

Sales focus in UK first



Speed selling under way at Edinburgh Napier

Sales students from all over Britain went head-to-head in the Gartner-sponsored first UK Universities sales competition held at Edinburgh Napier University.

The event, co-hosted by Abertay University, gave students a platform to use key techniques in real situations.

Winners were Zeya Cao (York University), Anna Bloch (Perth College), Alex McCrindle (Abertay University), Emma Sword (Abertay University) and Abbie O'Grady (Kansas State).

They impressed judges in role-plays in which they played sales executives and presented detailed pitches to customers following initial meetings to identify business needs.

They were assessed on their approach and their effectiveness as communicators, as well as their ability to gather information and present solutions.

The student recognised as most improved between the different elements of the role play was Eden Tresfagabar from Coventry University.

The main event was preceded by a Speed Selling curtain raiser in which students highlighted why they should be hired in two-minute sales pitches about themselves to experienced recruiting executives.

Winners of this were Anna Bloch (Perth College), Oliver Dolby (University of York) and Alex McCrindle (University of Abertay).

The universities which took part included Edinburgh, Edinburgh Napier, Abertay, Aberdeen, Liverpool, Coventry, Lancaster, Keele, Sheffield Hallam, York, Greenwich, Kansas State and Perth College.