



Co-funded by the
Erasmus+ Programme
of the European Union

Hosted By:



RULES OF SOUTH-EAST ASIAN SALES COMPETITION SEASAC 2025

GENERAL INFORMATION

The 5th SEASAC is a prestigious B2B Sales Competition, where participants engage in simulated sales meetings with buyers, evaluated by both the buyers and independent judges, all within a strict 15 to 20 minutes time frame. The 5th SEASAC is the fifth sales pitching competition in Southeast Asia. This competition is exclusively open to students from Southeast Asia who are currently enrolled in diploma or bachelor's degree programs.

The goal of this competition is to strengthen Southeast Asian Universities' capability to provide highly skilled Business to Business (B2B) sales professionals for the emerging international markets. Participants will be pushed to showcase their best selling abilities as they aim to persuade the buyer and seal the deal.

The 5th SEASAC consists of qualifying, quarter-final, semifinal and final round. The qualification and quarter-final rounds will take place online via Zoom, whereas the semi-final and final rounds will be held onsite at Politeknik Negeri Batam, located in the Riau Islands, Indonesia. Prior to the event, familiarization sessions will be conducted to help participants and interested attendees better understand SEASAC and the concept of a sales competition. Participants, Judges, and Buyers will be invited to the 5th SEASAC technical meeting on July 15th through Zoom Meeting. This meeting will provide participants with a briefing and the case for the qualifying round. The assessment criteria will be distributed to the buyers and judges before the competition.

WhatsApp Group Chat is used for coordination during competition and related events. For the virtual competition rooms, Zoom platform is utilized, and the invitation link will be distributed for the participants via WhatsApp Group Chat and, in some cases, via email. Each competitor is responsible to register themselves via Google form as well as follow the instructions given, to be present in all general sessions and specific sales interaction as instructed by the Competition Director and The 5th SEASAC Committee, either via email and WhatsApp Group Chat.



Co-funded by the
Erasmus+ Programme
of the European Union

Hosted By:



REGISTRATION AND COMPLIANCE OF THE RULES

Competitor Criteria

- Competitors are Undergraduate or Diploma students of Polytechnics / Universities based at Southeast Asia whose names are registered at each Institution and have not been graduated and proven by the Student Identity Card (KTM) last semester.
- Participants from outside the Southeast Asian region may join the competition but are eligible only up to the quarterfinal stage.
- Consortium Polytechnic / Universities are allowed to send a maximum of 7 Competitors.
- Other Polytechnic / Universities are allowed to send a maximum of 5 Competitors.

Registration Fee:

- IDR 400.000 for Indonesia Universities
- USD 40 for non-Indonesia Universities

The competitors' registration is closed by July 5th, 2025, and afterwards only with special permission from the Competition Director. Competitors will have to comply with these rules; otherwise, they will not be able to compete. The competition order is random and will be revealed beforehand for each virtual competition room. Stay tuned to the WhatsApp Group Chat for further updates.

THE COMPETITION

The 5th SEASEC will consist of a qualifying round, quarter-final round, semi-finals and finals. Before the competition begins, participants who have met the competition requirements will receive a case a maximum of 1 weeks before the qualifying round begins. The case in this competition will consist of two different versions, namely the participant's version and the buyer's version. The buyer's version will remain confidential to the buyer and not disclosed to the participants. Each sales interaction is run as an individual role play, and no assistants are allowed to be part of the role play. The use of cell phones or other communication devices is not permitted during the 15-minute competition performance. This was done to limit additional knowledge that could lead to profit or to prevent distractions for fellow participants. During all



Co-funded by the
Erasmus+ Programme
of the European Union

Hosted By:



stages, sales interactions are conducted using audio and video connections. Visual presentations with screen sharing are permitted. Buyers will also have their cameras turned on. Judges are required not to turn on their cameras and microphones during sales interactions. A sales situation is a life situation. If there are some technical issues that cause a competitor to be left behind or disconnected, the scoring will be done only based on the available connections.

The following is a detailed breakdown of each qualification in the 5th SEASAC competition:

Qualifying Round: Tuesday, July 22th, 2025

The qualifying round will be held online. Participants who have qualified as race participants and have attended the technical meeting will join at the same time to the main zoom meeting. In this session there are 10 breakout rooms, and each breakout room will consist of 7 or more participants. Each participant will be added by the committee admin on duty to the breakout room during the session. Each participant will take turns conducting sales meetings one by one in sequence with buyers that will last no more than 15 minutes. During the session, there will be at least 3 judges who will give an assessment of the participants' performance and each participant and buyer must have an open camera and ensure that it is in good condition with a stable network. Judges, buyers and participants must enter the designated virtual room at least 10 minutes before the session starts and stay logged in during the session. If a participant joins more than 5 minutes late or stays in the room longer than the specified time after the performance, the participant may be disqualified from the competition, the decision will be determined by the head judge. Substitutions between participants will last for 1-5 minutes and while waiting for the schedule participants must wait in the main room. Other than participants, buyers, and judges, access to the competition room is restricted to necessary competition officials. Participants, as sellers, must use their real names, while buyers will use adopted names. Judging for each virtual room is run separately. There will be a 5-minute break between each sales interaction in all competition rounds. The decision of the judges is final and participants who qualify at this stage will be notified.



Co-funded by the
Erasmus+ Programme
of the European Union

Hosted By:



Semi-finals: Tuesday, August 19th, 2025

The semifinalists, judges and buyers, and partners will be invited to a Welcome Dinner on Monday, August 18, 2025. The order of participants and the division of participants in the semifinal round has been announced in advance and the semifinal round will be held in 3 separate rooms offline. The competition starts with a briefing for each participant in the waiting room and there is 1 Waiting Room for Delegates. Each participant will have 15 minutes for the session and 1-5 minutes for each change of participant. After the semifinal session is over and the judges make the final determination to determine the participants who qualify for the final round. Participants will participate in team building activities at the Polibatam Railway building and visit the PBL Expo exhibition to introduce the concept of project-based learning (PBL) at Polibatam.



Co-funded by the
Erasmus+ Programme
of the European Union

Hosted By:



Finals: Wednesday, August 20th, 2025

The final round will be held in one room. The turn order will also be determined on the spot before the first session begins. There will be no concurrent sessions. The final round provides a more difficult challenge than the previous rounds. Each participant will have 20 minutes for the current session and 1-5 minutes for each changeover. After the final session is over the judges make the final decision to determine the champion. Participants will take part in international seminar activities at the Polibatam technopreneur center building.

Detail Competition

1. The participants themselves will take their turn to do the sales meeting one by one in order, set by the SEASAC organizer, and every sales meeting will have:
 - a. **15 minutes for qualifying**
 - b. **15 minutes for semi final**
 - c. **20 minutes for final**
2. SEASAC 2025 competition schedule is 22 July, 19 -20 August 2025
3. In qualifying rounds, all competition rooms are operated simultaneously and will do in **online mode**
4. In Final round, there will be one room with 6 Finalists and will **do offline mode**
5. One competition room is not comparable to one another.
6. In qualifying rounds, the top 2 ranked Participants from each room will proceed to the next round. The number for semi-finalist will be decided based on the final number of participants
7. The clock starts as a competitor enters the room. It is the competitor's responsibility to monitor their own time usage. The participants have to be prepared for possible interruptions and surprises during the sales interactions. After 15 minutes for qualifying, the participants' performance will be stopped without prior warning. After the sales interactions end, the participants have to immediately leave the virtual room by signing out. No feedback is given by the judges.
8. In every round of the competition, all participants have to enter assigned (virtual) rooms exactly at the time indicated in the schedule and resume to the sales interaction. After their performances, the participants have to log off.
9. If a competitor arrives late about 5 minutes or more from their appointed schedule, they can use the remaining time to compete. As illustration: the total allocated time is 10 minutes, if the student is late for 5 minutes, he/she still has 5 minutes to do the sales meeting.
10. Judges and buyers need to login to their assigned virtual room minimum 10 minutes before the first participant enters and to remain logged in during the whole session. During the sales interaction itself, no feedback will be given, and it is important that



Co-funded by the
Erasmus+ Programme
of the European Union

Hosted By:



the participants leave directly after the performance in order to give the judges and buyers enough time for their evaluation before the next competitor enters.

11. In each (virtual) competition room, there is a person role-playing as a buyer, accompanied by at least three judges. Neither the judges nor any other persons interfere with the sales situation and for the seller in any ways. In addition to participant, buyer and judges, access to competition rooms is limited only to necessary competition officials and gold sponsor representatives.
12. The competitor as a seller has to use their real name, while the buyer will use an adopted name. The judging for each virtual room is executed separately. There will be 5 minutes break available in between every sales interaction in all competition rounds.
13. The case consists of two different versions, which are the competitor's version and the buyer's version. The buyer's version has the seller/competitor information and their own section, which is not revealed to the participants.
14. Every sales interaction is executed as an individual role-play.

Additional Rules for Semi Finalists

- a. During semifinal, the participants must compete onsite
- b. Case will be distributed exactly 3 days or more before beginning of the performance.
- c. The final performance will be conducted in front of audience in Polibatam and will be recorded. No feedback is given by judges/buyer after performance.

Additional Rules Finalists

- a. After the finalists are announced, the finalists are allowed to select a partner among non-finalists to be a personal practice opponent. They are also allowed to consult with their mentor.
- b. During final, the participants must compete onsite
- c. Case will be distributed exactly a day before beginning of the performance.
- d. The final performance will be conducted in front of audience in Polibatam and will be recorded and streamed live on YouTube. No feedback is given by judges/buyer after performance.

Criteria for Evaluation

- a. The extent to which do kick off the meeting with clear and concise
- b. Verbal communication-easy to understand the sentence
- c. Nonverbal communication: visual aids, camera positioning, background etc
- d. Emphatic listening: understand what consumer has felt
- e. Uncovering needs and problems of the buyer
- f. Product knowledge
- g. Presenting benefit and solution
- h. Handling objections
- i. Agreeing on reasonable future course of action



Co-funded by the
Erasmus+ Programme
of the European Union

Hosted By:



Decision on the Winners

The winner of SEASAC 2025 is determined by the result of judges' and buyer's scoring. Participants do not have the right to appeal against the decisions of the judges. An objective assessment of participants is the aim of the competition. The Competition Director is in charge of settling all disputes and monitors the objectivity throughout the competition

SEASAC 2025 POLIBATAM COMMITTEE

Director of Polibatam & Seasac 2025 Advisory :

Ir. Bambang Hendrawan, ST., MSM., CIPMP., CSCP.

Competition Director :

Desi Ratna Sari, S.Hum., M.Hum.

Leader of Event Division :

Rahmat Hidayat, S.AB., M.AB.

Contact Person :

Hajan Hidayat, S.Psi, M.M.

Contact Person :

Fuad Arif Rahman, S.A.B., MTV.



Co-funded by the
Erasmus+ Programme
of the European Union

Hosted By:



CONTACT

If you have any questions or need further assistance, please feel free to reach out to our contact persons:

Phone:

- Multa Siregar: (+62) 852 1941 7893
- Irkham N Putro: (+62) 813 6387 6244

Email: seasac@polibatam.ac.id

We are here to help and will respond as soon as possible.