



A special Thank You to Dr. Terry Loe and the National Collegiate Sales Competition - 2023 for allowing Redbird National Sales Competition to use the buyer profiles.

Redbird National Sales Competition 2023 Buyer Profile

Round 1 – Stream Team (NCSC – Round 1)

Round 2 – Threat Quest (NCSC - Quarter Final Round)

Round 3 – Serve Pro (NCSC - Semi-Final Round)

NCSC XIV Case Profiles 2023

Threat quest



QF Round



Rd1 & WC



SF Round



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Disclaimer: All prospect profiles are developed for educational purposes and to facilitate competition at NCSC XXIII. While some organizations represented in the profiles resemble actual companies, the profiles and situations are purely fictitious, and any comments or remarks made in this document or by participants during the NCSC do not reflect the views, opinions or facts about any actual organization.

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Round 1 Salesperson Info

Case Info

You have been on the Gartner team for around 12 months. You were reading on the Technology Magazine website and found StreamTeam was one of the “Top 10 Tech Startups Globally” this year. You did some research via Sales Navigator.

On LinkedIn Sales Navigator

Revenues: \$25m - \$50m in revenue

Employees: 65 employees

2 yr. growth: 195%

HQ: Atlanta, GA

Founded: 2018

The Sales Call

You connected with Riley McAndrews on LinkedIn 2 months ago. Riley accepted your request and then you asked for a meeting. You received a quick reply and Riley wanted to meet with you. Riley ghosted you but confirmed this 20-minute meeting last week.

What you Found

Your Research: Use StreamTeam Business to create live experiences, build your brand, and engage your community. Our Business plan is designed to help small and large businesses scale their live-streaming needs.

Similar company: <https://streamyard.com/>

Administrative Team from the website:

CEO - Cofounder: Riley McAndrews

President - Cofounder: Cid Rippe'

Chief Revenue Officer: Riley Eskridge

Chief Marketing Officer: Kim Booker

Prospect Background

From LinkedIn: Riley McAndrews

Prospect Background:

From LinkedIn: Riley McAndrews

No personal description on LI

StreamTeam: CEO (4 yrs)

Education: Georgia Tech





Quarter-Final Round Salesperson Info

Case Info

Several weeks ago, you read in your news feed (Yahoo! Finance), that Pegasus Tech Ventures, a global venture capital (VC) firm, has established a \$50 million corporate VC fund with ThreatQuest, a start-up cybersecurity company. You recently received ThreatQuest as a lead from the Gartner marketing team. Terri Welch, the Chief Product Officer, downloaded the Gartner “Tech Providers 2025: Strategic Transformation Drives Growth,” report for technology providers.

On LinkedIn Sales Navigator

Revenues: \$5.5m - \$25m in revenue

Employees: 32 employees

2 yr. growth: 56%

HQ: Austin, TX

Founded: 2013

The Sales Call

You made an initial cold call to Terri 2 weeks ago and left a VM suggesting a meeting. Your follow-up email received no response, but Terri accepted your LinkedIn connection request last week. Terri asked that you drop by the office for this meeting. Terri indicated in the brief LI message that the Gartner report was interesting and indicated they were considering expansion into other markets. The message was very short, and you gained no other insights.

What you Found

Your Research: Founded in 2013 by a well-versed team hailing from both the public and private sectors. Our platform was purpose-built by SOC analysts for SOC analysts and network defenders. With attack prevention, breach detection, threat hunting, and data leakage discovery capabilities, we've automated much of the typically mundane tasks of the SOC analyst.

Similar company: <http://www.inquest.net>

Administrative Team from the website:

CEO: Ash Walker

Chief Product Officer: Terri Welch

Chief Marketing Officer: Stevie Shull

Prospect Background

From LinkedIn: Terri Welch

Prospect Background:

From LinkedIn: Terri Welch (Austin, TX)

A goal-driven leader, who loves building teams and watching them deliver products, tools, and capabilities beyond even their own expectations.

ThreatQuest: CPO, Jan 2023 – Present

Quad9: Founder, Nov 2016 – Jan 2023

Hypori: Head of Product Security, 2010 - 2016

Education: None provided





Semi-Final Round Salesperson Info

Case Info

Last week you were researching likely attendees to the upcoming Gartner Marketing Symposium | Xpo in Denver, CO. You were able to obtain leads that clicked on and spent time on the Gartner Conference page. You found Howie Dover had spent considerable time looking at the Marketing Symposium and had also downloaded the Gartner CMO Leadership Vision Guide for 2023.

Similar company: <https://www.servicetitan.com/>

Revenues: \$229M

2 Year Growth: 55%

Employees: 123

HQ: Glendale, CA

Founded: 2012

The Sales Call

You had Howie's email address from the download request, so you email Howie to set up a time for a meeting. Howie responded within a few minutes to set up today's meeting. Howie is very busy and did not respond to additional emails and LI messages. Howie provided no additional information.

What you Found

The trades are a part of a critical industry that's been underserved by technology for far too long. Founded by the children of hard-working tradespeople and backed by top investors, our platform delivers a seamlessly integrated experience that enables thousands of business owners to accelerate growth, drive operational efficiencies and deliver a superior customer experience. We currently serve over ten trades industries, and we're just getting started.

Specialties: SaaS, Mobile, FinTech

Administrative Team from the website:

Pres. & CEO: Len Davis

CFO: Jamie Peltier

Chief Marketing Officer: Howie Dover

Sr. Dir. Product Management: Kris Deeter

Prospect Background

From LinkedIn: Howie Dover

Prospect Background:

Howie Dover (Glendale, CA)

No personal description

ServePro:

CMO - Sep 2020 – present

Sr. VP - Jul 2018 – Sep 2020

Tax Credit Co.: Manager Tech & Operations, Mar 2014 – July 2018

Northrop Grumman Corp: Design Engineer Nov 2009 – Mar 2014

Education: UCLA – Systems Engineering

