



# Global Sales

It's time to get comfortable with the uncomfortable.

# Exselling

## Spring 2023 Edition

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A recap of the 2023 Global Bilingual Sales Competition.

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# GLOBAL

## BILINGUAL SALES

### COMPETITION

### Going Global: GBSC Offers Opportunity to Students Worldwide- Live in Miami Once Again!

This spring semester, the Global Sales Program hosted its first hybrid sales tournament. The Global Bilingual Sales Competition (GBSC) virtual qualifiers saw 13 university sales teams compete on February 13. The 10 qualifying teams then traveled to Miami on April 6-7 to compete for the top prize: the title of Bilingual Sales Champion and a scholarship worth \$1500.

GBSC is an annual sales competition hosted by the FIU Global Sales Program. After having to cancel the event in 2020 just days before

the onset of global lockdown measures, the 2021 and 2022 competitions were held 100% virtually. Because GBSC invites student sales teams from around the world, ongoing travel restrictions made a live competition impractical.

But this year, the Global Sales team implemented a hybrid format for the first time, allowing qualifying teams the opportunity to plan their much anticipated travel to Miami to network & connect with our hiring partners in-person.

The annual tournament consists of simulated sales role plays in English and Spanish, followed by a final round of bilingual role-plays (continues on page 5)



GBSC winners pose together during the award ceremony on April 7, 2023.

# FIU SALES CHAMPIONS

GBSC 2023 - ENGLISH



**Mia  
Melo**

**English Language  
Champion**

**Armand  
Derrick**

**English Language  
First Runner Up**



**Kieren  
Martin**

**English Language  
Second Runner Up**



# FIU SALES CHAMPIONS

GBSC 2023 - SPANISH



**Daniela  
Riancho**

**Spanish Language  
Champion**

**Alejandro  
Bello**

**Spanish Language  
First Runner Up**



**Mateo  
Olave**

**Spanish Language  
Second Runner Up**

# GOING GLOBAL: GBSC OFFERS OPPORTUNITY TO STUDENTS WORLDWIDE- LIVE IN MIAMI ONCE AGAIN!

(continued from page 2)

for the highest ranking competitors. Students also had the opportunity to show off their speed selling skills during the Elevator Pitch competition, and put them to work at Industry Fair with our hiring partners. The 13 teams that joined us came from Spain, Peru, and across the United States, consisting of 25 international competitors. FIU's local track boasted an additional 37 competitors with their own award opportunities.

Thanks to the help and dedication of our partners at HubSpot, competitors were trained on how to sell their product for GBSC. As GBSC's longtime competition sponsor, HubSpot helped prepare students for the competition through product workshops and training seminars leading up to the competition. Competitors then sold HubSpot CRM solutions in their simulated roleplays during the tournament. With the help of HubSpot and all our other sponsors, The Global Sales Program was able to award more than \$11,000 in

in scholarships and awards to competitors and coaches.

In addition to our product sponsor, HubSpot, we would like to thank all the corporate partners who helped make the competition possible. Our platinum sponsors (Breakthru Beverage, Altria, & the Miami Heat), gold sponsors (UKG, TK Elevator, Watsco, Salesforce, Ecolab, Nucleus Research, & Enterprise), and silver sponsors (ADP, Americasa, Commvault, Dell Technologies, Eli Lilly, Intuit, NetApp, and Salesforce) are integral to the success of GBSC and the Global Sales Program as a whole. Not only do their donations allow us to offer scholarships and professional development events to our students, but their time commitment as judges, buyers, and coaches during GBSC make the event a reality.

We would also like to thank and congratulate all the school teams who participated in this year's competition:



# GBSC 2023

## Participating Universities



THANK  
YOU!



CEU  
Universidad  
San Pablo



UPC  
Universidad Peruana  
de ciencias Aplicadas



The international track this year was extremely competitive, with Sofia Reyes of Baylor University earning the top prizes of Spanish Language Champion and Global Bilingual Champion, as well as receiving the top score in her room during the Panther Pitch speed-selling competition. David Claramunt of Florida State, meanwhile, took home the title of English language champion. Locally (FIU Track) in English, Mia Melo earned English Language champion, Armand Derrick first runner-up, and Kieren martin third place. Meanwhile Daniela Riancho earned the title of Spanish Language Champion, followed by Alejandro Bello as first



Bilingual language champion, Sofia Reyes, poses with HubSpot representatives after the GBSC awards ceremony

runner-up, and Mateo Olave in third. A huge congrats to these talented students! A complete list of awardees can be found at [fiu-gbsc.com/results](https://fiu-gbsc.com/results).

We would also like to thank and congratulate all GBSC Competitors, who worked hard to deliver outstanding performances; whether you placed or not, you all are all winners!

This October 25-27, the FIU Global Sales Program will host its annual [Panther Sales Tournament](#), exclusively for FIU students. This competition will similarly consist of sales role-plays in English and Spanish, as well as the Panther Pitch. Mark your calendars and plan to be in Miami during this very exciting week!

In the meantime, the Global Sales Program staff wishes our students, colleagues, and partners a happy and healthy summer! We look forward to seeing you during our first event next semester, the Industry Fair Kickoff, on September 14.

To connect with the FIU Global Sales Program and learn more about our events, please email us at [sales@fiu.edu](mailto:sales@fiu.edu). You can also find us on LinkedIn at [linkedin.com/company/fiusales](https://linkedin.com/company/fiusales).



## JORGE BOHÓRQUEZ



Gerente General  
Laboratorios Saval Perú

Comportamiento del  
consumidor: Tendencias y retos

## SOLEDAT BERBEGAL



Consejera y Directora de  
Reputación de Marca en  
Actiu - España

## ANDREA SALADRIGAS



Senior Account Executive  
en Procter & Gamble - USA

Nuevas tendencias y hábitos de  
los consumidores en la era  
postpandemia

## WALTER TAPIA



Gerente General de Avon  
Centroamérica y República  
Dominicana

El Emprendimiento Femenino como  
herramienta para lograr la Independencia  
Económica

## FERNANDO GARCÍA



Responsable de Negocio:  
Comercial, Marketing y Logística de  
servicio en Aquaservice - España

El impacto postpandemia en el  
sistema operativo del modelo de  
negocio: el caso Aquaservice

## CÉSAR TOIRAC



Director de Marketing en Warner  
Music Group - Latin América

¿Cómo hacer que tu canción sea la N° 1 a  
nivel global: estrategias de marketing,  
analytics y branding



## Foro Academico Internacional de Marketing y Ventas

Junto con nuestros compañeros de la Universidad Peruana de Ciencias Aplicadas y la Universitat de Valencia, el Global Sales Program presentó una jornada virtual explorando nuevas tendencias y comportamientos diferentes de los consumidores en el entorno postpandemia este último 3 de mayo.

No hay duda de que las reglas de juego han cambiado tal como las conocíamos. Los supuestos sobre los que las marcas y las empresas diseñaban sus modelos de negocio se han quebrado. El jurado discutió sobre como los profesionales de marketing tienen que adaptarse para responder de forma óptima a estas nuevas demandas.

Con ayuda del Profesor de FIU y coorganizador, Rafael Soltero, la jornada se presentó a más de 100 participantes de España, Perú, la Republica Dominicana, y los Estados Unidos.



# UPCOMING

## Fall 2023

- **Industry Kickoff**
  - September 14
  - In-person at CBC 232
- **Panther Sales Tournament**
  - October 25-27
  - FIU MMC Campus
- **Final Role-Plays & Luncheon**
  - November 14
  - Hybrid (Luncheon in-person)

Join our events this fall to learn, network, and grow your **connections.**



# GET INVOLVED

Not part of GSP yet?

Get started on our certificate program or join our student org!

## Global Sales

LEARNING. NETWORKING. CONNECTING.

### Minor in Professional Sales

For all undergraduate majors.  
Four courses required (12 credit hours).

#### **Required Courses:**

MAR 3023 Intro to Marketing

MAR 4400 Personal Selling

MAR 4415 Advanced  
Professional Selling

#### **Choose one (1) of the following:**

MAR 4403 Sales Management

MAR 4404 Business-to-Business

### Certificate in Sales and Customer Relationship Management

For all undergraduate majors. Six  
courses required (18 credit hours).

#### **Required Courses:**

MAR 3023 Intro to Marketing

MAR 4400 Personal Selling

MAR 4415 Advanced Professional Selling

MAR 4860 Customer Relationship  
Management

#### **Choose two (2) of the following:**

MAR 4403 Sales Management

MAR 4404 Business-to-Business

MAR 4643 Decision Making &  
Negotiations

**[sales.fiu.edu](http://sales.fiu.edu) - Fill out this form to apply!**

Get access to our exclusive  
workshops, panel discussions,  
networking events, and more!



## SALES SOCIETY

Email us if you're a freshmen looking to join as a Junior Member!

*president.salessociety@gmail.com*

**[salessocietyfiu.com/membership](http://salessocietyfiu.com/membership)**



# Thank You

FOR YOUR SUPPORT

From class visits to competitions, we couldn't do what we do without our sponsors. From all of us at the Global Sales Program, thank you!

Have a great summer!



Keep  
up  
with  
us  
here

## Global Sales

LEARNING. NETWORKING. CONNECTING.



SALES SOCIETY



/company/fiusales

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