+ Role-Play Club
- Most Role-Play Standard attempts from Georgia Southern (Taylor Holwell, 122)
- Most Role-Play Pro attempts from Georgia Southern (Drew McGinnis & Tori Roberts, tie at 169)
- Best In Class Engagement – Travis Brickey
- Top 1% Coach – Linda Mullen, Ph.D.
- Most Persistent Coach – Linda Mullen, Ph.D.



“The RNMKRS Pro sales role-play competition has been a crucial part of my education in my final semester at Georgia Southern,” explained Andrew McGinnis, a senior pursuing a BBA in marketing with an emphasis in sales & sales management. “This competition highlights the importance of creating an effective sales pitch, understanding the buyers’ needs, as well as the need for persistence and resilience when facing rejection. The knowledge gained from the competition has given me a solid foundation, providing me further insight into the dynamic world of professional selling.”

“This role-play competition changed my perspective on sales for the better,” noted Mackenzie Sumrell, a junior pursuing a B.S. in Public Relations. “RNMKRS not only helped me improve my skills and experience in professional selling, but now I truly know what industry I will be pursuing after college. I was able to succeed in this competition thanks to my work ethic, lots of role-play attempts, and a determination to never settle, as I changed my script numerous times in order to make it as perfect as possible! I am thankful for this opportunity and for what’s to come in the future.”

For more information about the Center for Sales Excellence, go to <https://parker.georgiasouthern.edu/cse/>. For more information about RNMKRS, go to <https://www.rnmkrs.org/>

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