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# Continuing Education & Training

## UT professional sales students hired nationally

The University of Toledo (UT) College of Business Administration is one of three business colleges in the country to have an accredited school exclusively devoted to professional sales. Founded in 2000 and established in 2002 as the Edward H. Schmidt School of Professional Sales (ESSPS), the program aims to offer sales learning, discovery, and engagement to students in the curriculum.

ESSPS is accredited by the Association to Advance Collegiate Schools of Business (AACSB) International and certified by the Professional Society for Sales & Marketing Training (SMT). It is also a founding member of the University Sales Center Alliance (USCA).

According to ESSPS, its students learn through field experience what effective salespeople do; classes are designed to reflect the “real world” of business and offer students consistent interaction with faculty and business leaders.

Specifically, students take part in a curriculum that emphasizes critical thinking, psychological and sociological principles, communication theory, strong written and oral communication skills, and solid core business foundations, which – when combined – are designed to provide students with the knowledge, skills,



and attitudes to build strong relationships with customers in highly competitive environments.

Approximately 100 students will graduate from the program this year, and according to Dr. Richard E. Buehrer, director and professor for the program, nearly 100% of them are expected to get jobs in their field. “We do two job fairs a year just for sales majors, and we [recently] had 106 recruiters here. The demand for sales professionals is huge.”

ESSPS graduates are consistently recruited and hired by top national and international firms in the manufacturing, technology, pharmaceutical, publishing, retail, and service industries, according to UT.

Graduates have been recruited and hired by national and regional firms such as: 3M; Aerotek; All-Phase Electric Supply-CED; Crown Equipment Corporation; Dana Corporation; Hylant Group; Johnson & Johnson; Newell Rubbermaid; Office Depot (corporate sales); Owens-Illinois, Inc.; Owens Corning; Pfizer; Seymour & Associates; Therma-Tru Doors; and Xerox.

“We have a number of corporate partners in our program,” Buehrer stated. “The corporate partners participate in terms of being on the board, sharing their

*(...continued on page 6)*

# ESSPS

...Continued from page 4

input, giving financial support, and speaking in our classes.”

All professional sales majors are required to do an internship for graduation. Through a range of internship opportunities with a growing number of business partners, students can apply their sales skills to actual situations.

Buehrer added, “We’re the only program in the college that requires an internship. These students all have to spend a semester in a sales organization.”

He explained that his advanced class goes out into the community to participate in real sales and cold calling.

“These kids are well prepared,” Buehrer noted. “We have students working on the east coast, west coast, the south, and the north. Over the last eight or nine years, we’ve placed kids all over the country.”

Starting salaries for ESSPS graduates typically range from \$35,000-\$60,000 plus benefits and other incentive compensation.

For the past several years, ESSPS students have consecutively won top awards at the National Collegiate Sales Competition, including the Product Sale and Service Sale Awards. Additionally, the UT chapter of Pi Sigma Epsilon (the only co-ed professional fraternity for sales management and marketing) has won top awards at the PSE National Conference, including

*(...continued on page 7)*

## ESSPS

...Continued from page 6  
Best Region.

ESSPS offers a bachelor's degree in business administration with a professional sales specialization / major; minors in professional sales for business, engineering, and pharmaceutical

students; certificate programs for working professionals in both professional sales and sales leadership; and a master of business administration concentration in sales leadership.

UT's Savage & Associates Complex for



Construction in progress on UT's Savage & Associates Complex for Business Learning and Engagement, set to open later this year



Business Learning and Engagement, set to open this year, will include four new role play rooms, a media room, a business center, a conference room, and a seminar room for the professional sales program.

"That's going to take us to a whole new level in terms of what we can do," Buehrer concluded.

## Solar schools

...Continued from page 6 recognizing the important role our schools play in increasing the use of clean renewable energy in Ohio and the United States. We look forward to partnering with Ohio schools to help them deploy clean, cost effective solar energy," added Brian Jacolick, general manager, North America for SunEdison.

SunEdison has financed, installed, and maintained over 250 solar energy installations on government and commercial buildings across the country. It offers third party financing options to allow schools to take advantage of solar energy without the upfront capital costs.

"This is an incredible opportunity to educate the next generation of Ohioans about solar energy while creating jobs and a cleaner and healthier future," concluded Gomberg. "We look forward to continuing to work with the Ohio School Board Association and the other school associations to further develop this program as it approaches a full vote in the House of Representatives."