Sales Idol

For the second consecutive year, a Huntsman student won first place at the Intercollegiate Sales Idol Competition. Morgan Ipaktchian, Marketing, ‘17, took home the first prize winnings of $3,500 out of more than 100 students from various colleges in Utah.

“I was beyond shocked when they called my name as the overall winner,” Morgan said. “I cannot express enough gratitude to Professor Sterling Bone. I didn’t think I would hear my name called to move on in each round, and each time, he’d tell me that I could win the whole thing. Taking his sales class and working through his Griffin-Hill assignments are the sole reasons I was able to do it.”

All students were given a case brief in which they prepared a sales presentation based on the Griffin-Hill Integrity Sales training. At the competition, students had eight minutes in each round to get through their presentation with the “buyer”. The first round was a one-on-one experience between the contestants and the buyer (the judge).

Of the 18 semi-finalists, six were Huntsman students, with Morgan and Korban Smith, Business Administration, ’15, representing the Huntsman School in the finals. In the final round, Morgan and Korban presented in front of nine judges and the whole crowd, while being filmed and holding a microphone.

“Morgan’s preparation and performance were amazing. Morgan and her teammates impressed not only the Qualtrics judges, but a number of corporate recruiters in the audience from many notable technology, medical and industrial product companies,” Professor Bone said.

As a junior, Morgan has already received seven job offers upon her graduation.