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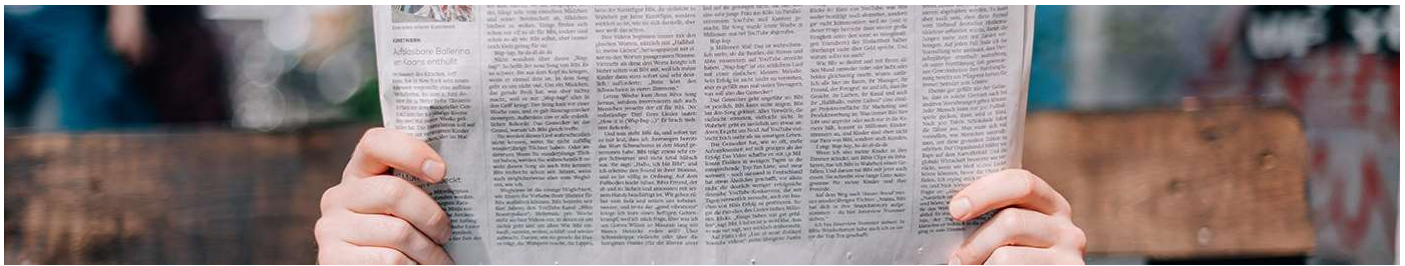
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# Aggies Sweep Qualtrics Sales Idol Competition

May 18, 2018

Huntsman School marketing students walked away with first, second, and third place in the statewide Qualtrics Sales Idol competition in March. Pitted against business schools from across the state, junior Paige Sampson took first place, followed by junior Jon Ambrose in second place and senior Chelsea Yoshikawa in third place.

Sampson remarked that "This was the fourth competition I competed in this year and I was really motivated to win. I prepped for weeks, so winning felt pretty great, and so did taking a \$1,500 check home. There were few women competitors, so I was proud to represent the women of sales. The most exciting part of the day was having Utah State take 1st, 2nd, AND 3rd."

Qualtrics, a technology company specializing in survey and customer experience software, holds the Qualtrics Sales Idol competition for Utah business schools annually at its headquarters in Provo, Utah. This year, more than 70 competitors were given a case study prior to the competition about a fictitious company and tasked to create an 8-minute sales pitch about how a Qualtrics product could help improve the company's operations.

"Qualtrics is a growing company that is offering exciting methodologies to retrieve customer, employee, and business feedback. One of my biggest takeaways was learning how quickly they are constantly changing their strategy to position themselves in the marketplace. I have learned far more about Qualtrics through preparing for this competition compared to hearing about companies during school visits. Utah is full of growing tech companies, and it is exciting to have the opportunity to learn about them and experience what it would be like to work at one of the companies by participating in a hands-on sales competition," said Yoshikawa.

The Huntsman School sent 17 student competitors to the competition as part of the ProSales program, headed by marketing professor Sterling Bone. "The students' preparation and performance were amazing. Paige, Jonathan, and Chelsea, as well as their teammates, demonstrated to the senior leadership at Qualtrics that our students are the top tech sales talent in Utah," said Dr. Bone.

Sampson has a B2B Sales internship this summer with Paycom Software in Seattle, Washington, and will graduate in spring 2019 with a degree in Marketing. Ambrose will graduate in Communications with a marketing minor in 2019 and has received multiple offers with financial services firms. Yoshikawa recently graduated in International Business and Marketing and has accepted a full-time position as a Business Management Associate with General Mills in Minneapolis, Minnesota.

