2018 5th Annual Fastenal Sales Competition
California State University Fullerton
When: Friday February 9th - March 9th, 2018
Open To: All students at CSUF
Location: Mihaylo Hall, Room TBD

Sales Competition:
• 15 team limit (teams of 1-2)
• Training with local Fastenal District Manager (on campus weekly during month of February)
• Teams will see live sales call conducted by Fastenal District Manager
• Teams will use this sales call to provide a follow up presentation to the customer
• 10 minute final presentation
• Two judges from Fastenal
• Winning team goes to our Customer Expo in Nashville, TN on April, 2018 paid for by Fastenal!

About Fastenal
Fastenal is an efficient single source for industrial, facilities maintenance, and construction supplies. Fastenal’s distribution network is designed to provide local product and service at more than 2,600 store locations. Customers benefit from local deliveries, hands-on inventory management, and personal service that are recognized as the industry standard.

• Dates and Agenda
  o **Objective:** Give the students a real life sales scenario and teach them the basics of Fastenal’s sales process
  o **Goal:** 15 teams of two and the award for the winning team was a trip to Fastenal’s 2016 Customer Expo in Nashville.
  o Meet Every Friday for 2 hours in February
  o Week 1 (Friday, February 9th, 10:00 am – 12 noon
    ▪ Training on who Fastenal is, how we go to market and what makes us different from our competition.
    ▪ Fastenal Videos
  o Week 2 (Friday, February 16th, 10:00 am – 12 noon)
    ▪ Put what we had learned so far in action. Teams will District Manager do a real life sales call on Cal State University Fullerton.
Teams observe a 10 minute sales call between myself and maintenance contact where I show the first two parts of the sales call process. Then take the teams on a tour of his warehouse and show them more in depth what they do on a daily basis.

- **Week 3 (Friday, February 23th, 10:00 am – 12 noon)**
  - Discuss the sales process. In this meeting we took a portion from one of our Fastenal School of Business trainings (Customer Focused Selling) and learned the first two steps in our FAST questions – Fact Finding and Analysis.
  - Take everything we had learned so far (who Fastenal is, what we do and how we sell) and then put that together with what we learned about their Maintenance Department and their team. It is up to the teams to take everything they knew and put together a follow up proposal for their next sales call with CSUF.
  - I will meet with the teams individually that week to discuss what their thoughts are and help them with the final touches on their proposal.

- **Competition Date: Semi-Finals (Friday, March 3rd, 2018 10-12)**
  - The teams will present their proposal to Scott Robb and Cameron Harris District Managers as we play the roles of Maintenance Dept. Patrick Matthews, General Manager at Fastenal will help judge.
  - Top 4 teams move onto Final Four

- **Competition Date: Final Four (Friday, March 9th 2018 10-12)**
  - The teams will present their proposal to Scott Robb and Cameron Harris District Managers as we play the roles of Maintenance Dept. Tim Kraft, Regional Vice President for Fastenal will be a judge along with student votes.
  - Candidates that did not make it can watch the final calls in a lecture hall room
  - Pizza after for all students in competition after Final Four and announce the winning team

- Recap of last year’s winners
  - Their prize for winning the competition was an all-expense paid trip to Nashville for our Customer Expo. Here they got to stay at the famed Gaylord Opryland Hotel and spend time with over 5800 others that were attending our expo. From our area here in Orange County we took a total of 31 individuals – 20 customers, 9 employees and our two student winners. During the student winners were able to interact with not only our group but many others from all over the world. The highlight of the trip in my opinion was who these students were able to get some one on one time with. They were able to meet with Dan Floreness (CEO & President), Casey Miller (EVP West Coast), Bob Strauss (Regional Vice President of Store Development), Mike Gostomski (one of the original five founders of Fastenal), Ricky Stenhouse Jr. (NASCAR Driver) and Noelle Pikus Pace (Olympic Silver Medalist – Skeleton. Fastenal manufactured her sled) and too many others to list. The advice that this group gave to the winners was priceless. Many students have began their career part time with Fastenal including 2015 participant Patrick Matthews who is now a General Manager for the Mission Viejo Fastenal branch.

Contact Scott Robb ([srobb@fastenal.com](mailto:srobb@fastenal.com)) by end of Semester to sign up or Mark Mantey ([mjstate@gmail.com](mailto:mjstate@gmail.com)).

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Check us out online at [www.fastenal.com](http://www.fastenal.com)