

SALES EDUCATION Annual 2016

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Sales Education
Foundation
Elevating the Sales Profession
Through University Education

University Sales Education :: Career Selection & Alignment :: Professional Standards



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Featuring a comprehensive listing of undergraduate and graduate programs providing sales specialties, internships and online opportunities



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ELEVATING THE SALES PROFESSION¹



Foundation goals:

- PROVIDE RESOURCES FOR UNIVERSITIES that want to teach professional selling, enabling them to start a program.
- ENCOURAGE NEW PHD CANDIDATES TO RESEARCH and ultimately teach professional selling by providing data and support.
- INCREASE THE NUMBER OF STUDENTS seeking sales curricula.
- DEVELOP RECOGNIZED SPECIALIZATIONS within the sales arena.
- STRENGTHEN RELATIONS BETWEEN INDUSTRY AND ACADEMIA by increasing awareness through program support.

THANK YOU FROM SEF¹

A SPECIAL WORD OF THANKS TO THESE INDIVIDUALS, UNIVERSITIES AND SALES ORGANIZATIONS WHO SUPPORT THE SEF! THROUGH THEIR DONATIONS, WE ARE ABLE TO PRODUCE THE 10TH EDITION OF THE ANNUAL MAGAZINE AND CONTINUE OUR EDUCATIONAL PROGRAMMING THROUGH 2016.

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Sally C. Stevens
Executive Director,
The SEF Sales
Education Annual

FROM THE EDITOR¹

THE FOCUS OF THIS YEAR'S ANNUAL IS THE ROLE OF SALES IN THE SUCCESS OF STARTUP AND EARLY-STAGE ORGANIZATIONS. SOME OF THE SALES PROGRAMS IN THE "TOP SALES UNIVERSITIES LISTING" ARE DEVELOPING LINKS WITH THEIR COLLEAGUES WHO TEACH ENTREPRENEURSHIP. THIS IS A TREND THAT IS LIKELY TO SPREAD QUICKLY.

It has long been acknowledged that an entrepreneur with a great idea and sufficient passion can get a company started. The success of that company is largely dependent on its ability to acquire and effectively service a strong customer base.

It is hard for us to believe that this is the tenth edition of the Sales Education ANNUAL. It has been so exciting to see the growth in number and size of academic sales programs from year to year. This trend is actually intensifying. Seasoned academics in established programs are collaborating with new Sales Ph.D.'s and others in their effort to establish sales programs. Their valuable input has helped to shorten and streamline the process of developing the curriculum and gaining recognition for new programs.

Top sales organizations should take note of the programs featured in our listing and consider developing partnerships with these innovators, who are educating the next generation of professional sales people.

I encourage you to spend some time reviewing the ANNUAL and reading the special features in our 10th edition. We invite you to experience first-hand what SEF is all about. If you share our vision for the future of sales education and the sales profession, including its' importance in our economy, I invite you to consider supporting SEF.

In closing, on behalf of the SEF team, I'd like to wish you a rewarding year. ▲

SALLY C. STEVENS

SEF thanks the members of our board who continue to provide insight and support for our efforts.

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Building the Right Team to Scale a Startup

Three crucial elements to growing your business. Based on insights from Daniel J. Weinfurter

For early-stage entrepreneurs, getting the product or service right is critical. Both this and the company does not even make it out of the blocks. But what do founders need to do when the company gets beyond proof of concept into the “second stage,” when scaling is the goal?

* Previously published in Kellogg Insight. Reprinted with permission of the Kellogg School of Management at Northwestern University.

At this point, “while the product or the service remains important,” says Daniel J. Weinfurter, a serial entrepreneur and adjunct lecturer of management and organizations at the Kellogg School, “what ends up driving the ability to scale is not the product or the service per se, but the team of people that are put in place to serve the clients and build the product or service.”

“If you don’t build that team with rigor and discipline,” Weinfurter says, “it dramatically impedes your ability to grow.”

As Weinfurter sees it, human capital remains an underinvested area—one with the potential to bring large rewards to entrepreneurs and founding teams who make it a priority.

LET GO OF THE WHEEL

Early on, company founders tend to have their hands in every aspect of the business, from product development to client relations. This makes sense: the company is the founders’ baby, and only full dedication is going to lead to a successful launch.

But there is a point when being deeply involved across all aspects of the business fundamentally limits the company’s ability to grow. This is when the founders will have to take at least one hand off the wheel and entrust some of the decisions of the company to others on the team.

“It’s very hard for a founder who is used to touching everything to come to grips with,” Weinfurter says. “They don’t want to. They don’t like to. And, in some cases, they are just simply incapable of letting any single decision go.”

Tales of mercurial founders—quite pleasant until someone suggests a move they do not agree with—are common. “Sometimes you’ll see a founder fly in at the eleventh hour and overrule what the professional marketing person or team has been hired to do,” Weinfurter says. “Even if they are correct, they can end up handling the interaction in a way that irrevocably impairs the relationship with the senior team.”

And as versatile as they may be, most founders do not have the expertise, or the time to stay current, in every area of the business. “Marketing, for example, is a totally different concept than it was even 10 years ago,” Weinfurter says. “Certainly, some founders are expert marketers; but if they are expert marketers, they likely lack deep knowledge in

other areas. They may know enough to be dangerous, but that’s different than being an expert.”

FIND TRUSTED ADVISORS...AND LISTEN TO THEM

To this point, by the time most companies reach this “second stage,” the founders have recruited advisors in the form of funders or corporate boards. Listening to those advisors is key.

Companies that are venture- or private equity-backed are at a particular advantage in this regard. “Many institutional funders now have designated resources,” Weinfurter says. “They’ve been through this drill dozens or hundreds of times before.” Chicago-based Driehaus Private Equity, for example, has retained specific advisors in sales, strategy, human capital, and operations. These specialists are inserted into portfolio companies to fill critical gaps or provide assistance to a key initiative.

In the absence of those structures, it is crucial for companies to develop a strong, even if informal, advisory board to guide the transition. “Not many founders are objective enough to know what their limitations are,” Weinfurter says. “A good board will make a management team dramatically better because they force them to think about things they are blind to.”

Effective advisory boards challenge the management team’s thinking, prodding them to flesh out their thinking and develop contingency plans.

Of course, even a wise board is rendered useless if its advice is ignored. One of the barriers to advisors being heard is a temperamental founder. “A lot of entrepreneurial

“A GOOD BOARD WILL MAKE A MANAGEMENT TEAM DRAMATICALLY BETTER BECAUSE THEY FORCE THEM TO THINK ABOUT THINGS THEY ARE BLIND TO.”

people don’t like rules or supervision,” Weinfurter says. “They tend to be passionate and focused, and they tend to think they’re right.”

In Weinfurter’s first startup, a senior board member observed that he only heeded the board advice he already agreed with. Weinfurter now believes that he would have been better off soliciting more honest feedback—and taking it to heart. At his current company, the sales effectiveness

(Continued on page 32)



THE UNIVERSITY SALES CENTER ALLIANCE (USCA): PROMOTING PROFESSIONALISM IN SALES EDUCATION

BY DAWN DEETER-SCHMELZ, KANSAS STATE UNIVERSITY, USCA PRESIDENT | TERRY LOE, KENNESAW STATE UNIVERSITY, USCA PAST PRESIDENT

THE DIRECTORS AND FACULTY OF UNIVERSITY SALES CENTERS HAVE A SHARED PURPOSE TO MAKE A MEANINGFUL, SUSTAINABLE DIFFERENCE IN THE SALES PROFESSION.

Their passion for improving the lives of individuals and organizations, one student, one salesperson, one individual at a time is evident and a constant among all of the directors. Having an organization comprised of experts in the field to establish best practices based upon empirically supported research and to work with others to share those best practices and to continually improve upon the standards in a field establishes the credibility of the field, improves the perception of the integrity and character of the discipline and those who practice the discipline and ultimately attract quality people to the profession. The University Sales Center Alliance (USCA) evolved from a desire to create such an organization.

THE USCA TODAY

Since the first meeting, the USCA has experienced tremendous growth, progressing from nine members in 2002 to 42 members in 2016. These members represent a diverse group of programs ranging from very new to well-established sales centers in the U.S. and Europe; however, all members support and work towards the current USCA mission of enhancing the sales profession through setting and monitoring sales program standards, sharing best practices, enhancing sales curricula, and preparing students for a career in sales.

To facilitate networking and collaboration between colleagues, the USCA holds two meetings a year; a spring meeting that is coordinated with one of the major marketing/sales academic conferences (Academy of Marketing Science, American Marketing Association, and National Conference in Sales Management) and a fall meeting hosted by a member university. The fall meeting, in particular, includes an extended session on sharing best practices. Throughout the year, members also reach out to one another informally to share ideas. Even through a phase of intensive growth, we have maintained our focus on supporting other schools that wish to establish sales programs and curricula.

The USCA realizes that in order to advance the sales field and discipline it must work to attract doctoral students to the sales area. Accordingly, the USCA funds two \$1000 Doctoral Dissertation Awards in conjunction with the American Marketing Association's Selling and Sales Management Special Interest Group (SIG), an organization focused on

enhancing the scholarship, teaching and practice of selling and sales management. Similarly, the USCA sponsors a \$500 teaching award through the National Conference in Sales Management, an organization focused on creating and disseminating knowledge on professional selling and sales management in the areas of research and pedagogy.

As a sales education organization, one of the top priorities of the USCA is helping prepare students for careers in sales. Additionally, we seek to attract students to careers in sales. As an example of how USCA works toward these goals, we sponsored the American Marketing Association Sales Program at the International Collegiate AMA Conference. Approximately 300 students participated in the four-hour program, which featured a sales competition that named the USCA/AMA Sales Student of the Year.

USCA-member universities also take a strong leadership role in hosting almost every university sales competition. California State University-Chico (Western States Collegiate Sales Competition), Florida State University (International Collegiate Sales Competition), Indiana University (National Team Selling Competition), Kennesaw State University (National Collegiate Sales Competition), University of Wisconsin-Eau Claire (Great Northwoods Sales Warm-Up), and William Paterson University (RBI National Sales Challenge). **EDITOR'S NOTE: For a complete list of sales competitions, check out the feature beginning on page 10.*

BENEFITS OF USCA MEMBERSHIP

The growth in USCA membership matches trends in sales education; as noted by the DePaul University Center for Sales Leadership (2015-2016) with 133 sales program identified the growth in college and university programs continues to be strong. What distinguishes USCA member schools from other sales programs is their association with an international organization that is focused on being the standard bearer for sales education. Association with the USCA provides a level of prestige, credibility, and recognition that a USCA member school has met organization standards and is providing the best in sales education.

Of course, both new and long-term members benefit from networking with like-minded colleagues and sharing best practices. New members receive much-needed support in starting their programs, as they have the opportunity to draw from the experiences of our long-term members who have a tremendous knowledge base. New members learn best practices in establishing and running their sales program without having to reinvent the wheel. USCA members also benefit from new pedagogical ideas and continuing support, whether that support is providing a

sounding board, a template for a sales activity, or insights on how to "sell" the dean and colleagues on the value a sales program brings to a college and university. Members enjoy the satisfaction that comes from making a positive difference in the advancement of the sales field and also having a meaningful impact on the lives and careers of our students.

Practitioners also benefit from working with USCA member universities. Practitioners that recruit from a USCA-associated school are assured that the university has met the highest standards and offers highly effective sales education. USCA members are found across the U.S. and in Europe, thereby providing practitioners with a wide geographical recruiting range.

BECOMING A USCA MEMBER

USCA membership begins at the Associate Member level. Universities seeking Associate Membership must offer sales classes with at least two levels of sales preparation (e.g., fundamentals and advanced). An active advisory board is required; this board can be a stand-alone board, or a subset of a larger Marketing Department board, for example. If the latter is used, the subset board should include sales professionals with budgetary control who can actively advise the program director. Aspiring members must also be recognized by their colleges as a stand-alone entity, and the director also must have control of a budget or funding that is specified for the sales program.

Full membership requires meeting more stringent standards. In addition to meeting the standards for Associate Membership, Full Members must be recognized officially at the university level; offer three sales classes; have a minimum of three sales faculty (including one Ph.D.); offer smaller class sizes; have a dedicated sales lab with recording capabilities; and pass a site verification inspection. Associate Members can apply for full membership after one year, and are expected to progress to full membership within four years.

Universities interested in the USCA should contact USCA President Dawn Deeter (ddeeter@k-state.edu) or Membership Committee Chair Mark Mantey (mjstate@gmail.com). We look forward to hearing from you! ▲

**EDITOR'S NOTE: See the "Top Program Listing" for Full and Associate Member universities.*



Dawn Deeter-Schmelz
Kansas State University,
USCA President



Terry Loe
Kennesaw State University,
USCA Past President

USCA MISSION, VISION AND VALUES

VISION

Our vision is to be recognized as the international leader and standard bearer for increasing the prestige and credibility of the sales profession.

MISSION

To advance the selling profession through setting and monitoring sales program standards, sharing best practices, enhancing sales curricula, and preparing students for a career in sales.

WE VALUE

NETWORKING, MENTORING, COLLABORATION
OPEN, TRANSPARENT, CONSTRUCTIVE, AND RESPECTFUL RELATIONSHIPS
INTEGRITY
INNOVATION AND IMPROVEMENT
ACCOUNTABILITY
A GROWTH MINDSET
PROFESSIONALISM

MEMBERSHIP CRITERIA

FULL MEMBERSHIP

MEET THE STANDARDS OF ASSOCIATE MEMBERSHIP PLUS:

- Offer a minimum of three sales classes, with two levels of preparation.
- Employ a minimum of three sales faculty, including one Ph.D. faculty member.
- Be recognized as a stand-alone entity within your university, with a name (e.g., Sales Center or Selling Institute) and a budget.
- Have a dedicated role play facility with the ability to record student performance.
- Maintain a maximum of 30 students in entry level sales classes and 20 students in advanced sales classes.
- Pass a site visit verification test.
- Be an Associate Member for at least 12 months.

NOTE: Full member status can be obtained without meeting one of the above criteria if the applicant can demonstrate substantially exceeding the requirements for the remaining criteria.

ASSOCIATE MEMBERSHIP

- Offer a minimum of two sales classes, with two levels of sales preparation.
- Maintain an active advisory board.
- Be recognized as a stand-alone entity within your college, with the ability to receive and manage donations/funding directed toward the sales program.
- Progress to full membership by the end of four years.

An Innovative Future: University Sales & Entrepreneurship Programs Collaborate



UNIVERSITY OF TOLEDO SENIOR MARK PARKER IS RUNNING HIS OWN \$65,000 A YEAR BUSINESS WHILE DOUBLE MAJORING IN PROFESSIONAL SALES AND MARKETING WITH A MINOR IN ENTREPRENEURSHIP, FULL TIME.

Actively involved in the Schmidt School of Professional Sales, Mark was a sales intern at Graybar last summer, sold ADP at William Paterson University's National Sales Challenge last fall, and handles all his own business accounts and new business development. With this variety of experiences, Mark understands the value of being innovative. So when the opportunity to take a class specifically integrating technology innovation, entrepreneurial business planning, and professional selling came along, Mark jumped on it. "I know I want to be entrepreneurial, whether it's working for myself or for a Fortune 100 company. I love finding opportunity and figuring out what to do with it. So I was really excited by UT's technology innovation class."

One of the newest innovations on many university sales programs' radars is collaboration and integration between sales and entrepreneurship curriculum. With 105 sales programs, according to Sales Education Foundation,

and 224 universities listed by St. Louis University¹ as having entrepreneurship majors, there are a number of schools where both initiatives exist side by side. Some entrepreneurship programs are now emphasizing how critical selling skills are to an entrepreneur. University incubators have begun reaching out to sales programs for skill development assistance. More businesses are expressing an interest in students with technical degrees who have innovation and sales coursework. With a number of indicators pointing to the benefits of technology, entrepreneurship and sales curriculum integration, there is a huge opportunity for university sales programs to expand relationships and meet new needs through collaboration.

At The University of Toledo, professional selling is included as an elective option for many business majors. It's also a common minor or double major combination. Deirdre Jones, Director of the Schmidt School of Professional Sales, explained that Toledo started out working with traditional majors to get more students these business-critical skills. Now, "special attention is being paid to preparing students outside the College of Business, as more companies are looking for subject matter experts with business acumen and business development (selling) skills. Working with College of Engineering innovators and business entrepreneurship majors came out of suggestions from our corporate partners and is currently a big focus for us."

Mark Parker was able to capitalize on one such initiative, a technology innovation class. Thanks to an Innovation Corps (I-Corps) grant from the National Science Foundation (NSF), students can take an interdisciplinary, experiential course that elevates their understanding of how engineering, entrepreneurship, and professional sales work together. To accomplish that, the single class has students from all three functional areas work together as a team on a Lean Launch project. The Lean Launch approach helps to ensure that only viable new businesses are launched because it has an early and concerted focus on customer canvassing that then drives the product/service design and business plan vision. A team with all three types of students brainstorms business ideas and selects one for the project. The professional sales students conduct the customer canvassing and share those results with the engineering students, who prototype the relevant product/service. Collaboration occurs throughout with the entrepreneurship students who are working on a business plan. At the end, students make Shark Tank style presentations. Top performers are encouraged to apply to The University of Toledo's Business Plan Competition for a chance to win seed money and support to further develop and launch their business.

While Toledo has launched several projects related to professional sales and entrepreneurship collaboration, it is not alone. For example, at the University of Texas at Dallas, sales classes are offered as electives for the entrepreneurship program. The sales program also has responsibility for teaching an MBA level sales entrepreneurship class for UT Dallas' Masters Degree Program in Entrepreneurship. Howard Dover, Director of the Center for Professional Sales, reports, "For our MBA class, we have partnered with corporate offices in the Dallas market to explore how one would launch a new product. With JC Penny, we have had their buyers evaluate new products as a final for this class. Recently, we have partnered with Ericsson to explore go-to-market strategies for products that are about to launch in the telecom sector."

High Point University also encourages collaboration between the entrepreneurship program and the sales program. Both business programs share residency in High Point's new Center for Entrepreneurship, a \$22 million dollar facility devoted to student career activities. While each program has a separate director and faculty, the two programs often share special events. University administration is encouraging further collaboration. While Universities like Toledo, Dallas and High Point have launched sales-entrepreneurship initiatives, a number of other sales programs are exploring possibilities. Dick Canada at Indiana University's Center for Global Sales

Leadership said that, while a lot hasn't formally been done yet, he speaks in the entrepreneurship program occasionally, and the sales center is committed to develop further collaboration.

The trend is not unique to U.S. schools. European sales programs have recognized similar opportunities. For instance, Justus Liebig University in Giessen, Germany houses both a sales center which holds Europe's first University Sales Center Alliance Membership, and the Entrepreneurship Cluster Mittelhessen ("Mittelhessen" is the name of the university's region). These centers often collaborate. For instance, the Entrepreneurship Cluster offers a number of sales courses and presentations. One Director, Alex Haas, oversees both centers, "Since I took over the responsibility for our entrepreneurship center about three years ago, I increased the sales-related content. This year I plan to strengthen our entrepreneurship center by involving some additional faculty, and in so doing, collaboration between Entrepreneurship and Sales is planned to be expanded."

Turku University of Applied Science in Turku, Finland, also houses a Sales Excellence Center, which offers a more traditional undergraduate sales degree, but is launching, in 2016, a Sales Engineer Masters Degree program, emphasizing integration between engineering, entrepreneurship, and selling. Timo

Holopainen, Director of the Sales Excellence Center, notes that "Core values in our division include using innovative pedagogy to teach innovative competencies, as well as the ability to participate in innovation processes. These values permeate all our selling initiatives."

The future looks bright for collaborations between professional selling and entrepreneurship curriculum. New approaches are being launched in the U. S. and Europe to address an identified need. Current efforts are just in their infancy, but new initiatives should be expected, as sales centers take a page from their entrepreneurial colleagues and innovate, integrate, and collaborate together. ▲

"I KNOW I WANT TO BE ENTREPRENEURIAL, WHETHER IT'S WORKING FOR MYSELF OR FOR A FORTUNE 100 COMPANY. I LOVE FINDING OPPORTUNITY AND FIGURING OUT WHAT TO DO WITH IT."

¹ <http://www.slu.edu/eweb/connect/for-faculty/infrastructure/list-of-colleges-with-majors-in-entrepreneurship-or-small-business> retrieved 1/29/16.



Ellen Bolman Pullins, Ph.D.
Schmidt Research Professor of
Sales & Sales Management and
Professor of Marketing,
University of Toledo

WELCOMING ENTREPRENEURS TO THE WORLD OF SALES

FUNDAMENTALS OF SALES

ALIGN PROCESSES WITH CUSTOMERS
EXPRESS VALUE
IDENTIFY SOLUTIONS

PROSPECTING	TO SEEK OUT, AS A LIKELY CUSTOMER OR CLIENT
BUILDING RAPPORT	ESTABLISHING RELATIONSHIPS, ESPECIALLY ONE OF MUTUAL TRUST AND RESPECT AMONG BUSINESS ASSOCIATES
DISCOVERY	TO SEE, GET KNOWLEDGE OF, LEARN OF, FIND OR FIND OUT, GAIN INSIGHT OR KNOWLEDGE OF



Bob Nadeau
Director of the Professional Sales Program,
Plymouth State University

MANY ENTREPRENEURS, WHO HAVE A GREAT IDEA OR SOLUTION THEY'RE PASSIONATE ABOUT, OFTEN FAIL. THESE SMART, HARD-WORKING BUSINESS PEOPLE FORGOT OR DIDN'T KNOW THE FUNDAMENTALS OF SALES.

Their processes may not have aligned with their customer's purchasing process. Maybe they did not engage the prospect enough to express their value proposition or differentiate their ideas from the customers' current solution. Whatever the situation, entrepreneurs can learn the sales process using established methods to help them avoid common mistakes. It's critical to have a sales process that recognizes where the customer might be in the buying cycle. So, let's review three important steps to a solid sales process: Prospecting, Building Rapport and Discovery.

PROSPECTING

Entrepreneurs have to reach the right people from the beginning to get the first order. They may not be great at cold calling, but can focus on referrals and recommendations from satisfied customers—these are more effective than all other forms of advertising combined, period. Personal experience in measuring some 500k presentations a year showed close ratios of 40 to 44 percent come from these two main sources. Compare that to the more common closure rates of 10 to 20 percent and you can see why referrals and recommendations matter.

Learning how to use LinkedIn for referrals and recommendations in today's social media landscape can be helpful. The "advanced search" of LinkedIn can help an entrepreneur find the right contacts by job title, location and/or company. Plus, there's a lot more available on LinkedIn—it's a huge database for those who know how to use it, and it doesn't take long to learn. For more information on steps to improve your own LinkedIn profile, check out the article from the 2014 ANNUAL on the SEF website. Learning to ask the right questions from a prospect is a good technique for getting a referral. You may want to start with something like:

- "Who is (was) your mentor as you've developed in this field?"
- "When you run into a difficult business issue, who do you turn to for advice?"

The answer may illicit a name that people in the industry respect. Ask your customer for an introduction—it works!

BUILDING RAPPORT

First impressions include that initial handshake and getting to know each other—critical to success. This is when you're building trust and could gain or lose a customer. Find something in common, something you respect about them. If possible, use LinkedIn to learn about them before you meet. Here are three steps to building rapport.

TRUST: The buyer isn't looking for a solution right now, they are assessing you—"Can I trust this person?" Open with a word of appreciation: "Thank you for meeting with me today," then pause. Depending on the buyer's personality or mood, this strategy will let them direct the conversation. Maybe that means more dialogue or getting right down to business. Too often in the sales process we're so excited about the "aroma" of a sale and our product that we end up going on and on—let the customer talk!

- Try this great question: "How did you get into this business?" This lets the buyer talk about themselves! But more importantly, it helps you learn more about them; their preferences and their buyer "persona." Then you can better adjust your communication strategy to match their style.

SET THE AGENDA: Seek common objectives. Think subtle and collaborative. Again, your goal is to build rapport and trust.

- Start with a simple statement: "I'd like to learn more about you and discuss your company's situation so we can mutually decide on the next best steps." Words such as "learn" and "discuss" are more friendly, disarming and inclusive.

UNCOVER NEEDS: When uncovering needs, ask questions that show you've done your homework about the client (show me you know me) and the industry. Refer to recent press releases, industry news, and bring insights into the conversation that help establish your credibility.

- You could join an industry group in your field that your buyer belongs to. Learn more about their hot issues, trends, etc.

DISCOVERY

The most important part of the sales process is discovery, which helps you find out how to differentiate yourself from your competitors. Begin with general open-ended questions, and then ask more detailed questions. Here are some starting examples:

- "What are you hoping to accomplish today?" Or, "What would be a win for you?"
- You could follow up with: "Why is that important to you?" The answer can bring out their emotions.

- "How are you measured?" You'll discover more information about your potential customer—more than your competitors.

BONUS "NEEDS" QUESTIONS: Focus on what I refer to as impact questions. Spend time with the client feeling their pain, and that of their colleagues. Gear questions to learn about their end users, and ultimate end users. Help the buyer understand the problem and your solution through the eyes of:

- Their end user: (employees) "What is the impact on productivity of having customer service reps working two customer data systems that are not integrated?" (frustration, low productivity, errors, re-work?) Follow-up with: "Anything else?" (Yes—overtime, higher turnover, re-training costs...)
- Their ultimate end user (their customers) "What affect is that having on your customer experience?" Possible responses include: frustrated customers, longer calls with customers waiting for answers to their questions as the customer service rep surfs between two different systems. The longer calls lead to increased "waiting" for customers in the calling queue, and that leads to more dropped calls. Follow-up with: "What is the cost of those lost calls?" (Lower revenues, customer satisfaction, retention, etc.) or, "OK, help me understand that with a little more context. Could you quantify that in dollars?"

IN CLOSING

Most entrepreneurs can deliver a good presentation, know their product and feel passionate about it. But, there's one more strategy that works well. "Check in" to get a strong sense of where the prospect is in the buying cycle.

- Try this: "I thought today's meeting went well, but what's more important is what you think. So, would you tell me what you liked about our solution—and to be fair, what might make you hesitant about moving forward?"

If you meet with qualified prospects or referrals and you build great rapport and uncover their needs at a deeper and more strategic level than your competitors, you'll win the sale more often. You'll have a higher closing ratio, and improved margins. This will give you, the entrepreneur, more time and resources to keep investing in and developing your company—and ultimately grow your market share. 🔥



UNIVERSITY SALES COMPETITIONS Unique Events Showcase the Next Generation of Sales Professionals

University sales competitions provide opportunities for professional sales students to showcase their talents while networking with fellow students and potential employers. Some competitions focus on regional attendance, but many others have become international in nature, attracting students and their sales programs from all over the world. These events vary in format, from role-play, team selling and speed selling, to “elevator pitch” exercises. Sales competitions have become “the” premier venues for top sales organizations to meet the future generation of sales professionals and see them in action.

Competing students use these events as opportunities to refine their classroom skills in highly competitive environments. Top sales organizations send representatives to serve as judges, prospects or buyers. Many competitions include corporate mixers, career fairs and networking events. Recent additions to the landscape focus on first and second year students and feature bilingual students. To find out more about each of the listed competitions, contact the individuals at the various events.

EUROPEAN SALES COMPETITION (2016, FINLAND) | HAAGA-HELIA UNIVERSITY OF APPLIED SCIENCES

DATE (OR MONTH) HELD ANNUALLY: June 1, 2016	YEAR FOUNDED: 2016	CONTACT FOR 2016: Sini Jokiniemi, sini.jokiniemi@turkuamk.fi
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The European Sales Competition 2016 will be held at the Haaga-Helia University campus in Helsinki, Finland. The 2016 competition is arranged by Haaga-Helia and Turku University of Applied Sciences. The annual competition will be held at the beginning of June and plans are to change host universities each year.

<http://www.europeansalescompetition.com/en>

GLOBAL BILINGUAL SALES COMPETITION (FIU-GBSC) | FLORIDA INTERNATIONAL UNIVERSITY

DATE (OR MONTH) HELD ANNUALLY: April	YEAR FOUNDED: 2016	CONTACT: Dr. Nancy Rauseo, xrauseon@fiu.edu
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FIU's Global Bilingual Sales Competition is the only competition of its kind, bringing students from across the globe to compete in both English and Spanish. The competition consists of simulated role plays in which students sell to a buyer from a global organization. Students must conduct sales calls in English only, Spanish only and English/Spanish. The role plays will be conducted in FIU's Global Sales Lab, housing 12 rooms equipped with recording capabilities. Judges and sponsors will have access to live videos. For the inaugural event, the total number of competitors is capped at 50 students.

ADDITIONAL EVENTS: Networking opportunities

<http://fiucompetition.com/>

NATIONAL TEAM SELLING COMPETITION (NTSC) | INDIANA UNIVERSITY

DATE (OR MONTH) HELD ANNUALLY: October 27 & 28, 2016	YEAR FOUNDED: 2006	CONTACT: Andrea Roberts, asr2@indiana.edu
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The NTSC is a team selling competition. It attracts top teams of undergraduate sales students from America's leading universities who wish to pursue high-level, complex sales and to practice team selling simulations. Altria Group Distribution Company and 3M employees develop the case, role-play as buyers and senior management, and also serve as judges. And, there are cash prizes: \$3,000 for first place, \$2,000 for second, and \$1,000 for third.

ADDITIONAL EVENTS:
Sales career fair, networking reception for all participants

<http://kelley.iu.edu/GlobalSales/competition/page15623.html>

WEST VIRGINIA UNIVERSITY REGIONAL SALES COMPETITION | WEST VIRGINIA UNIVERSITY

DATE (OR MONTH) HELD ANNUALLY: October, 2016	YEAR FOUNDED: 2013	CONTACT: Dr. Michael Walsh, Michael.walsh@mail.wvu.edu
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The WVU Sales Competition is open to students from West Virginia, Pennsylvania and Ohio. Students compete in a role play exercise judged by working sales professionals. The top finishing students advance to a second round role play while all other students participate in an elevator pitch exercise. All competitors and faculty coaches enjoy a complimentary lunch and post competition reception.

<http://www.amapittsburgh.org/events/2749/> (2015 info)

(Continued on page 28)

2016 SEF TOP UNIVERSITIES FOR PROFESSIONAL SALES EDUCATION

TOP NORTH AMERICAN SALES SCHOOLS:

	Online Course	Specialty Area	CRM	Sales Internship Required	Total Faculty	% of Job Placement	Has a Sales Lab
Appalachian State University		▲			3	*	
Arizona State University					3	*	
Arkansas State University	▲	▲	▲		3	*	▲
Auburn University	▲	▲	▲		3	90	
Aurora University					3	95	
Ball State University	▲	▲			5	95	▲
Baylor University			▲	▲	7	100	▲
Bloomsburg University of Pennsylvania			▲		1.5	95	
Bowling Green State University	▲	▲			3	*	
Bradley University					3	100	▲
British Columbia Institute of Technology	▲	▲	▲	▲	3	100	
Bryant University	▲	▲	▲	▲	2	*	▲
Butler University		▲			2		
California State University, Chico	▲	▲			5	95	▲
California State University, Fullerton	▲	▲			7	90	▲
Central Michigan University	▲	▲			5	90	▲
Clemson University					4	100	▲
College of New Jersey, The					2	100	
Concordia University—St. Paul			▲	*	*	*	*
DePaul University		▲			17	82	
Douglas College		▲			*	90	
Duquesne University					3		
Elon University		▲			3	100	▲
Ferris State University		▲			12	85	
Florida International University	▲	▲	▲		4	85	▲
Florida State University		▲	▲	▲	4	100	▲
Georgia Southern University	▲	▲	▲		4	100	▲
Georgia State University		▲			3	80	
High Point University					4	90	▲
Husson University College of Business		▲			4	*	
Illinois State University	▲	▲			5	98	▲
Indiana State University		▲	▲		4	90	▲
Indiana University				▲	3	99	▲
James Madison University			▲		5	100	▲
Kansas State University	▲		▲		5	100	▲
Kennesaw State University	▲	▲			6	98	▲
Kent State University		▲		▲	5	99	▲
La Salle University		▲	▲	▲	4	80	▲
Louisiana State University					13	100	▲
Metropolitan State University of Denver	▲				3	80	▲
Michigan State University	▲	▲	▲	▲	3	100	▲
Missouri State University					3	90	
Morehouse College			▲		*	80	▲
Nicholls State University		▲		▲	1	95	▲
North Carolina A&T State University	*	*			4	100	▲
North Dakota State University		▲	▲	▲	5	*	
Northern Arizona University			▲		2	*	▲
Northern Illinois University	▲		▲		5	100	▲
Northwest University			▲	▲	3	80	
Nova Southeastern University		▲			8	*	
Ohio University				▲	6	99	▲
Plymouth State University			▲	▲	4	*	
Purdue University		▲	▲	▲	14	99.5	▲
Samford University			▲	▲	2	*	
Sonoma State University					9	*	▲
Southern New Hampshire University					3	100	
Southern University Baton Rouge	*	▲	*		6	78	*
St. Catherine University		▲	▲	▲	4	98	*
St. Cloud State University					5	100	▲
Texas A&M University					4	*	▲
Texas State University			▲	▲	11	95	▲
The Citadel					4	30	▲

*Information not provided

TOP NORTH AMERICAN SALES SCHOOLS CONT.:

	Online Course	Specialty Area	CRM	Sales Internship Required	Total Faculty	% of Job Placement	Has a Sales Lab
Tuskegee University					6	68	▲
University of Akron, Fisher Institute for Professional Selling	▲	▲			7	100	▲
University of Alabama	▲		▲		7	100	*
University of Alabama at Birmingham	▲	▲			6	90	
University of Arkansas at Little Rock					2	85	
University of Central Florida					4	100	▲
University of Central Missouri	▲				2	*	▲
University of Central Oklahoma		▲	▲		6	90	▲
University of Cincinnati		▲			7	99	▲
University of Connecticut		▲		▲	2	100	
University of Dayton		▲	▲		6	97	▲
University of Georgia		▲	▲	▲	2	100	▲
University of Houston			▲		11	98	▲
University of Louisville					3	*	▲
University of Memphis					*	*	
University of Missouri	▲	▲	▲	▲	8	90	
University of Nebraska at Kearney (IDSP)		▲		▲	4.5	100	▲
University of Nebraska at Kearney (PBSMP)	▲				2	89	
University of Nebraska at Lincoln		▲	▲		4	100	▲
University of New Hampshire		▲			1	60	
University of New Haven, The		▲		▲	2	90	
University of North Alabama		▲	▲		7	100	▲
University of North Carolina: at Greensboro		▲	▲		3	*	▲
University of North Carolina: at Wilmington	▲				2	67	▲
University of North Carolina: Kenan-Flagler Business School		▲			2	90	
University of North Texas	*	*	▲		2	*	
University of Southern Mississippi, The		▲			2	*	▲
University of Texas at Arlington					5	*	▲
University of Texas at Dallas		▲	▲		4	95	▲
University of Toledo	▲	▲	▲	▲	7	100	▲
University of Washington		▲		▲	3	94	
University of Wisconsin—Eau Claire	▲	▲	▲		2	100	▲
University of Wisconsin—Oshkosh		▲			1	*	
University of Wisconsin—Parkside	▲	▲			2	100	
University of Wisconsin—River Falls, College of Business and Economics					5	85	▲

*Information not provided

TOP INTERNATIONAL SALES SCHOOLS:

	Online Course	Specialty Area	CRM	Sales Internship Required	Total Faculty	% of Job Placement	Has a Sales Lab
University of Wisconsin—Whitewater Institute for Sales Excellence	▲	▲	▲		14	100	▲
Virginia Polytechnic Institute and State University					2	100	▲
Washington State University—Vancouver		▲	▲		3	95	
Weber State University	▲	▲		▲	20	100	▲
West Virginia University	▲	▲		▲	7	100	
Western Carolina University		▲			*	*	
Western Kentucky University	▲				5	*	▲
Western Michigan University					4	98	▲
Widener University			▲		1	95	
William Patterson University		▲			7	90	
Winona State University			▲	▲	3	100	▲
Xavier University of Louisiana	▲		▲		2	70	▲
Aalen University of Applied Sciences (Germany)		▲			14.5	85	
Anglia Ruskin University	▲	▲			*	*	*
Athens University of Economics & Business (Greece)		▲	*		18	90	*
Auvergne University (EUM-UdA) University School of Management		▲			19	90	
Dublin Institute of Technology (Ireland)	▲				*	80	
Eindhoven University of Technology		▲			3	*	
ESB Business School—Reutlingen University					14	100	▲
FHWien—University of Applied Sciences (Austria)		▲			*	95	
HAAGA-HELIA University of Applied Sciences (Finland)	▲	▲	▲	▲	24	98	
Oslo School of Management					11	95	
Portsmouth Business School (United Kingdom)				▲	6	*	▲
Turku University of Applied Sciences		▲			18	100	▲
Universita Bocconi		▲			4	95	
University College of Dublin	*	*			7	100	*
University of Applied Sciences in Wiener Neustadt (Austria)	▲	▲	▲		53	93	▲

REQUIREMENTS FOR TOP UNIVERSITY SALES PROGRAM LISTING
THE FOLLOWING UNIVERSITY PROGRAMS PREPARE STUDENTS FOR CAREERS IN PROFESSIONAL SELLING. TO BE LISTED, SALES PROGRAMS MUST: A) OFFER A MINIMUM OF THREE SALES-SPECIFIC COURSES; B) RECEIVE ACCREDITATION FROM AN EXTERNAL SOURCE; AND C) HAVE UNIVERSITY RECOGNITION OF THE PROGRAM.

PROGRAMS:

Undergraduate: **UCE** = Certificate **UCO** = Concentration **UEM** = Emphasis **UMJ** = Major **UMN** = Minor **USP** = Specialization
Graduate: **GE** = Graduate Emphasis **GF** = Graduate Focus **GCE** = Graduate Certificate
Executive: **EC** = Executive Certificate **EF** = Executive Focus **ET** = Executive Training

AALLEN UNIVERSITY OF APPLIED SCIENCES
<http://www.htw-aalen.de/studium/vu/?lang=en>
Arndt Borgmeier
arndt.borgmeier@htw-aalen.de
Beethovenstrasse 1
Aalen, Germany 73434
++49 7361 576 2210

Students: 60
Start Year: 2000
Accreditation(s): GSSI, ZEVA
Program Type(s): **UMJ, USP, GF, ET**
Focus Option(s): Communication/Broadcast Sales, Entrepreneurship, Industrial Distribution, International Business, Sales Management, Technology, Purchasing/ Procurement and Engineering & Services

As a modern educational institution, Aalen University sounds out the needs of the changing region and aligns its course offerings to current scientific findings, keeps its infrastructure up to the newest state, and sets up progressive emphases. Aalen University is continuously developing its international relationships in business and technology. Students are encouraged to complete internships or study semesters abroad. Cooperative agreements exist with seventy-two partner universities and enterprises all over the world.

ANGLIA RUSKIN UNIVERSITY
www.anglia.ac.uk/degreesatwork
Tracy Armstrong
Tracy.Armstrong@anglia.ac.uk
Bishop Hall Lane
Chelmsford, Essex, UK CM1 1SQ
+44 0787 613 7660

Students: 15
Start Year: 2012
Accreditation(s): Institute of Sales & Marketing Management
Program Type(s): **GCE, ET**
Focus Option(s): Entrepreneurship, International Business

The program is online, therefore students can study flexibly at times to suit them and from anywhere in the world. It can also be delivered as a blended program with the online content forming part of the learning with additional supporting master-classes. Students are assessed through projects, assignments and video presentations. The course was originally developed in partnership with the iconic UK retailer Harrods.

APPALACHIAN STATE UNIVERSITY
business.appstate.edu
Bonnie Guy, Ph.D.
guybs@appstate.edu
4108 Peacock Hall - ASU
Boone, NC 28608
828-262-7828

Students: 40
Start Year: 2014
Accreditation(s): AACSB, PSE
Program Type(s): **UCO, UMN, USP**
Focus Option(s): Communication/Broadcast, Entrepreneurship, Insurance, International Business, Technology

The mission of the John A. Walker College of Business is to deliver transformational educational experiences that prepare and inspire students to be ethical, innovative, and engaged business leaders who positively impact our community, both locally and globally.

ARIZONA STATE UNIVERSITY
<https://wpcarey.asu.edu/market-ing-degrees/professional-sales-program>
Detra Montoya, Ph.D.
Detra.Montoya@asu.edu
P.O. Box 874106
Tempe, AZ 85287
480-965-6325

Students: 135
Start Year: 2014
Accreditation(s): AACSB
Program Type(s): **UCE, UCO**

The program has three dedicated sales faculty, a Professional Sales Advisory Board, and two student organizations: SPARK (Sales Professionals Attaining Remarkable Knowledge)—sales club open to all students interested in sales that includes a sales curriculum delivered by our board members, and Sales Scholars (limited to 15 students; our best sales students, by application only with a minimum GPA of 3.0; they attend our Professional Sales Advisory Board meetings each semester). ASU hosted the first Arizona Collegiate Sales Competition in February 2016 which included Arizona State University, University of Arizona, and Northern Arizona University. Each semester it hosts the Sun Devil Sales Pitch competition for our sales students.

ARKANSAS STATE UNIVERSITY
<http://www.astate.edu/college/business/>
Katie Hill, Ph.D.
khill@astate.edu

PO Box 59
State University, AR 72467
870-680-8073

Students: 25
Start Year: 2015
Accreditation(s): AACSB, USCA
Associate Member
Program Type(s): **UCO, ET**
Focus Option(s): Entrepreneurship, Financial Services, Insurance

The College of Business opened a new Sales Leadership program. It is a place to not only hone in on sales techniques, but a chance to grow relationship building skills.

ATHENS UNIVERSITY
www.executivement.aueb.gr
George Avlonitis
avlonitis@aueb.gr
Evelpidon 47 & Leykados 33,
Office 706
Athens, Greece 11362
+30210 8203665

Students: 25
Start Year: 2003
Accreditation(s): GSSI
Program Type(s): **UCO, GF, EC**
Focus Option(s): Communication/Broadcast, Industrial Distribution, Technology

The ESSPS Professional Sales Certificate Program is designed to provide sales representatives and other team members who have a business development responsibility with the background and tools to grow revenues by identifying, understanding, presenting, and securing business in a consultative and collaborative manner. Skills will be strengthened using a combination of online lecture captures, hands-on exercises, and web-based role playing. A Sales Management Certificate Program will be coming soon.

AUBURN UNIVERSITY
<http://business.auburn.edu/academics/undergraduate/marketing>
Avery Abernethy
abernav@auburn.edu
415 West Magnolia Avenue
201 Lowder Business Building
Auburn, AL 36849-5246
334-844-8544

Students: 120
Start Year: 2013
Accreditation(s): AACSB
Program Type(s): **UCO, ET**
Focus Option(s): Supply Chain Sales

This exciting new program offers exposure to training in real property sales or supply chain sales. It has a 20 year veteran marketing manager in industrial marketing from Rheem

teaching Business-to-Business Marketing.

AURORA UNIVERSITY
<http://www.aurora.edu/academics/undergraduate/professional-selling/index.html>
Shawn Green, PhD
sgreen@aurora.edu
Dunham School of Business
347 S. Gladstone Ave.
Aurora, IL 60506
630-844-5527

Students: 100
Start Year: 2008
Accreditation(s): American Marketing Assn.
Program Type(s): **UMN**

The professional selling minor at AU is designed for students who are interested in developing stronger sales and prospecting skills, including tools for motivation and effective selling systems. The minor provides focused coursework to enhance other business majors or add another skill set to a major outside the business school.

AUVERGNE UNIVERSITY (EUM-UDA)
<http://management.u-clermont.fr>
Pascal Brassier
pascal.brassier@esc-clermont.fr
University School of Management
26 Avenue Léon Blum
TSA 20273
Clermont-Ferrand
Auvergne, France 63008
0033 4 73 17 78 04

Students: 50
Start Year: 1974
Accreditation(s): GSSI, IAE Network
(French Business Administration Institutes)
Program Type(s): **UCO, UMJ, UMN, USP, GCE**

Focus Option(s): Communication/Broadcast, Entrepreneurship, Financial Services, Insurance, Industrial Distribution, Technology
This program partners with a large network of universities and partner companies around the world promoting internships and study abroad. It has a teaching team renowned for its research and expertise in their discipline.

BALL STATE UNIVERSITY
www.bsu.edu/salescenter
Michele Bartlett
salescenter@bsu.edu
Marketing and Management
Department
Center for Professional Selling, WB307
Muncie, IN 47306
765-285-5136

KANSAS STATE UNIVERSITY
College of Business Administration

National Strategic Selling Institute



Our Students Benefit From:

- Real Sales Experience
- State-of-the-Art Sales Labs
- Professional Development
- Interaction with business partners

Business Partners Gain Access To:

- Hard-working sales talent
- Students willing to relocate
- On-campus brand-building opportunities
- Special partner-only events



Named one of the Top National Sales Programs by the Sales Education Foundation for five straight years.

FOR MORE INFORMATION:

Dawn Deeter, Director • ddeeter@k-state.edu
www.cba.ksu.edu/NSSI

Students: 250
Start Year: 1996
Accreditation(s): AACSB, GSSI, USCA full member, PSE
Program Type(s): **UMJ, UMN, GC, GF**
Focus Option(s): Communication/Broadcast, Entrepreneurship, Insurance, International Business
Students sell products and/or create sales technology tools for actual clients (for profit and non-profit organizations). They take a sales technology course that incorporates CRM and gives special attention to understanding and working with various sales metrics (using Excel). Ball State hosts an annual sales competition. Currently, students may complete part of the program on-line. Soon the entire program will be available on-line.

BAYLOR UNIVERSITY
www.baylor.edu/business/selling
Dr. Andrea L. Dixon,
Executive Director
andrea_dixon@baylor.edu
Center for Professional Selling
Marketing Department
Hankamer School of Business
One Bear Place #98007
Waco, TX 76798
254-710-1986

Students: 468
Start Year: 1985
Accreditation(s): AACSB, USCA full member, PSE, AMA Sales SIG, AMS, GSSI
Program Type(s): **UCO, UEM, UMJ**
The oldest collegiate sales center in the nation, Baylor's Center for

Professional Selling prepares students for lives of impact. With a comprehensive sales curriculum delivered in classes with 20-30 students, an intentional college-to-career strategy, and a unique collaborative culture, students in Baylor ProSales leave campus ready to make a difference, wherever they're called to serve.

BLOOMSBURG UNIVERSITY OF PENNSYLVANIA
<http://www.bloomu.edu/marketing-sales>
Monica J. Favia, PhD
mfavia@bloomu.edu
400 E. Second Street
Bloomsbu, PA 17815
570-204-5232

Students: 30
Start Year: 2015
Accreditation(s): AACSB
Program Type(s): **UCO, UMN**
This is an exciting new program with plans for much growth. A CRM Course is being added in Spring 2016.

BOWLING GREEN UNIVERSITY
www.bgsu.edu/business/marketing
Christine Seiler
cseiler@bgsu.edu
248 Business Administration
Bowling Green State University
Bowling Green, OH 43403
419-372-7269

Students: 70
Start Year: 2002
Accreditation(s): AACSB
Program Type(s): **USP**

Focus Option(s): Entrepreneurship, Financial Services, Insurance, Service Marketing
Certificates in Professional Selling are awarded by the Institute for Excellence in Services. The University sends students to the National Collegiate Sales Competition each year.

BRADLEY UNIVERSITY:
THE FOSTER COLLEGE OF BUSINESS
www.bradley.edu/academic/departments/marketing/programs/sales/
Dr. Mark C. Johlke
mjoהלke@bradley.edu
Foster College of Business
1501 W. Bradley Ave.
Peoria, IL 61625
309-677-3947

Students: 20
Start Year: 2004
Accreditation(s): AACSB, USCA full member
Program Type(s): **UCO, UMN**

Through a structured sequence of focused coursework, extensive role play assignments, personalized feedback, self-evaluation and review, and actual sales experience, graduates of the program develop the skills and experiences necessary for success in today's demanding sales environment. The faculty provides multiple role plays, along with extensive feedback and analysis of role plays in order to build sales skills.

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY
bcit.ca

Bruce Anthony
bruce_anthony@bcit.ca
3700 Willingdon Ave
Burnaby, BC, Canada, V5G 3H2
604-451-6765

Students: 50
Start Year: 1980
Accreditation(s): AACSB
Program Type(s): **UCO**

The intensity of the program with the heavy workload, and applicable sales training results in 70% of the students employed by the time they graduate and the remainder being employed within the next three months. The reputation of the program has resulted in students coming to the program whose parents graduated from the same program and of course when they graduate they come back and hire a BCIT student because they know the work ethic required to get through the program.

BRYANT UNIVERSITY
<http://nisc.bryant.edu/>
Dr. Stefanie Boyer
sboyer@bryant.edu
1150 Douglas Pike
Smithfield, RI 02917
401-232-6475, 813-857-1947

Students: 50
Start Year: 2013
Accreditation(s): AACSB, PSE
Program Type(s): **UMN, GF, ET**
Focus Option(s): Communication/Broadcast Sales, Entrepreneurship, Financial Services, Industrial Distribution, International Business

Bryant hosts the Northeast Intercollegiate Sales Competition, held annually. This is not only a competition, but also an opportunity to network and build skill and expertise. The day offers students, faculty and sponsors the opportunity to add tools to their toolkit through active and experiential learning sessions designed to help salespeople achieve excellence on the job.

BUTLER UNIVERSITY
www.butler.edu
Daniel McQuiston
dmcquist@butler.edu

College of Business
Indianapolis, IN 46208
317-940-9474

Students: 30
Start Year: 1993
Accreditation(s): AACSB
Program Type(s): **UCO**
Focus Option(s): Entrepreneurship, Financial Services, Industrial Distribution, Insurance, International Business

The College of Business starts prepping students for success from day one. Small class sizes and partnerships with real businesses in the community deliver experience that sets its students apart from the competition. Experiential learning from real business professionals, and two required internships, means graduates are prepared for success long before they even step out into the work force.

CALIFORNIA STATE UNIVERSITY, CHICO
www.csuchico.edu/cob/psp/index.shtml

Bill McGowan
bmcgowan@csuchico.edu
California State University, Chico
Professional Sales Program
Chico, CA 95929-0051
530-898-4182

Students: 180
Start Year: 2008
Accreditation(s): AACSB, PSE, USCA full member

Program Type(s): **UCE**
Focus Option(s): Entrepreneurship, Financial Services, International Business

The Professional Sales Program at Chico State has a new sales lab and also hosts two sales competitions per year (Sweet 16 Sales Challenge & Western States Collegiate Sales Competition). The program also has an online sales competition during the spring semester referred to as the "Spring 8."

CALIFORNIA STATE UNIVERSITY, FULLERTON
www.CSUFsalesleadership.com
Mark Mantey, Director
mjstate@gmail.com
PO Box 6848
Fullerton, CA 92834
805-455-3920

Students: 95
Start Year: 2008
Accreditation(s): AACSB, USCA full member, PSE

Program Type(s): **UCE, UEM, ET**
Focus Option(s): Communication/Broadcast Sales, Entrepreneurship, Financial Services, Industrial

PROFESSIONAL AND COMPETITIVE



WHERE SALESPEOPLE ARE MADE

KENNESAW STATE UNIVERSITY BBA IN PROFESSIONAL SALES



NCSC-KSU.ORG

HOME OF THE NATIONAL COLLEGIATE SALES COMPETITION

FOR MORE INFORMATION:
DR. TERRY LOE, DIRECTOR
TLOE@KENNESAW.EDU
470.578.2017

COLES.KENNESAW.EDU/SELLING



Distribution, Insurance, International Business, Medical/Healthcare Sales, Consumer Products
The Sales Leadership Center is dedicated to promoting leadership and professionalism in the field of sales at Cal State Fullerton, Mihayo College of Business and Economics. World-class education is offered inside a new state-of-the-art facility. A new, virtual sales lab was launched in 2013. The Center offers scholarships and career development programs.

CENTRAL MICHIGAN UNIVERSITY
<http://mkt.cba.cmich.edu/salesconcentration/>

Dr. Concha Allen
neele1cr@cmich.edu;
ken.cherry@cmich.edu
105 Smith Hall
Mt. Pleasant, MI 48859
989-774-2827

Students: 150
Start Year: 2008
Accreditation(s): AACSB, PSE
Program Type(s): UCO, UCE, UMN

The CMU Professional Sales program partners with Carew International, a nationally prominent sales training and consulting organization with a 40-year history in sales and sales-leadership development, to provide an innovative curriculum that delivers real world results.

CLEMSON UNIVERSITY
<http://www.clemson.edu/cbbs/departments/marketing/academics/sales-certificate.html>

Jesse N. Moore
jessem@clemson.edu
Department of Marketing
Sirrline 252, Cbbs Box 1325
Clemson, SC 29634
864-656-1086

Students: 120
Start Year: 2009
Accreditation(s): AACSB
Program Type(s): UCE

Students completing the sales certificate are provided with real-world experience, foundational role-play exercises and leadership opportunities. Professors blend theory and application in the program while also ensuring frequent interaction with industry executives.

THE COLLEGE OF NEW JERSEY
<http://business.pages.tcnj.edu/departments-programs/management-marketing-interdisciplinary-business/>

Dr. Alfred Pelham
Pelham@tcnj.edu
Department of Marketing
2000 Pennington Rd.
Ewing, NJ 08628-0718
609-771-3027

Students: 55
Start Year: 2005
Accreditation(s): AACSB, PSE
Program Type(s): UMN

TCNJ is ranked by U.S. News & World Report as the number one (masters program) public college in the country's northern region. The TCNJ Business School was ranked 63rd in the nation by Business

Week. TCNJ students won first place in the Pi Sigma Epsilon regional sales competition 4 times in the last 5 years and the national sales competition twice in the last 5 years. The TCNJ sales program is one of the few that is housed in a top 100 business school.

CONCORDIA UNIVERSITY-ST. PAUL
www.csp.edu

Dr. Bruce Corrie
corrie@csp.edu
1282 Concordia Avenue
Saint Paul, MN 55104
651-641-8226

Students: N/A
Start Year: 2012
Accreditation(s): ACBSP
Program Type(s): UMN

This recently launched program is poised to grow by also attracting non-business majors in the future. A popular two-week lab is taught by practitioners to provide experiential learning as a preview to the internship process.

DEPAUL UNIVERSITY
www.salesleadershipcenter.com

Daniel P. Strunk
dstrunk@depaul.edu
1 East Jackson Blvd.
Suite 7500
Chicago, IL 60604
312-362-7250

Students: 900
Start Year: 2005
Accreditation(s): AACSB, USCA full member, PSE
Program Type(s): UCO, UMN, GF, EC
Focus Option(s): Entrepreneurship, Financial Services, Industrial Distribution, Insurance, Sales Management, Technology, Category Management

Students can prepare themselves for careers in consumer packaged goods sales through participating in our consumer packaged goods sales track featuring category management classes. Students learn the following technologies, Nielsen and IRI category management suites, JDA space planning and assortment, and Infitnet (Spectra). Students can graduate with over 600 hours of work experience. Placement rate for these students is 100%.

DOUGLAS COLLEGE
www.douglas.bc.ca
David Moulton
moultond@douglas.bc.ca

PO Box 2503
New Westminster, BC
Canada V3L 5B2
604-527-5456

Students: 75-100
Start Year: 1990
Accreditation(s): Canadian Professional Sales Association (CPSA), Canadian Society for Marketing Professional Services (CSMPS)
Program Type(s): UCE
Focus Option(s): Financial Services

Douglas offers three sales courses—Personal Selling, Professional Selling, and Sales Management. The Peter Legge International Institute for Sales Excellence was established in 2012. The Upper Level Sales class involves actual sales activities on behalf of

organizations with actual prospects and customers.

DUBLIN INSTITUTE OF TECHNOLOGY
www.dit.ie

Laura Cuddihy /Dr. Tony Buckley
laura.cuddihy@dit.ie
College of Business
Aungier Street
Dublin, Ireland 2
+35314027085

Students: 115
Start Year: 1994
Accreditation(s): Sales Institute of Ireland, AMBA
Program Type(s): UMN, GF, EC, ET

Students pursuing a Bachelor of Science in Marketing, a Master of Science in Marketing or Strategic Management, or an MBA may pursue the Management of Sales elective. The content is taught in an academic and theoretical framework rather than an applied context. The program has a full time executive director that is a corporate liaison. DIT has a Sales Academy, led by Dr. Anthony Paul Buckley (Anthony.buckley@dit.ie)

DUQUESNE UNIVERSITY
www.duq.edu

Dr. Dorene Ciletti
ciletti@duq.edu
456 Rockwell Hall
600 Forbes Avenue
Pittsburgh, PA 15282
412-396-4875

Students: 100
Start Year: 2012
Accreditation(s): AACSB, PSE
Program Type(s): UEM, UMN

Duquesne's sales minor demonstrates a commitment to growing sales offerings, supporting both student learning and career opportunities. The program combines fundamental selling principles with negotiation, sales management, and revenue generation courses to develop sales-ready graduates who are well-prepared to meet the demands of the marketplace.

EINDHOVEN UNIVERSITY OF TECHNOLOGY
www.tue.nl

Dr. Michel van der Borgh
w.v.d.borgh@tue.nl
Het Eeuwse 6
Eindhoven, Noord-Brabant
Netherlands 5612 AS
0031 (0)402472170

Students: 60
Start Year: 2009
Accreditation(s): AACSB
Program Type(s): GF
Focus Option(s): Entrepreneurship, Industrial Distribution, Technology

The strong relationship between research and education within a graduate program ensures that the results of state-of-the-art research are naturally integrated into the education. Moreover, you see the same intrinsic focus in cooperation with industry.

ELON UNIVERSITY
www.elon.edu/salescenter
Raghu Tadepalli, Ph.D.
rtadepalli@elon.edu

Chandler Family Professional Sales Center
2075 Campus Box
Elon, NC 27244
336-278-6000

Students: 80
Start Year: 2007
Accreditation(s): AACSB, USCA full member, PSE, GSSI
Program Type(s): UCO, UMN
Focus Option(s): Financial Services, Technology

Elon has received Top Sales Program recognition for 2011-2015; RBI Sales Challenge Speed Selling and Role Play Champion - 2010, 2011, 2012 and 2013; Overall Team Champion-2010 and 2012 for RBI Sale Challenge; 2nd place 2013 NIU Competition-2 finalist, Overall Winner, 2011 National Collegiate Sales Competition-Top Ten Finish 2011 International Collegiate Sales Competition-3rd place team finish, Overall Individual Champion Wisconsin Eau-Claire, 2014 Finalist.

ESB BUSINESS SCHOOL REUTLINGEN UNIVERSITY
www.esb-business-school.de

Dr. Tobias Schuetz
tobias.schuetz@reutlingen-university.de
ESB Business School
Alteburgstr. 150
Reutlingen
Baden-Wuerttemberg,
Germany 72762
+49 (7121) 271 9601

Students: 21
Start Year: 2011
Accreditation(s): FIBAA
Program Type(s): GCE
Focus Option(s): Information Technology

The programme is dedicated to young professionals who work and study at the same time. Prerequisite for the enrollment is a reduced contract of employment (75%) with a major company in the field of sales for complex B2B products and business solutions (mostly but not exclusively IBM and HP).

FERRIS STATE UNIVERSITY
<http://www.ferris.edu/>

Chester Trybus
chet2011fsu@gmail.com
College of Business
Marketing Department
7635 Woodvale Street, SE
Grand Rapids, MI 49546
616-822-2928

Students: 230
Start Year: 1998
Accreditation(s): AACSB
Program Type(s): UCE, UMN
Focus Option(s): ICommunication/Broadcast Sales, Financial Services, Industrial Distribution, Insurance, Medical/healthcare, Technology

Ferris State is expanding their sales offerings, permitting students from various majors to participate. In addition to three sales classes, internship opportunities are growing, providing students with job experience. All students are required to complete an internship prior to graduation.

H.H. Gregg CENTER FOR PROFESSIONAL SELLING



Ball State University's H.H. Gregg Center for Professional Selling is committed to enhancing and promoting the field of professional selling through research, service to the business community, and producing college graduates who are uniquely prepared for successful careers in sales.

COURSES

- Professional Selling
- Seminar in Advanced Professional Selling
- Sales Strategy
- Sales Management
- Sales Technology and Analytics

EVENTS

- Sales Career Fair, Early Spring Semester**
- One of the largest university sales career fairs in the country
 - 80+ companies interested in hiring salespeople
 - 400+ students interested in professional sales careers

H.H. Gregg Center for Professional Selling
765-285-5136 • www.bsue.edu/salescenter



FHWIEN: UNIVERSITY OF APPLIED SCIENCES
www.fh-wien.ac.at/marketing-salesmanagement/

Marina Prem
marina.prem@fh-wien.ac.at
Institute for Marketing and Sales Management
Wahringer Gurtel 97
Vienna, Austria 1180
+431476775850

Students: 70
Start Year: 1997
Accreditation(s): GSSI, FIBAA
Program Type(s): UMN
Focus Option(s): International Business, Sales Management

Austria's first sales program began in 1997 at FHWien-Studiengänge der WKW. A Bachelor's option was added in 2007 and a Master's in 2008. The combination of marketing and sales addresses topics ranging from product introduction to sales and customer retention.

FLORIDA INTERNATIONAL UNIVERSITY
<http://www.fiu.edu>

Nancy Rauseo, D.B.A.
nancy.rauseo@fiu.edu
11200 SW 8th Street
Modesto Maidique, RB-305A
Miami, FL 33199
305-348-1929

Students: 300
Start Year: 2008
Accreditation(s): AACSB
Program Type(s): UMN
Focus Option(s): Communication/Broadcast Sales, Financial Services,

Insurance, Technology
FIU Sales Society is a student organization focusing on developing sales professionals beyond the classroom.

FLORIDA STATE UNIVERSITY, THE SALES INSTITUTE
www.fsualesinstitute.com/

Pat Pallentino
ppallentino@business.fsu.edu
The Sales Institute
821 Academic Way
Tallahassee, FL 32306-1110
850-644-7875

Students: 400
Start Year: 2008
Accreditation(s): AACSB, USCA full member
Program Type(s): UMI, ET
Focus Option(s): Entrepreneurship, Financial Services, Industrial Distribution, International Business, Technology

The nationally recognized and award winning sales major currently has approximately 400 students, offering an undergraduate degree in Marketing, with a major in Professional Sales and a certificate in Sales Management. The sales program is part of the FSU Sales Institute, which is responsible for sales-related research and executive training programs.

GEORGIA SOUTHERN UNIVERSITY
<http://coba.georgiasouthern.edu/cse/>

Dr. Linda Greef Mullen
lgmullen@georgiasouthern.edu

PO Box 8154
Statesboro, GA 30460
912-536-3597

Students: 200
Start Year: 2006
Accreditation(s): AACSB, USCA
full member
Program Type(s): UEM
Focus Option(s): Entrepreneurship,
Financial services, Industrial
Distribution, Technology, Logistics
and Intermodal Transportation

Georgia Southern University is
a public, Carnegie Doctoral/
Research university. Their
concentration in Sales & Sales
Management is a key area
of distinction. It reflects the
University's culture of engagement
that bridges theory with practice,
extends the learning environment
beyond the classroom, and
promotes student growth and life
success. GSU is the only university
to award Huthwaite's Academic
SPIN Selling Certification.

GEORGIA STATE UNIVERSITY
<http://gsu.edu>
Stephen P. Young
syoung41@gsu.edu
Robinson College of Business
PO Box 3991
Atlanta, GA 30302-3991
404-413-7659

Students: 95
Start Year: 2007
Accreditation(s): AACSB
Program Type(s): UCE, UCO, GC, ET
Focus Option(s): Communication/
Broadcast Sales, Entrepreneurship,

International Business
Distinguishing characteristics of
this program include a skills-based
class teaching role playing,
corporate oral and written team
presentations, direct mail
techniques in selling, detailed
learning modules with an
emphasis on interactive learning.

**HAAGA-HELIA UNIVERSITY
OF APPLIED SCIENCES**
www.haaga-helia.fi

Pirjo Pitkapaasi
pirjo.pitkapaasi@haaga-helia.fi
Ratapihantie 13
Helsinki, Finland 520
+358 40 488 7066

Students: 50
Start Year: 2007
Accreditation(s): GSI
Program Type(s): GC
Focus Option(s): International
Business

Students pursue a Bachelor of
Science in Professional Sales. The
focus in the studies is on solution
sales and on the business to
business environment. The content
is taught by combining theory and
practice. As free choice studies
students can take a class in which
they are coached for the national
sales competition. HAAGA-
HELIA organizes the Best Seller
Competition every other year.

HIGH POINT UNIVERSITY
www.highpoint.edu
Larry Quinn
lquinn@highpoint.edu

883 Montlieu Avenue
High Point, NC 27262
336-884-2714

Students: 90
Start Year: 2014
Accreditation(s): SACS
Program Type(s): UCO, UMI, UMN, ET

The program offers Extraordinary
Learning Lab spaces. There is an
emphasis from the President to
require EVERY university student
to take at least one Sales course.

**HUSSON UNIVERSITY
COLLEGE OF BUSINESS**
www.husson.edu

Bill Watson
watsonw@husson.edu
1 College Circle
Bangor, ME 04401
207-941-7147

Students: 16
Start Year: 2014
Accreditation(s): IACSB
Program Type(s): UCE

The Sales Certificate includes four
courses and a required internship.
Strategic selling is the emphasis of
this program.

ILLINOIS STATE UNIVERSITY
<http://www.cob.ilstu.edu/profsales/>
Michael C. Boehm
mboehm@ilstu.edu
Department of Marketing
Campus Box 5590,
College of Business
Normal, IL 61790-5590
309-438-2954

Students: 280
Start Year: 1998
Accreditation(s): AACSB, USCA
full member, PSE
Program Type(s): UCE, UMI, ET

ISU's first B2B sales course was
taught in 1915! Students learn how
to deliver a company's "value
proposition". The sales faculty
team collaborates and delivers a
consistent message to students
throughout all seven courses. Sales
students gain invaluable B2B & B2C
experiences in addition to summer
internships with on-campus selling
opportunities within the Athletic
department, alumni foundation
and sales roles at both the campus
radio/TV ad department and the
Daily Vidette student newspaper
(The Daily Vidette B2B annual sales
revenue is just over \$900,000).

INDIANA STATE UNIVERSITY
www.indstate.edu/business/sales

David Fleming, Ph.D.
david.fleming@indstate.edu
Sales and Negotiations Center
Scott College of Business
30 North Seventh St.
Terre Haute, IN 47809
812-264-1075

Students: 100
Start Year: 2010
Accreditation(s): AACSB, USCA
full member
Program Type(s): UCE, UCO, UMN
Focus Option(s): Insurance and
Medical/Healthcare Sales
The tag line for Indiana State
University is "More. From day one."
This is carried out within all of its
programs and takes form within

the sales program through a strong
focus on experiential learning. For
example, sales students use the sales
recording capabilities to complete
skill practice exercises and then
receive formative feedback on their
performance, always with a goal
of improving skills. Sales students
develop their sales skills "more," so
they can serve clients "more," and
can provide "more" value to their
employers sooner after graduation.

INDIANA UNIVERSITY
www.kelley.iu.edu/globalsales

Dr. Charles Ragland
craglan@indiana.edu
Kelley School of Business
1309 E. Tenth St., BU328
Bloomington, IN 47405
812-855-1084

Students: 175
Start Year: 1996
Accreditation(s): AACSB, USCA
full member, PSE, GSSI
Program Type(s): UMI

The Global Sales Workshop attracts
the best students within Kelley.
It teaches professionalism and
sales skills. It includes corporate
involvement in all of its activities.
It hosts The National Team
Selling Competition. Twenty-one
universities participate, sending
five students and one coach.
Corporate sponsors develop
the case and role play as buyers.
The judging is done by the
corporate sponsors, with votes
also by the coaches in the final
round of three teams.

JAMES MADISON UNIVERSITY
<http://www.jmu.edu/cob/marketing/center-for-professional-sales/index.shtml>

Andy Wood
wood3ja@jmu.edu
MSC 0205
421 Bluestone Drive
Harrisonburg, VA 22807
540-532-2332

Students: 140
Start Year: 2014
Accreditation(s): AACSB, GSSI,
USCA associate member, PSE
Program Type(s): UCO

The mission of the Center for
Professional Sales at James
Madison University is to position
the JMU College of Business as
one of the leading institutes in
undergraduate sales education,
to promote professional selling
as a rewarding lifelong career,
to increase the visibility of JMU
Marketing students to corporate
partners, and to conduct research
that advances the field of sales.

KANSAS STATE UNIVERSITY
<http://cba.k-state.edu/nssi>

Dr. Dawn Deeter-Schmelz
ddeeter@k-state.edu
201 Calvin Hall
Manhattan, KS 66506-0506
785-532-6880

Students: 250
Start Year: 2010
Accreditation(s): AACSB, USCA
full member, PSE
Program Type(s): UCE, UEM

The National Strategic Selling
Institute celebrates the sales
profession each year with K-State
Sales Week, a week-long event
that includes a sales competition,
professional development events,
career fair, and keynote speakers.
Each spring the NSSI hosts a Benefit
Auction to raise funds for sales
student merit awards and a local
charity; the auction is student-run,
with students making sales calls
(phone and F2F) to find items
for the auction and sell tickets
to the auction. Each year it nets
approximately \$11,000 and at the
same time develops students'
selling skills.

KENNESAW STATE UNIVERSITY
<http://coles.kennesaw.edu/cps>

Dr. Terry W. Loe
tloe@kennesaw.edu
Coles College of Business
560 Parliament Garden Way NW,
MD 0406
Kennesaw, GA 30144
470-578-2017

Students: 250
Start Year: 1998
Accreditation(s): AACSB, USCA
full member, PSE, GSSI
Program Type(s): UMI, UCO, UCE,
UMN, ET

Focus Option(s): International
Business
The KSU Center for Professional
Selling assists in developing sales
programs for other universities
in the US and abroad and is
home to the National Collegiate
Sales Competition (NCSC), the
largest and oldest university
sales role-play competition in the
U.S., hosting more than 60 sales
programs annually. The NCSC
has directly contributed more
than \$4 million to university sales
education since its inception.
One of the oldest sales programs
in the U.S. with a Sales Major
offered continuously since 1989,
it is a Founding Member of the
University Sales Center Alliance.

KENT STATE UNIVERSITY
www.kent.edu/collegeofbusiness

Ellen Daniels
edaniels@kent.edu
Department of Marketing and
Entrepreneurship
College of Business
475 Terrace Dr.
Kent, OH 44242
330-672-1271

Students: 375
Start Year: 2009
Accreditation(s): AACSB, PSE
Program Type(s): UCE
Focus Option(s): Entrepreneurship,
International Business

The program utilizes a variety of
sales experts, primarily from its
Sales Advisory Board, to augment
the teaching material. KSU
Entrepreneurship and Managerial
Marketing students receive
specialized sales training specific
to their major areas of study. The
Managerial Marketing program
is unique to KSU and structured
to develop students with a
managerial focus.

LA SALLE UNIVERSITY
<http://www.lasalle.edu/business/#.ViaJaX6rQgs>
Michael DiPietro
dipietro@lasalle.edu
1900 West Olney Avenue
Philadelphia, PA 19141
215-991-3577

Students: 60
Start Year: 2015
Accreditation(s): AACSB
Program Type(s): UEM

The program offers a curriculum
that is a contemporary blend of
theory and real-world practice,
reflecting the central Lasallian value
of learning by doing.

LOUISIANA STATE UNIVERSITY
www.lsu.edu

Greg Accardo, MBA
gaccardo@lsu.edu
Department of Marketing
E.J. Ourso College of Business
Louisiana State University
2125 Business Education Complex
Baton Rouge, LA 70803
225-578-8797

Students: 79
Start Year: 2014
Accreditation(s): AACSB, PSE
Program Type(s): UCO

This program is highly focused on
internships and the Sale Practicum
class in order to develop skill sets
for real-world selling.

**METROPOLITAN STATE
UNIVERSITY OF DENVER**
www.msudenver.edu/marketing

Scott Sherwood
sherwoods@msudenver.edu
PO Box 173362
Campus Box 079
Denver, CO 80110
303-352-4499

Students: 120
Start Year: 2012
Accreditation(s): USCA associate
member
Program Type(s): UCE, UMN

Modules include Dress for Success;
video role plays; case studies;
guest speakers from partner
companies; sales specific job
fairs/Meet and Greet; career
assessments from Chally, Harrison,
Cultural Index; students sell tickets
for professional sport teams; only
Sales Center in Colorado.

MICHIGAN STATE UNIVERSITY
<http://salesleader.msu.edu>

Jennifer Rumler
rumlerj@msu.edu
404 Wilson Rd., Room 463
East Lansing, MI 48824
517-355-9659

Students: 120
Start Year: 2009
Accreditation(s): AACSB, USCA
associate member, PSE
Program Type(s): UCO, UMN, ET
Focus Option(s): Communication/
broadcast Sales, Entrepreneurship,
Financial Services, Insurance, Interna-
tional Business, Medical/healthcare,
Technology

The Sales Leadership Minor at MSU
is the only program in the country
that combines the efforts of two
nationally-ranked Colleges, the Eli

Broad College of Business and the
College of Communication Arts
and Sciences.

MISSOURI STATE UNIVERSITY
www.missouristate.edu

Dr. Alex Hamwi
AlexHamwi@missouristate.edu
Marketing Department
901 S. National Ave.
Springfield, MO 65897
417-836-5494

Students: 160
Start Year: 2005
Accreditation(s): AACSB
Program Type(s): UCO

Missouri State boasts the largest
business school in a six state area,
with 750 Marketing majors alone.
Of that group, 200 take advantage
of the Professional Sales emphasis.

MOREHOUSE COLLEGE
www.morehouse.edu

Dr. Cassandra Wells
drwells@morehouse.edu
Morehouse College
830 Westview Drive, SW
Atlanta, GA 30314-3773
404-222-2565

Students: 7
Start Year: 2014
Accreditation(s): AACSB
Program Type(s): UMN

The program is introducing
students to Salesforce.com as a
sales tool and encouraging them
to get Admin certified. A give-
back sales project in the Principles
of Professional Selling class is
required. Speakers each semester

will be in the areas of the majors
of the students in the sales classes.
Ex: science major can expect
a speaker in a science-related
sales position. The goal is for this
interdisciplinary minor to show
students that their major can also
be utilized in a sales role.

NICHOLLS STATE UNIVERSITY
<http://www.nicholls.edu/marketing/professional-sales-initiative/>

Dr. R. Charles Viosca, Jr.
chuck.viosca@nicholls.edu
PO Box 2015
906 E. First St.
Thibodaux, LA 70310
985-449-7016

Students: 20
Start Year: 2003
Accreditation(s): AACSB
Program Type(s): UCO
Focus Option(s): Financial Services

This program utilizes a professional,
corporate-style training facility
including five role-play rooms that
are used to enhance the sales and
behavioral skills of students in the
program. This facility is also used for
the Annual Bayou Sales Challenge,
a regional intercollegiate sales role-
play competition hosted by the
College of Business at Nicholls each
spring. Nicholls also has a cross-
disciplinary degree program with
Finance to prepare students for a
career in Financial Services Marketing.

**NORTH CAROLINA A&T
STATE UNIVERSITY**
<http://www.ncat.edu/~sbe/centerins/flsp.htm>



UCF PROFESSIONAL SELLING PROGRAM STUDENTS...

Award-Winning!

International Collegiate Sales Competition
Top-10 Team (2015)

Students from our exclusive
Professional Selling Program graduate
with an unfair advantage.

business.ucf.edu/professional-selling



#UCFBusiness



The University of Toledo Invitational Sales Competition (UTISC)

An unique, national three-day event for junior, sophomore
and freshman sales students

February 23-25, 2017 · Toledo, Ohio

Students - Develop your skills and network
outside the shadow of seniors. Make your mark!

Universities - Recruit new and younger
students to grow your sales program enrollment.
Demonstrate the bench strength of your program!

Businesses - Enjoy the benefits of earlier
identification of top talent and higher probability
for acceptance of your internship/job offer.
Find them first!

**For sponsorship opportunities
and team eligibility, contact:**

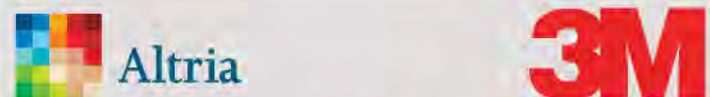
Deirdre Jones, Director
Edward H. Schmidt School of Professional Sales
Phone: 419.530.2978 · Fax: 419.530.6166
Email: Deirdre.Jones@utoledo.edu
Web: www.sales.utoledo.edu



COLLEGE OF BUSINESS
AND INNOVATION
THE UNIVERSITY OF TOLEDO
Edward Schmidt
School of Professional Sales

National Team Selling Competition

Kelley's undergraduate marketing program is ranked **#4 in the nation!** (U.S. News 2015)



October 27-28, 2016

\$6,000 in Cash Prizes Awarded

kelley.iu.edu/globalsales

Dr. Kimberly McNeil
Krmcneil@ncat.edu
Merrick Hall Room 315
1601 East Market Street
Greensboro, NC 27411
336-285-3391

Students: 50
Start Year: 2005
Accreditation(s): AACSB, PSE
Program Type(s): UCO, UMN

NCA&TSU is a Historically Black University offering a concentration and a minor in Professional Selling within the Bachelor of Science in marketing program. It offers a professional networking and role-practice facility used to enhance the sales and behavioral skills of students. This facility hosts internal sales competitions. NCA&TSU is attracting various majors within and outside of the business schools to obtain a minor in Professional Sales. Many of its students are selected for internships in the renowned 3M Frontline Sales Program.

NORTH DAKOTA STATE UNIVERSITY
<http://www.ndsu.edu/business/>
http://www.ndsu.edu/mgmt_mktg/sales/
Mike Krush
michael.krush@ndsu.edu
811 2nd Ave N
Fargo, ND 58102
701-231-7844

Students: 62
Start Year: 2013
Accreditation(s): AACSB, USCA associate member
Program Type(s): UCE
Focus Option(s): International Business

As the only academic center dedicated to developing the sales skills of North Dakota's students, NDSU's Center for Professional Selling and Sales Technology offers a certificate in professional selling that enables students across the university to develop their sales competencies. The Center combines a highly-engaged advisory committee, a group of committed corporate partners with an academically qualified teaching staff possessing industry experience.

NORTHERN ARIZONA UNIVERSITY
<http://franke.nau.edu/>
Kevin Trainor
kevin.trainor@nau.edu
The W.A. Franke College of Business
P.O. Box 15066
Flagstaff, AZ 86011-5066
928-523-7369

Students: 40
Start Year: 2015
Accreditation(s): AACSB
Program Type(s): UCO

Sales classes are available to students pursuing a professional selling concentration within the marketing major or a certificate to non-marketing majors. As a Salesforce.com Academic Alliance partner, the program emphasizes CRM as a strategy and delivers Salesforce.com vendor approved training to students in the Sales Strategy and Technology class.

NORTHERN ILLINOIS UNIVERSITY
www.cob.niu.edu/sales
Dr. Robert M. Peterson
peterson@niu.edu
Department of Marketing
Barsema Hall 128R
Dekalb, IL 60115
815-753-6224

Students: 200
Start Year: 1988
Accreditation(s): AACSB, USCA full member, PSE, GSSI
Program Type(s): UCE

Northern Illinois is the only school to publish a sales journal (The Journal of Selling & Major Account Management). The school established a sales specific exchange program with universities in Ireland and Austria. Sales students are not required to have majors in the School of Business, allowing representation from various disciplines.

NORTHWEST UNIVERSITY
<http://www.northwestu.edu/academics/professional-sales/>
Cori Hartje
cori.hartje@northwestu.edu

5520 108th Ave. NE
Kirkland, WA 98033
425-889-5290

Students: 23
Start Year: 2014
Accreditation(s): Accreditation Council for Business Schools
Program Type(s): UCO

A sales minor in any field will help the student improve their career options and opportunities. The minor in Professional Sales is designed to help the student prepare for positions in sales and customer service. NU offers a sales minor as a compliment to any discipline. A sales internship is included in the Professional Sales minor program.

NOVA SOUTHEASTERN UNIVERSITY
www.huizenga.nova.edu, or
www.nsales.com

John Riggs, Ph.D.
John.riggs@nova.edu
H. Wayne Huizenga School of Business & Entrepreneurship
The Carl DeSantis Bldg.
3301 College Ave.
Fort Lauderdale, FL 33314-3755
954-262-5030

Students: 80
Start Year: 2010
Accreditation(s): SACS
Program Type(s): UCO, UMJ, UMN, UEM, GE, GF, ET

Focus Option(s): Entrepreneurship, Financial Services, Insurance, International Business
Students are trained in various CRMs (Salesforce and NetSuite).

OHIO UNIVERSITY
www.scheysalescentre.com
Adam Rapp, Ph.D.
rappa@ohio.edu

Schey Sales Centre at Ohio University
Copeland Hall 201
Athens, OH 45701-2979
740-593-9328

Students: 325
Start Year: 1997

Accreditation(s): AACSB, USCA full member, SMT
Program Type(s): UCE, ET
Established by the Ohio University Board of Trustees in 1997 as one of the first ten collegiate sales programs in the country, the Schey Sales Centre's unique combination of: 1. Inside the classroom, real sales readiness training curriculum; 2. Outside the classroom self-discovery, personal growth and professional development; and 3. Practical experience helping run the Centre as a small "business" gives the students a "fair-unfair" advantage getting the best sales jobs upon graduation and jump starts successful careers.

OSLO SCHOOL OF MANAGEMENT
<http://www.mh.no/en/>

Dr. Erik Mehl
erik.mehl@mh.no
Kirkegaten 24-26, Pb 1195
Oslo, Norway 107
+47 920 37 22

Students: 750
Start Year: 2011
Accreditation(s): NOKUT
Program Type(s): UMJ

This is a traditional 3 year European Bachelor program with students enrolling from finished high school degrees. The name of the program is "Bachelor in Marketing and Sales Management". From experience gained at the Sales Educators' Academy it is difficult to fully compare such a program with the American system.

PLYMOUTH STATE UNIVERSITY
www.plymouth.edu

Bob Nadeau
ranadeau@plymouth.edu
217Hyde Hall, MSC 27
17 High Street
Plymouth, NH 03264
603-854-0886

Students: 200
Start Year: 2009
Accreditation(s): USCA associate member
Program Type(s): UMN, UCE

The program has a Sales Advisory Board made of 20 companies who represent IMM employees in aggregate. They meet on campus and provide advice on our curriculum to keep it relevant and cutting edge. For example, 10% of a students' grade in Sales I is based on their LinkedIn profile. They also help with sales internships, mentoring and networking events. Students in Professional Sales II make out-going new business development calls both in person and on the phone.

PORTSMOUTH BUSINESS SCHOOL
www.port.ac.uk

Dr. Beth Rogers
beth.rogers@port.ac.uk
Richmond Building
Portland Street
Portsmouth, UK PO1 3DE
+44-2392-844017

Students: 120
Start Year: 2002
Accreditation(s): GSSI
Program Type(s): USP, GE, ET

Portsmouth offers opportunities for undergraduates and postgraduates on

business pathways to take options on personal selling, account management and sales management. In addition, Portsmouth pioneered a specialist postgraduate program for account managers and sales managers. Assessments focus on developing a best practice in the sponsoring organization. Neil Rackham is a visiting professor.

PURDUE UNIVERSITY
www.purdue.edu/proselling

Chris Kowal
ckowal@purdue.edu
812 W. State Street
Matthews Building #312A
West Lafayette, IN 47907-2060
765-494-9245 or 765-494-7860

Students: 250
Start Year: 2010
Accreditation(s): USCA associate member, PSE
Program Type(s): UMJ, ET
Focus Option(s): Communication/Broadcast Sales, Entrepreneurship, Industrial Distribution, Medical/Healthcare Sales, Hospitality and Technology

The program focuses on quantity and quality by providing 19 custom-tailored Sales Competitions per year that are sponsored by corporate Partners and delivered on the Purdue campus. Each Sales Competition is bundled with Information Sessions for preparation, Scenario Workshops for practice, and Awards Banquets for professional networking experiences. The Purdue Center for Professional Selling enhances and extends what is learned in the sales classrooms with practical experiences, enabling students to contribute faster and more meaningfully in their internships and jobs.

SAMFORD UNIVERSITY
<http://samford.edu/business/>

C. Clifton Eason
ceason@samford.edu
800 Lakeshore Drive
BSOB 341
Birmingham, AL 35229
205-726-2677

Students: 20
Start Year: 2015
Accreditation(s): AACSB
Program Type(s): UCO

The program prides itself on the low faculty-student ratio and its ability to connect students with quality internships, mentors, and job providers. There is also a very enthusiastic Advisory Board, comprised of distinguished sales professionals, for the program.

SONOMA STATE UNIVERSITY
www.sonoma.edu/sbe

Sarah Dove, MBA
sarah.dove@sonoma.edu
SSU, School of Business and Economics
1801 E. Cotati
Rohnert Park, CA 94928
707-664-2548

Students: 15
Start Year: 2013
Accreditation(s): AACSB

Program Type(s): UCE
Focus Option(s): Wine and Spirits

This program completed the approval process to become recognized by the university. It is anticipated that 15 students will complete the certificate requirements in this first year. There is a focus on Wine and Spirits sales.

SOUTHERN NEW HAMPSHIRE UNIVERSITY
www.snhu.edu

Micheline Anstey
m.anstey@snhu.edu
2500 North River Road
Manchester, NH 03106
603-668-2211

Students: 60
Start Year: 2013
Accreditation(s): NEASC
Program Type(s): UMN

As a general education course, Professional Selling attracts students from all majors. In all sales courses, students participate in real world selling projects and network with distinguished sales professionals from the community. Students participate in live, video-taped role plays critiqued by both sales faculty and sales practitioners. Approximately 120 students per year enroll in the sales classes. Although there is a selective process for those wishing to minor in Professional Sales, all are strongly encouraged to become a member of the SNHU Student Professional Selling Association.

SOUTHERN UNIVERSITY BATON ROUGE
www.subr.edu

George Kirk
george_kirk@subr.edu
College of Business
252 TT Allain Hall
Baton Rouge, LA 70813
225-771-9777

Students: 20
Start Year: 2002
Accreditation(s): AACSB
Program Type(s): UCO

The program includes a Role Play facility that simulates four common sales environments: Small conference room, Break room, Corner Office, Board Room.

ST. CATHERINE UNIVERSITY
www.stkate.edu/sales

Mary Jacobs
mjacobs@stkate.edu
2004 Randolph Avenue
MS 4124
St. Paul, MN 55105
651-690-8762

Students: 40
Start Year: 1998
Accreditation(s): USCA associate member, PSE
Program Type(s): UMJ, UMN, EC, ET
Focus Option(s): Entrepreneurship, Medical/Healthcare Sales

Students have minimum 6 hours personal interaction with sales professionals. Students are certified using Speak Easy software, learning the skills of making outbound sales calls. Students are required to



UNIVERSITY of
DAYTON

Fiore Talarico
Center For Professional Selling

Strategically Aligned with High-Technology Industries that are engaged in B2B Consultative Selling and focused on Major Sales opportunities

Tony Krystofik, Director | 937.229.3796 | akrystofik1@udayton.edu

complete a Business Practicum class before graduation.

ST. CLOUD STATE UNIVERSITY
www.stcloudstate.edu/mkbl/programs.asp

Dennis Bristow; Rajesh Gulati
dbristow@stcloudstate.edu
720 4th Avenue South
St. Cloud, MN 56301-4498
320-308-2057

Students: 70
Start Year: 2013
Accreditation(s): AACSB
Program Type(s): USP

The program features the newly developed state-of-the-art Northwest Mutual: The Columns Group Sales lab. The Selling Specialization includes modules on sales shadowing; sales management shadowing; selling at a global level; ethics in selling; and social media and selling.

TEXAS A&M UNIVERSITY
<http://mays.tamu.edu/>

professional-selling-initiative/
Andrew Loring
aloring@mays.tamu.edu
220 Wehner Building
4112 TAMU
College Station, TX 77843
979-845-2958

Students: 120
Start Year: 2014
Accreditation(s): AACSB, PSE, USCA associate member
Program Type(s): UCE

The program hosts its own Sales Competition with students from the

Business School, Agriculture School and Industrial Distribution program. A&M is in phase two of a three phase process to develop a Sales Center.

TEXAS STATE UNIVERSITY
<http://txstsalescenter.com/>

Vicki West
vw03@txstate.edu
McCoy College of Business
601 University Dr.
San Marcos, TX 78666
512-245-3224

Students: 175
Start Year: 2009
Accreditation(s): AACSB, USCA full member
Program Type(s): UCO

The program has a very strong and active corporate partners' program. It also has professional selling student ambassadors. Industry days are a new edition to the program, and some of the corporate partners participate in Business Leadership Week. The program has a founding alumni advisory board of directors representing sales executives from around the country, and is also participating in research projects with our corporate partners.

THE CITADEL
www.citadel.edu

Bob Riggle
bob.riggle@citadel.edu
Bond Hall - School of Business
171 Moultrie Street
Charleston, SC 29409
843-953-6978

Students: 30
 Start Year: 2013
 Accreditation(s): AACSB, PSE
 Program Type(s): UEM
 The program is up and coming. Student placement is consistently improving, and the program is forging new relationships with companies every day. The cadets are hard workers and faculty strives daily to find new and different ways to challenge them.

TURKU UNIVERSITY OF APPLIED SCIENCES
 www.turkuamk.fi
 Marjo Kumpulainen
 marjo.kumpulainen@turkuamk.fi
 Sepänkatu 1
 Turku, South-West Finland 20700
 +358505985564

Students: 70
 Start Year: 2008
 Accreditation(s): GSSI, Ministry of Education
 Program Type(s): UCE, UMI, UMN
 Focus Option(s): Financial Services, Industrial Distribution, Insurance, International Business, Real Estate, Technology
 The project is developing a new type of sales training concept where higher education institutions and companies are in close collaboration to develop sales know-how. The objective is a system extending to all of Europe, with companies joining in at all stages of sales training: planning, implementation and evaluation of the skills of students.

TUSKEGEE UNIVERSITY
 www.tuskegee.edu/
 Anthony Freeman
 afeeman@mytu.tuskegee.edu
 Brimmer College of Business and Information Sciences, Management Department, Sales and Marketing Program
 2 Benjamin Drive (Office 307)
 Tuskegee, AL 36088
 334-727-8707

Students: 80
 Start Year: 1996
 Accreditation(s): AACSB, PSE
 Program Type(s): UCE, UMI
 Students receive CRM training. Salesforce is the CRM platform of choice. Sales Internships are provided by 3M, Altria, Graybar, Edward Jones, Otis Elevators, United Technologies, Rockwell Collins, P&G, and many others. Students receive SAP training (Roll out Fall Semester 2015). SAP GUI.

UNIVERSITA BOCCONI
 www.sdbocconi.it
 Dr. Paolo Guenzi
 paolo.guenzi@sdbocconi.it
 Department of Marketing
 Via Roentgen 1
 Milano, Italy 20136
 +39 02 58366820

Students: 110
 Start Year: 2003
 Accreditation(s): GSSI
 Program Type(s): UEM, GF, ET
 Focus Option(s): Insurance
 Sales strategy focus is on consultative selling in the B2B marketplace, and channel management (B2B2B or B2B2C). Sales Management covers

strategy of organization; recruitment; development; incentive; etc.
 Sales skills focus on essential consultative skills.

UNIVERSITE DE MONTPELLIER
 http://www.umontpellier.fr/
 Juliet F. Poujol
 fm9@hotmail.com
 163 rue Auguste Broussonnet
 34090 Montpellier
 France
 +0033671828859

Students: 20
 Start Year: 2008
 Accreditation(s): —
 Program Type(s): Master in Sales Management
 The Master in Sales Management is characterized by intensive preparation for a profession through specialized courses and internships. Courses include: in-depth sales management, multichannel strategies, customer relationship management, distribution strategy, negotiation, key account management, salesforce recruitment and motivation. After six months, 86% of students had secured a position in marketing or sales.

UNIVERSITY COLLEGE DUBLIN
 http://www.ucd.ie/research/people/business/drusageiger/
 Susi Geiger
 susi.geiger@ucd.ie
 Lochlann Quinn School of Business
 Belfield
 Dublin 4, Ireland
 +35317164813

Students: 30
 Start Year: 2006
 Accreditation(s): AACSB, AMBA, EQUIS
 Program Type(s): EC, ET
 UCD School of Business is Ireland's leading business school and research center. In 2009 it officially celebrated 100 years of business education. One of the keystones of its reputation as one of the world's leading business schools is the quality and expertise of the Faculty. It is the only business school in Ireland to hold the triple crown of accreditation from AACSB (US), EQUIS (Europe) and AMBA (UK). It is also the only Irish member of CEMS, a global alliance of leading business schools and multinational companies.

UNIVERSITY OF AKRON FISHER INSTITUTE FOR PROFESSIONAL SALES
 http://www.fishersalesinstitute.com
 Dr. Chris Plouffe
 sales@uakron.edu
 Fisher Institute for Professional Selling
 College of Business Administration
 259 S. Broadway Street
 Akron, OH 44325
 330-972-6191

Students: 120
 Start Year: 1992
 Accreditation(s): AACSB, USCA
 full member, PSE
 Program Type(s): UCE, UMI, UMN, EC, ET
 Focus Option(s): Financial Services, Industrial Distribution, International

Business, Medical/Healthcare Sales
 Founded in 1992, the Fisher Institute for Professional Selling is the 2nd oldest university Sales Program in the world. It has 32 Corporate Partners at three different levels of engagement and related benefits. The Fisher supports a Major, Minor, and Certificate in Professional Sales, and is the only Sales Program in the world to offer customized Sales Certificates in Health Care Selling and Engineering / Technical Sales.

UNIVERSITY OF ALABAMA
 www.uasalesprogram.com
 Joe Calamusa IV
 jcalamus@cba.ua.edu
 The Sales Program
 Culverhouse College of Commerce & Business Administration
 361 Stadium Drive
 Tuscaloosa, AL 35406
 205-348-8923

Students: 650
 Start Year: 2007
 Accreditation(s): USCA full member
 Program Type(s): UCE, USP, GE, GF, EC, ET
 The UA Sales Program features a robust Advisory Board of corporate supporter, employers, and mentors that contribute scholarships, jobs and internships, and curriculum tools. There are over 50 live selling projects per year, sponsored by corporate partners. The Program is also augmented by a UA Sales Lab featuring 8 technology-driven training spaces. The Sales Program's student staff includes over 50 graduate and undergraduate students who share in an annual scholarship pool of over \$300,000.

Students: 20
 Start Year: 2007
 Accreditation(s): AACSB
 Program Type(s): UCE, UEM, UMN
 Students participate in the program's "Professional Edge" placement activities, including speed mixers and networking events with employers.

UNIVERSITY OF ALABAMA AT BIRMINGHAM
 www.uab.edu/business/degrees-certificates/professional-sales-certificate
 John D. Hansen
 jdhansen@uab.edu
 School of Business
 1150 10th Avenue South
 Birmingham, AL 35294
 205-996-2069

Students: 75
 Start Year: 2008
 Accreditation(s): AACSB
 Program Type(s): UCE
 Focus Option(s): Entrepreneurship, Industrial Distribution, Medical/Healthcare Sales, Social Media
 The Professional Sales Program at the University of Alabama at Birmingham offers a wide range of possible classes in Sales Leadership and Personal Selling on an as demanded basis.

UNIVERSITY OF APPLIED SCIENCES IN WIENER NEUSTADT
 heep://www.fhwn.ac.at/Fachhochschule/Wissenschaftliche-Einheiten/Fachbereiche/Marktkommunikation-Vertrieb
 Dr. Karl Pinczolt
 fb-mv@fhwn.ac.at

Students: 20
 Start Year: 2008
 Accreditation(s): AACSB
 Program Type(s): UCO
 UCM hosts the annual State Farm Marketing and Sales Competition in The State Farm Sales Lab. All

Johannes Gutenberg Strasse 3
 Wiener Neustadt, Austria A-2700
 0043 2622 89 084 ext 313
 Students: 381
 Start Year: 1994
 Accreditation(s): GSSI
 Program Type(s): UMI, USP, GCE, ET

Focus Option(s): Financial Services, International Business, Medical/healthcare Sales, Technology
 The program aims to combine academic sales studies with a more practical orientated education, which would be specifically suited to the business and technology sectors of today. With the establishment of the bachelor and master programs in business consultancy with focus in sales the University hopes to further its reputation and international connections, as well as provide students with the opportunity of a truly unique and international degree.

UNIVERSITY OF ARKANSAS AT LITTLE ROCK
 www.uarl.edu/marketing/
 Mark Funk
 mffunk@ual.edu
 2801 South University Avenue
 Little Rock, AR 72204-1099
 501-569-8862

Students: 20
 Start Year: 2007
 Accreditation(s): AACSB
 Program Type(s): UCE, UEM, UMN
 Students participate in the program's "Professional Edge" placement activities, including speed mixers and networking events with employers.

UNIVERSITY OF CENTRAL FLORIDA
 www.bus.ucf.edu/marketing
 Dr. Ronald E. Michaels
 ronald.michaels@ucf.edu
 Department of Marketing, BA2
 4336 Scorpis Street
 Orlando, FL 32816-1400
 407-823-2875

Students: 36
 Start Year: 2005
 Accreditation(s): AACSB, SACS
 Program Type(s): UCE
 Of the 700 students enrolled in UCF professional selling classes annually, only approximately 30 are admitted into the exclusive Professional Selling Program where each student signs a "Commitment to Sales Professionalism." The UCF program boasts a high-tech sales lab consisting of a main classroom and eight role-play rooms.

UNIVERSITY OF CENTRAL MISSOURI
 www.ucmo.edu/efm/
 Dr. Charles Schwepker
 schwepker@ucmo.edu
 Department of Economics, Finance, & Marketing
 Dockery 300
 Warrensburg, MO 64093
 660-543-8554

Students: 20
 Start Year: 2008
 Accreditation(s): AACSB
 Program Type(s): UCO
 UCM hosts the annual State Farm Marketing and Sales Competition in The State Farm Sales Lab. All

marketing majors and minors complete a Professional Sales course. Students from the sales classes may compete for sales scholarships and the chance to represent the University at the National Collegiate Sales Competition.

UNIVERSITY OF CENTRAL OKLAHOMA
 www.uco.edu
 Bob Kaiser
 rkaiser@uco.edu
 Business Building, 100C
 100 North University Drive
 Edmond, OK 73034
 405-974-5838

Students: 160
 Start Year: 2009
 Accreditation(s): AACSB
 (American Association of State Colleges and Universities)
 Program Type(s): UMI, UMN
 Focus Option(s): Financial Services, Insurance, Medical/Healthcare Sales
 The program design is focused on learning the application of the sales process and development of the art of the sale. It is the only sales program in Oklahoma's higher learning institutions.

UNIVERSITY OF CINCINNATI
 http://business.uc.edu/centers/sales-center.html
 Dr. Jane Sojka
 jane.sojka@uc.edu
 Carl H. Lindner
 College of Business
 422 Lindner Hall
 PO Box 210145
 Cincinnati, OH 45221-0145
 513-556-7149

Students: 300
 Start Year: 2011
 Accreditation(s): AACSB
 Program Type(s): UCO, UEM, UMN, GCE
 Focus Option(s): Communication/Broadcast Sales, Entrepreneurship, Insurance, Medical/Healthcare Sales
 Because UC is a major research institution in a metropolitan location, UC offers sales education from leading researchers and seasoned sales professionals. We currently have a post-doc candidate researching feedback avoidance in salespeople. UC's first sales dissertation was completed in August. The metropolitan location provides dedicated sales faculty with extensive sales experience. The sales instructors have sold for P&G, Cintas, Sara Lee, Flint Group, Prudential Insurance, and other major B2B corporations located in Cincinnati.

UNIVERSITY OF GEORGIA
 http://www.terry.uga.edu/directory/profile/jhulland/
 John Hulland
 jhulland@uga.edu
 Terry College of Business
 104 Brooks Hall
 Athens, GA 30602
 706-542-3764

Students: 250
 Start Year: 2006
 Accreditation(s): AACSB, PSE
 Program Type(s): UCE, UEM
 Focus Option(s): Communication/Broadcast Sales, Entrepreneurship, Financial Services, Industrial Distribution, Insurance, International Business, Technology
 Professional selling students must complete an internship and participate in the Terry College PSE Sales Competition. Winners attend the National Collegiate Sales Competition. The key resources for the sales program are an active Board of Advisors, the State Farm Sales Laboratory facility, and an active PSE Chapter, Gamma.

Students: 85
 Start Year: 2001
 Accreditation(s): AACSB, PSE
 Program Type(s): UCE, UCO, UMN
 Focus Option(s): Communication/

Broadcast Sales, Financial Services, Insurance, Industrial Distribution, Medical/Healthcare Sales, Technology, Media/Entertainment
 The University of Connecticut School of Business Marketing Department offers a Certificate, Concentration and Minor in Professional Sales. UCONN's PSL program is the only professional sales certificate program in New England at a leading research university. The program is committed to advancing sales management expertise through experiential education, and by developing ethical and strategically-oriented sales professionals. Partner companies interact with students in the classroom, at networking events, and sales roles play events.

UNIVERSITY OF DAYTON
 http://www.udayton.edu/business/index.php#3
 Anthony (Tony) Krystofik
 akrystofik1@udayton.edu
 14 Anderson Center
 Dayton, OH 45469-2271
 937-371-4552

Students: 250
 Start Year: 2005
 Accreditation(s): AACSB, PSE
 Program Type(s): UEM
 Focus Option(s): Medical/healthcare Sales, Technology
 The Fiore Talarico Center for Professional Selling completed the construction of our Sales Labs in December 2012. There are five uniquely different selling environments for students to perform sales call role play activities in six different areas: 1) Sales Lab Room 1 - for one-on-one/two-on-one selling, 2) Sales Lab Room 2 - for one-on-one selling/two-on-one selling, 3) Sales Conference Room 3 - for team selling, involving up to six people (Sales Teams & Buying Centers), 4) Sales Lobby Room 4 - for impromptu sales discussions, and 5) Sales Training Room 6 - for larger group sales activities and sales presentations to buying committees.

UNIVERSITY OF HOUSTON
 www.salesexcellence.org
 Carl Herman
 cherman@uh.edu
 Sales Excellence Institute
 4800 Calhoun MH334
 Houston, TX 77204
 713-305-7755

Students: 700
 Start Year: 1995
 Accreditation(s): AACSB, USCA
 full member
 Program Type(s): UCE, UCO, UMN, GE, EC, ET
 On an annual basis the program touches over 1,200 students in some way. The concentration has 350 students. There is an active business partner mentorship program embedded in the program. Each student's capstone internship/practicum is customized to his/her area of interest such as media, distribution, sports marketing, commercial real estate, financial services etc. The Chally University Assessment Program has been an important part of the capstone course.

UNIVERSITY OF LOUISVILLE
 www.business.louisville.edu/marketing
 P.S. Raju
 psraju@louisville.edu
 College of Business
 Louisville, KY 40292
 502-852-4860



Weber State University's DEPARTMENT OF PROFESSIONAL SALES and Alan E. Hall Center for Sales Excellence

- Bachelor's in professional sales available online
- 150+ professional sales graduates per year
- 17 classes with 48 credit hours of sales specific curriculum
- 99% job placement rate
- 60+ local and national companies who recruit WSU students
- WSU named top Utah institution for return on investment by PayScale

weber.edu/sales

WEBER STATE UNIVERSITY
 Engineering, Applied Science & Technology

UNIVERSITY OF HOUSTON
 www.salesexcellence.org
 Carl Herman
 cherman@uh.edu
 Sales Excellence Institute
 4800 Calhoun MH334
 Houston, TX 77204
 713-305-7755

Students: 700
 Start Year: 1995
 Accreditation(s): AACSB, USCA
 full member
 Program Type(s): UCE, UCO, UMN, GE, EC, ET
 On an annual basis the program touches over 1,200 students in some way. The concentration has 350 students. There is an active business partner mentorship program embedded in the program. Each student's capstone internship/practicum is customized to his/her area of interest such as media, distribution, sports marketing, commercial real estate, financial services etc. The Chally University Assessment Program has been an important part of the capstone course.

UNIVERSITY OF LOUISVILLE
 www.business.louisville.edu/marketing
 P.S. Raju
 psraju@louisville.edu
 College of Business
 Louisville, KY 40292
 502-852-4860

Students: 120
 Start Year: 2000
 Accreditation(s): AACSB
 Program Type(s): UEM

Real sales readiness training in consultative selling, role playing focused curricula and teaching how to become identified in the workplace as "someone who gets it" helps the sales students hit the ground running, ramp up faster and have better results their first year selling.

UNIVERSITY OF MEMPHIS
 Marketing.memphis.edu
 Al Bush
 Alanbush@memphis.edu
 Fogelman College of Business and Economics
 Memphis, TN 38152
 901-678-2667

Students: 40
 Start Year: 1990
 Accreditation(s): AACSB
 Program Type(s): UCE
 The PS minor provides students with an understanding of key concepts and principles for building long-term relationships through a customer centric philosophy.

UNIVERSITY OF MISSOURI
 http://business.missouri.edu/programs-and-admissions/undergraduate/degree-programs/certificate-programs/certificate-sales
 Wayne Keene
 keenecw@missouri.edu
 Trulaske College of Business
 422 Cornell Hall
 Columbia, MO 65211
 573-590-2377

Students: 250
 Start Year: 2011

FOSTER SCHOOL OF BUSINESS

University of Washington
Professional Sales Program

Where Sales Education Meets Real World Application

Nationally Ranked Business School
Producing Nationally Ranked Sales Students.



Annual Business Partners Breakfast

Visit foster.uw.edu/professionalsalesprogram
and/or contact our Director Jack Rhodes at 206.685.1913

Accreditation(s): AACSB, PSE
Program Type(s): UCE, ET
Focus Option(s): Communication/
Broadcast Sales, Entrepreneurship,
Financial Services, Industrial
Distribution, Insurance, Medical/
Healthcare Sales, Technology
This certificate prepares
undergraduate students for careers
in the highly professional and
dynamic field of sales. Through the
certificate's required coursework
and internship, students acquire
vital skills as well as knowledge of
current best practices in the sales
profession and sales management.

**UNIVERSITY OF NEBRASKA
AT KEARNEY**
INDUSTRIAL DISTRIBUTION SALES PROGRAM
www.unkid.org

Scott Jochum
JochumSL@unk.edu
Industrial Distribution Program
Otto Olsen Building, Room 130C
2508 12th Ave.
Kearney, NE 68849
308-865-8693

Students: 200
Start Year: 1988
Accreditation(s): ATMAE
Program Type(s): UMI
Focus Option(s): Industrial
Distribution, Technology

The degree program focuses
on technical sales with a 12 hour
internship, sales-oriented technical
courses, professional selling/
negotiation courses, and role-plays
of sales and branch operations
functions in The Industrial Distribution

Simulation Lab. Corporate partners
develop professional relationships
with students through exclusive
career events.

**UNIVERSITY OF NEBRASKA
AT KEARNEY**
PROFESSIONAL BUSINESS SALES
MARKETING PROGRAM
www.unk.edu

Marsha Yeagley
yeagley@unk.edu
West Center W241 West Hwy 30
Kearney, NE 68845
308-865-8345

Students: 96
Start Year: 1975
Accreditation(s): AACSB
Program Type(s): UEM

This program is directed toward
both non-degree seeking
individuals and students who are
pursuing a degree. The PSC will
add value to degree seeking
individuals' program as it will
indicate their competency in
the field of selling. Non-degree
individuals will find that it enhances
their job opportunities and their
competency in the field, furthering
their ability to be successful in
a sales career.

UNIVERSITY OF NEBRASKA-LINCOLN
<http://cbate40.unl.edu/academic-programs/programs-and-degrees/sales-center/>
Ravi Sohi, PhD
ravisohi@unl.edu
CBA310
512 N. 12th Street

Lincoln, NE 68588
402-472-2316

Students: 20-25
Start Year: 2013
Accreditation(s): AACSB, PSE
Program Type(s): UCE

This program will graduate its
first class in 2015. There is a strong
partnership with companies for
supporting the program.

UNIVERSITY OF NEW HAMPSHIRE
<https://paulcollege.unh.edu>

Dr. Tom Gruen
tom.gruen@unh.edu
Peter T. Paul College of
Business & Economics
10 Garrison Avenue
Durham, NH 03824
603-828-3360

Students: 45
Start Year: 2010
Accreditation(s): AACSB
Program Type(s): USP
Focus Option(s): Entrepreneurship,
Financial Services, International
Business

The Center for Sales Excellence
is the conduit for the business
community to find professionally
trained, polished, and qualified
candidates who wish to pursue
a career in sales leadership. The
power of this program is the
partnerships formed to bring field
experience into the classroom
enabling executives to contribute
to the professional development
of students before recruitment. This
innovative program combines the
disciplines of the undergraduate
business curriculum with marketing,
sales, etiquette and leadership to
grow students for a professional
selling career. The program's Sales
Club and Sales Competition
provide opportunities for
students to extend their academic
experience beyond the classroom
and experience mock presenta-
tions, negotiations, and strategy
with business executives.

THE UNIVERSITY OF NEW HAVEN
www.newhaven.edu

Charles (Pete) Peterson
cpeterson@newhaven.edu
Maxcy Hall
300 Boston Post Road
West Haven, CT 06515
860-558-2532

Students: 30
Start Year: 2010
Accreditation(s): AACSB
Program Type(s): UCE, UMN
Focus Option(s): Communication/
Broadcast Sales, Entrepreneurship,
Financial Services, Insurance, Medical/
Healthcare Sales, Technology
This program accepts students
with varying majors at the
University and requires that
each student complete a
sales-specific internship.

UNIVERSITY OF NORTH ALABAMA
www.unasalescenter.com

Jerome M. Gafford
jmgafford@una.edu
Box 5116
1 Harrison Plaza
Florence, AL 35632

256-765-5240

Students: 75
Start Year: 2011
Accreditation(s): PSE, ACBSP,
USCA associate member
Program Type(s): UCE, UCO, UMI,
UMN, USP

Focus Option(s): Communication/
Broadcast Sales, Entrepreneurship,
Financial Services, Insurance,
International Business, Medical/
Healthcare Sales, Technology

The sales program at the College
of Business is the fastest growing
unit of this university. It is committed
to continuous improvement of its
curriculum, academic programs,
faculty and staff support, and its
course management technology. A
state-of-the-art Sales Laboratory is
available for use in role play critique.

**UNIVERSITY OF NORTH CAROLINA
AT GREENSBORO**

<http://bae.uncg.edu/ncsi/>
James S. Boles
jsboles@uncg.edu
441 Bryan Building
316 Stirling Street
PO Box 26170
Greensboro, NC 27402-6170
336-334-4413

Students: 65
Start Year: 2015
Accreditation(s): AACSB
Program Type(s): UCO, UMN
Focus Option(s): Entrepreneurship,
Financial Services, Insurance,
International Business, Medical/
Healthcare Sales, Technology,
Channel Sales

The NCSI was developed at the
request of corporations looking for
top new sales talent, cutting edge
sales research, on-going training,
and executive education for sales
leadership. The mission is to create
sales understanding, promote
sales education, and develop
21st century sales leaders through
research, education programs,
and partnerships.

**UNIVERSITY OF NORTH CAROLINA
AT WILMINGTON**

<http://csb.uncw.edu/mkt/majors/mktselling.htm>
Dr. Tracy Meyer
meyer@uncw.edu
Cameron School of Business
601 S. College Road
Wilmington, NC 28403
910-962-7202

Students: 105
Start Year: 2013
Accreditation(s): AACSB
Program Type(s): UCO
Focus Option(s): Communication/
Broadcast Sales, Entrepreneurship,
Financial Services, Insurance, Medical/
Healthcare Sales, Technology
Professional selling is designed
to help students develop the
skills they need to be successful
in a sales oriented career. The
professional selling track is more
people oriented as highlighted by
the professional selling and sales
management classes.

**UNIVERSITY OF NORTH
CAROLINA: KENAN FLAGLER
BUSINESS SCHOOL**

www.kenan-flagler.unc.edu
David Roberts
dave_roberts@unc.edu

Center for the Integration
of Marketing and Sales
McColl Building
Campus Box 3490
300 Kenan Center Dr.
Chapel Hill, NC 27599-3490
919-962-3658

Students: 55
Start Year: 2010
Accreditation(s): AACSB
Program Type(s): UEM, GF, ET
Focus Option(s): Entrepreneurship,
Financial Services, International
Business, Medical/Healthcare
Sales, Technology, Channel Sales

The program integrates sales strategy
and skills through undergrad-
uate and graduate business con-
sulting projects. In addition to the
sales emphasis, sales strategy and
skills are a component of the en-
trepreneurship minor (undergrad),
and Sales Strategy is offered as an
elective for the full- and part-time
MBA programs.

UNIVERSITY OF NORTH TEXAS
www.unt.edu

Dr. Jeffrey Lewin
Jeffrey.Lewin@unt.edu
1155 Union Circle #31396
College of Business
1155 Union Circle #31396
Denton, TX 76203-50
940-565-4419

Students: 76
Start Year: 2014
Accreditation(s): AACSB
Program Type(s): UCO, UMN

Students in the Professional Selling
Program participate in required
internships where they learn tricks
of the trade from seasoned sales
professionals. They complete
11 marketing courses—with six
of those focusing on business-to-
business sales

**THE UNIVERSITY OF
SOUTHERN MISSISSIPPI**

www.usm.edu
Kelli L. King
kelli.l.king@usm.edu
118 College Dr. #5091
Hattiesburg, MS 39406
601-266-4627

Students: 50
Start Year: 2009
Accreditation(s): AACSB
Program Type(s): UCE
Focus Option(s): Entrepreneurship,
Medical/Healthcare Sales

Southern Miss has a long
history of placing students with
companies from the Fortune 500
as well as smaller, entrepreneurial
organizations. Students enter many
industries including healthcare,
consumer products, retail, capital
equipment, oil & gas, business
services, and others. The majority
of marketing students start their
careers in sales.

**THE UNIVERSITY OF TEXAS
AT ARLINGTON**

http://www.uta.edu/marketing/undergrad_sales.html
Larry Chonko
jaramillo@uta.edu
College of Business
Department of Marketing
Box 19469

701 S. West Street, Room 232
Arlington, TX 76019
871-272-0264

Students: 131
Start Year: 2013
Accreditation(s): AACSB
Program Type(s): UCE

The Sales Certificate program
is built on a strong theoretical
background but emphasizes
applications and practice. The Sales
Certificate Program is available to
both business and non-business
majors. The Professional Sales
Program Code of Ethics is adopted
by each student in the program.

**THE UNIVERSITY OF TEXAS
AT DALLAS**

<http://jindal.utdallas.edu/academic-areas/marketing/marketing-undergraduate-program/>
Dr. Howard Dover
howard.dover@utdallas.edu
800 Campbell Rd
Richardson, TX 75080
972-883-4420

Students: 200
Start Year: 2012
Accreditation(s): AACSB, USCA
associate member
Program Type(s): UCE, UCO, UEM,
GF

Focus Option(s): Entrepreneurship,
Financial Services, Insurance, Inter-
national Business, Technology
Students in the professional sales
concentration benefit from the
involvement of industry-leading
corporate partners, a faculty dedi-
cated to their students' education
both inside the classroom and out,
and a cadre of peers driven to
succeed. Students who complete a
sales concentration emerge ready
for the professional sales work-
force, resulting in faster ramp-up to
productivity and reduced turnover
for employers.

UNIVERSITY OF TOLEDO
www.sales.utoledo.edu

Deirdre Jones
deirdre.jones@utoledo.edu or
edwardschmidtschool@utoledo.edu
Edward Schmidt School of
Professional Sales
2801 W. Bancroft St.
UT COBI MS #103
Toledo, OH 43606
419-550-6133, 419-530-2978

Students: 420
Start Year: 1990
Accreditation(s): AACSB, USCA full
member, GSSI, PSE, AMA, NCSM
Program Type(s): UCO, UMI, UMN,
GCE, GF, ET

Focus Option(s): Communication/
broadcast Sales, Entrepreneurship,
Financial Services, Insurance,
International Business, Medical/
Healthcare Sales, Technology
There are several unique
differentiators of UT's program-
It has an integrated curriculum
requiring students to interact,
role play and do projects across
courses. All faculty have sales
experience of some sort to
bring to the table. The program
routinely brings in business
speakers to classrooms, hosts a
corporate partner speaker series,

a networking night event, and an
internal sales competition with mini
job fair. Further, a variety of online
recruiting tools including role play
catalogs, elevator pitch catalogs,
a recruiter catalog, live casting of
interviews and more are available.

UNIVERSITY OF WASHINGTON
www.foster.uw.edu/professional-salesprogram

Jack Rhodes
rhodesj@uw.edu or salesprg@uw.edu
Michael G. Foster School of Business
PACCAR Hall Box 353226
458 PACCAR Hall
Seattle, WA 98195-3226
206-685-1913 or 206-616-6134

Students: 187
Start Year: 2001
Accreditation(s): AACSB
Program Type(s): UCE
Focus Option(s): Communication/
Broadcast Sales, Entrepreneurship,
Financial Services, Industrial Distri-
bution, Insurance, Medical/Health-
care Sales, Technology

The Husky Sales Club (a registered
student organization and an arm
of the Sales Program) hosts a
business partner Speaker Series
throughout the academic year
and a Sales Career Fair. The Foster
Professional Sales Program con-
cludes each academic year with a
"Business Partners Appreciation"
breakfast. The audience includes
supporting business partners,
graduating "Certificate" students,
students who are candidates for
the program, business school
Dean's, and faculty. In May 2014
there were over 450 guests. The
Foster Professional Sales Program
is affiliated with the Center for Sales
and Marketing Strategy.

**UNIVERSITY OF WISCONSIN-
EAU CLAIRE**

<http://www.uwec.edu/academics/college-business/departments-programs/management-marketing/academic-offerings/sales-center/>
Dr. Bob Erffmeyer
erffmerc@uwec.edu
Department of Management
and Marketing
Schneider Social Science Hall 215
105 Garfield Avenue
Eau Claire, WI 54701
715-836-4644

Students: 125
Start Year: 1995
Accreditation(s): AACSB, USCA
associate member, PSE

Program Type(s): UEM, ET
Focus Option(s): Marketing
Analytics, Entrepreneurship,
Financial Services, Insurance
Students that complete the
Professional Sales Emphasis take
classes such as Professional Selling,
Sales Management, Advanced
Sales Topics and Marketing
Analytics and Technology.
Students use AC Nielson data in
their classroom experiences. In
addition, UW-Eau Claire hosts the
Great Northwoods Sales Warm
Up which gives students hands-on
selling experience and feedback
from sales professionals.

UNIVERSITY OF WISCONSIN

OSHKOSH
www.uwosh.edu
Dr. Bryan Lilly
lilly@uwosh.edu
College of Business
835 High Avenue
Oshkosh, WI 54901
920-424-7201

Students: 25
Start Year: 2012
Accreditation(s): AACSB
Program Type(s): UEM
Focus Option(s): Communication/
Broadcast Sales, Entrepreneurship,
Financial Services, Industrial
Distribution, Insurance

Students improve their ability
to leverage their natural skills
so they can pursue job/career
opportunities where they are
likely to succeed because they
learn how to deal with various
types of buyers and apply the
appropriate sales process steps
to meet their needs. The program
involves high participation with
area sales professionals via a Sales
Conference, a Career Symposium,
field trips, Ride-Alongs, and Role
Play interactions coached
by professionals.

**UNIVERSITY OF WISCONSIN-
PARKSIDE**

www.uwp.edu/departments/business/sales/certificate/index.cfm
Dr. Peter Knight
knightp@uwp.edu
School of Business and Technology
Molinaro 353
900 Wood Road
Kenosha, WI 53141-2000
262-595-2415

Students: 30
Start Year: 2010
Accreditation(s): AACSB
Program Type(s): UCE
Focus Option(s): Entrepreneurship,
Financial Services, International
Business

The program requires a course
in selling financial services. Using
gaming/role-play software
(Momentum) reinforces key
concepts. A capstone project
in Personal Selling requires
developing and executing a
professional sales presentation to
a senior industry buyer based on
a real life RFO. UW Parkside Sales
Certificate was launched as an
online flexible option in March 2015
with nationwide promotion.

**UNIVERSITY OF WISCONSIN-
RIVER FALLS**

<http://www.uwrf.edu/cbe>
Ozcan Kilic
ozcan.kilic@uwrf.edu
College of Business and Economics
410 S. Third Street
River Falls, WI 54022
715-425-3335

Students: 25
Start Year: 2013
Accreditation(s): AACSB
Program Type(s): UEM

The College of Business and
Economics has a prime location
close to the Twin Cities MSA with
a large concentration of Fortune

500 companies. This enables students to get internships at top ranked companies in their respective industries. In addition to international sales experience, faculty has been teaching sales for over 20 years. The program has a state-of-the-art Sales Laboratory to reinforce experiential learning.

UNIVERSITY OF WISCONSIN-WHITEWATER

www.uwsales.org
Dr. Jimmy Peltier
peltierj@uw.edu
Department of Marketing
UW-Whitewater
800 W. Main Street
Whitewater, WI 53190
262-472-5474

Students: 210
Start Year: 2011
Accreditation(s): AACSB, PSE, USCA full member, AMA
Program Type(s): UCE, UEM, UMN
Focus Option(s): Entrepreneurship, Financial Services, Industrial Distribution, Insurance, Medical/Healthcare Sales, Technology
With seven different sales classes the program is serving another large set of students who have not proclaimed sales but end up in sales. Numerous non-credit sales certificate programs are offered out of the Sales Institute; totally over 400 students attend annually. There are three internal sales competitions and the program sends students out to other sales competitions. The program has a UWW Sales Team, and AMA Sales Team, and a PSE Sales Team. There are about 40 sponsoring companies coming to campus each year. There are six role-playing labs plus a professional video production facility.

VIRGINIA POLYTECHNIC INSTITUTE AND STATE UNIVERSITY

www.marketing.pamplin.vt.edu
Brian K. Collins
collinbr@vt.edu
3050 Pamplin Hall
#0236
Blacksburg, VA 24061
540-231-9621

Students: 120
Start Year: 2011
Accreditation(s): AACSB, PSE, GSSI, USCA associate member
Program Type(s): UCE, UCO, UMN
The Virginia Tech professional sales program came on-line in fall 2012. Every marketing major (approximately 750) must take the basic sales course.

WASHINGTON STATE UNIVERSITY-VANCOUVER

www.vancouver.wsu.edu/prosales
Dr. Ronald W. Pimentel
ron.pimentel@wsu.edu
14204 NE Salmon Creek Ave.
Vancouver, WA 98686-9600
360-546-9339

Students: 35
Start Year: 2005
Accreditation(s): AACSB
Program Type(s): UCE
Focus Option(s): Technology

All marketing majors are required to take the professional sales option and a professional sales certificate is available to students in any major. WSU Vancouver was the overall Team Champion for the 2007 National Collegiate Sales Competition (NCSC), besting student teams from 43 other universities. The program also serves the recruiting needs of businesses in the Portland, OR metro area.

WEBER STATE UNIVERSITY

http://www.weber.edu/sales
Mikelle Barberi Weil
mikellebarberi@weber.edu
Alan E. Hall Center for Sales Excellence
1465 Edvalson Street
Dept. 2402
Ogden, UT 84408
801-626-6913

Students: 450
Start Year: 1985
Accreditation(s): AACSB, USCA full member
Program Type(s): UMJ, UMN
Focus Option(s): Financial Services, Medical/Healthcare Sales, Technology

The new center, which opened in 2013, enhances current curricula in one of the best four-year sales programs in the nation by providing quality training for today's new sales economy. With the increasing need in corporate America for professionals to combine user-driven product development with true customer service expectations, the Weber State University Professional Sales Program has built a unique pathway to post education success. The center is the first and only one of its kind among Utah's public universities and the only four-year sales program of its kind in the nation.

WEST VIRGINIA UNIVERSITY

www.be.wvu.edu
Michael F. Walsh, PhD
michael.walsh@mail.wvu.edu
PO Box 6025
Morgantown, WV 26506
304-293-7960

Students: 60
Start Year: 2010
Accreditation(s): AACSB, USCA associate member
Program Type(s): UEM, UCE
Focus Option(s): Entrepreneurship
The program offers opportunities for active student engagement via extra-curricular activities including sales club, sales contests and speakers.

WESTERN CAROLINA UNIVERSITY

www.marketingdept@wcu.edu
Dr. Julie Johnson-Busbin
jjohnson@wcu.edu
1 University Drive
Forsyth 232
Cullowhee, NC 28723
828-227-3991

Students: 75
Start Year: 2002
Accreditation(s): AACSB
Program Type(s): UEM, UMJ, UMN, USP

Focus Option(s): Communication/Broadcast Sales, Entrepreneurship, International Business

A basic sales course is a requirement for all business majors. The University partners with companies to provide students with lead generating experience as part of the coursework, and a call center has been established for role-play and constructive feedback.

WESTERN KENTUCKY UNIVERSITY

www.wku.edu/gfcb/cps
Dr. Lukas P. Forbes
Lukas.Forbes@wku.edu
Department of Marketing #21059
1906 College Heights Blvd.
Bowling Green, KY 42101
270-745-2993

Students: 250
Start Year: 2007
Accreditation(s): AACSB, USCA full member
Program Type(s): UMJ, UMN

The Center offers five different sales courses found within either a sales major or sales minor. Within the minor, more than 20 different majors are represented. A corporate partnership program allows for numerous guest speakers, internships, and employment opportunities for sales students.

WESTERN MICHIGAN UNIVERSITY

www.hcob.wmich.edu/mktg
Dr. Steve Newell
steve.newell@wmich.edu
Haworth College of Business
Department of Marketing
Kalamazoo, MI 49008-5430
269-387-6166

Students: 300
Start Year: 1999
Accreditation(s): AACSB
Program Type(s): UMJ

The Harold Ziegler Interactive Sales Labs allow students to conduct role-plays and sales presentations. Sales faculty have sales related business experience. WMU students have been successful in multiple national sales competitions. The student-run Sales and Business Marketing Association has 100+ members. All faculty members have real-world sales experience.

WIDENER UNIVERSITY

www.widener.edu
Dr. Mary E. Shoemaker
meshoemaker@widener.edu
One University Place
Chester, PA 19013
610-499-4331

Students: 30
Start Year: 2006
Accreditation(s): AACSB, PSE
Program Type(s): UEM

WU offers an emphasis in sales for 30 students. The program requires Professional Personal Selling, Sales Management, and Customer Relationship Management. All classes provide connections with industry professionals, and students complete an additional six hours of personal interaction with sales professionals. All students have significant interaction with

sales professionals in performing role-plays, interviewing sales people, and required networking events. Sales program alumni provide mentoring.

WILLIAM PATERSON UNIVERSITY

www.wpunj.edu/rbisales
Dr. Prabakar (PK) Kothandaraman
kothandaramanp@wpunj.edu

The Russ Berrie Institute for Professional Sales
1600 Valley Rd. Fourth Floor
Wayne, NJ 07470
973-720-3880

Students: 250
Start Year: 2003
Accreditation(s): AACSB, USCA full member, PSE, GSSI
Program Type(s): UMJ, UMN
Focus Option(s): Financial Services, Medical/Healthcare Sales, Technology

As the first to offer a separate degree in Professional Sales, RBI offers an integrated competency-based curriculum, sales faculty with sales experience, total experiential-based learning built around case studies, projects and role-plays in state-of-the-art behavioral laboratories, along with e-portfolios that demonstrate their capabilities.

WINONA STATE UNIVERSITY

www.winona.edu
Marianne Collins
mcollins@winona.edu
Somsen 109
175 W. Mark Street
Winona, MN 55987
507-457-5196

Students: 110
Start Year: 2011
Accreditation(s): AACSB, GSSI, PSE, USCA associate member
Program Type(s): UMN

The program offers to its students many opportunities to experience real business situations through internship programs, tours to companies, guest speakers from business and industry, and research opportunities.

XAVIER UNIVERSITY OF LOUISIANA

www.xula.edu/business
Amanda Helm
ahelm@xula.edu
Division of Business
1 Drexel Drive
New Orleans, LA 70125
504-520-5044

Students: 20
Start Year: 2002
Accreditation(s): ACBSP
Program Type(s): UCO, UMN

The business program offers a number of dynamic and exciting programs for undergraduate students and prepares them well to take leadership roles in corporate America. Sales class students sell ads for the student newspaper and log those sales in Salesforce.com.

OTHER NOTABLE PROGRAMS

The following schools provide opportunities for students to obtain some classroom training and/or practical experience specific to professional sales. Most are working with their universities to establish formal programs.

BRIGHAM YOUNG UNIVERSITY

www.byu.edu
Tamara Masters, PhD
tamara.masters@byu.edu
684 Tanner Building
Brigham Young University
Provo, UT 84602
801-422-4986

Students have shadowing experiences as well as consult a firm on a sales force plan.

EURIDIS BUSINESS SCHOOL

www.euridis-ecole.com
Bernard Hasson
b.hasson@euridis.net
62 Rue du Landy
Saint Denis, Ile de France
France 93210
+33 1 55 99 98 30

This program has been serving undergraduate and graduate students since 1998. While it is not accredited by an external body the requirements for its programs are impressive.

LOYOLA MARYMOUNT UNIVERSITY

http://www.lmu.edu/
Mark Leach
mleach@lmu.edu
College of Business Administration
1 LMU Drive
Los Angeles, CA 90045
310-338-1896

The Marketing major provides students with the option to focus on specific areas such as consumer behavior, market research, brand management, international marketing, promotion management, sales, business-to-business marketing, perspectives on consumption, pricing, marketing law, sports marketing, and global marketing strategy.

MARKETING CENTER MUENSTER

http://www.marketingcenter.de/
ifm/en/index.phpmar
Dr. Manfred Krafft
mkrafft@uni-muenster.de
Am Stadtgraben 13-15
Muenster, Germany 48143
+49 251 83 25025

This program began in 2003 and consists of a Sales Management course.

MARQUETTE UNIVERSITY

www.marquette.edu
Alex Milovic
alexander.milovic@marquette.edu
David Straz Hall, 426
PO Box 1881
Milwaukee, WI 53201-1881
414-288-8052

Marquette started accepting sales students into its new sales emphasis

program in late 2015.

MIDDLE TENNESSEE STATE UNIVERSITY

www.mtsu.edu/sales
Dr. Katie Kemp
kkemp@mtsu.edu
MTSU Box 429
Murfreesboro, TN 37132
615-898-2346

Students may join a sales team and participate in national sales competitions. They have the opportunity to complete sales internships, sales courses and other preparatory programs. To encourage sales skill development and participation in national competitive events, a corporate-sponsored competition across all sections of Personal Selling was created.

NORTHEASTERN UNIVERSITY

http://damore-mckim.northeastern.edu
Jay Mulki, PhD
j.mulki@neu.edu
360 Huntington Avenue
Marketing Group
Boston, MA 02140
617-373-5740

This program is not formally recognized by the university, but it is accredited by AACSB and offers an undergraduate minor to sales students.

OLD DOMINION UNIVERSITY

WEBSITE UNDER CONSTRUCTION
Jeff Tanner
jtanner@odu.edu
2008 Constant Hall
Norfolk, VA 23529
757-683-3535

Old Dominion is opening a Sales Lab in Fall 2016 and will expand the two current sales class offerings at that time.

PURDUE UNIVERSITY CALUMET

purducal.edu
Claudia Mich
claudia.mich@purducal.edu
2200 169th Street
Hammond, IN 46323
219-989-2776

This is a brand new program starting with one course.

REINHARDT UNIVERSITY

http://www.reinhardt.edu/
Walter Beck
whb@reinhardt.edu
7300 Reinhardt College Circle
Waleska, GA 30183
770-720-5600

The program prepares students for careers as sales and marketing professionals.

SAINT LOUIS UNIVERSITY

www.slu.edu/x28873.xml
Dr. Drew Stevens
dstevens12@slu.edu
3840 Lindell Blvd.
Saint Louis, MO 63108
636-938-4486
Sales Leadership at Saint Louis University is offered online, on ground and hybrid. Courses are eight weeks in length and available

to adult learners who work full time. Our professional sales program has just come on-line this fall semester. However, every marketing major (approximately 750) must take the basic sales course.

SAN DIEGO STATE UNIVERSITY

http://cbaweb.sdsu.edu/marketing
Dr. George Belch
Gbelch@mail.sdsu.edu
Marketing Department
College of Business
5500 Campanile Drive
San Diego, CA 92182
619-594-2473

Starting in the fall semester of 2013, the Marketing Department of the College of Business Administration offered the Professional Selling and Sales Management Specialization to undergraduates. Students participate in the 3M Frontline Sales Program and internships through the College of Business Internship program.

TEXAS CHRISTIAN UNIVERSITY

www.seeley.tcu.edu
Bob Akin, Jr.
r.akin@tcu.edu
P.O. Box 298530
1801 E. Cotati
Fort Worth, TX 76129
817-257-5539

This program is in the exploratory phase with 36 students in the sales classes.

UNIVERSITY OF ARIZONA

www.arizona.edu
Jim McLean
jmclea@u.arizona.edu
McClelland Hall
Room 405EE
1130 E. Helen
P.O. Box 21108
Tucson, AZ 85641
520-621-2609

This program is in the exploratory phase providing two sales classes.

UNIVERSITY OF BRITISH COLUMBIA

www.sauder.ubc.ca
Elaine Williamson
Ewilliamson01@gmail.com
Sauder School of Business
2053 Main Mall
Vancouver
British Columbia, Canada V6T 1Z2
604-822-8314

This program provides two classes to approximately 40 students.

UNIVERSITY OF COLORADO

colorado.edu
Brian Higgins
brian.higgins@colorado.edu
Leeds School of Business
995 Regent Drive
Boulder, CO 80309
303-475-3622

This program is in the exploratory phase with 80 students in two sales classes.

UNIVERSITY OF MINNESOTA, DULUTH

http://www.d.umn.edu/~scastleb/
Dr. Stephen Castleberry
scastleb@d.umn.edu
Dept. of Marketing

1318 Kirby Drive
Duluth, MN 55812
218-726-6314

This program is in the exploratory phase with 40 students in the sales classes.

UNIVERSITY OF MISSISSIPPI

http://www.olemissbusiness.com/
Marketing/faculty.html
Dr. Hua Chen
hchen@bus.olemiss.edu
School of Business Administration
Holman 239
P.O. BOX 1848
University, MS 38677
662-915-1624

This program was recognized in 1990 by the university and serves 180 students by providing an undergraduate specialty offering two sales courses.

VILLANOVA UNIVERSITY

www.villanova.edu/business/
Greg Bonner
greg.bonner@villanova.edu
Department of Marketing
and Business Law
Bartley Hall, Room 3015
800 Lancaster Ave.
Villanova, PA 19085
610-519-4352

Villanova's College of Business offers two sales courses, Professional Selling and Sales Management, through the Department of Marketing and Business Law. The University hosts alumni events to assist alumni working in the sales industry. Students have participated in the Career Development Program and at annual sales competitions.

NEW ENTRIES TO THE "TOP LISTING" AT PRESS TIME

UNIVERSITY OF LOUISIANA AT LAFAYETTE

http://marketing.louisiana.edu/
Geoffrey T. Stewart, Ph.D.
gstewart@louisiana.edu
214 Hebrard Blvd., Room 332
Lafayette, LA 70504
337-482-6347

Students: 81
Start Year: 2009
Accreditation(s): AACSB
Program Type(s): UCO, UMN

The Ragin' Sales Program at the University of Louisiana at Lafayette offers a minor and a concentration in Professional Sales. Located strategically between New Orleans and Houston, Ragin' Sales prepares undergraduate students to be empowered professional leaders in the field of professional selling and sales management in a global economy by providing core competencies and experiential learning. ▲

UNIVERSITY SALES COMPETITIONS

(Continued from page 11)

THE GREAT NORTHWOODS SALES WARM UP UNIVERSITY OF WISCONSIN-EAU CLAIRE		
DATE (OR MONTH) HELD ANNUALLY: October 20-22, 2016	YEAR FOUNDED: 2007	CONTACT: Bob Erffmeyer, effmerc@uwec.edu Jerry Kollross, kollrogn@uwec.edu
<p>The Great Northwoods Sales Warm Up is a highly personalized competition. We host the first competition of the year and invite 24 universities (3 students each) from across the country to the Warm-Up. We pride ourselves on the quality of sales programs we have attracted to our event over the past nine years. Our goal is to have the students work hard at our event but also have fun along the way. Students are guaranteed to participate in two 20 minute role plays and also get the opportunity to receive immediate feedback after their role plays from the sponsor judges.</p>		
<p>ADDITIONAL EVENTS: The Warm Up also includes a full day career fair that runs in conjunction with the competition.</p>		
http://www.uwecsaleswarmup.com/		

NATIONAL SALES CHALLENGE (NSC) WILLIAM PATERSON UNIVERSITY		
DATE (OR MONTH) HELD ANNUALLY: November 16-18, 2016	YEAR FOUNDED: 2007	CONTACT: Lisa Wright, WrightE@wpunj.edu ; Prabakar 'PK' Kothandaraman, kothandaramanp@wpunj.edu
<p>NSC Role-Play Competition: Students engage in a fifteen-minute sales call role-play with a business executive. This segment has two rounds and a final. Speed-Sell: Students create a two-minute sales pitch about themselves. The 3-day competition is held at the state-of-the-art Russ Berrie Sales Labs and the awards ceremony takes place aboard a cruise ship off New York City. Sponsored by leading corporations, the event also features corporate presentations and job interviews.</p>		
<p>ADDITIONAL EVENTS: Table-Talk: Features executives in a small group setting. Participants are encouraged to attend – this may be used to break ties. Corporate Presentations: Companies present career opportunities at pre-assigned slots. Companies also may invite students to assigned interview rooms. NSC also features a high energy boot camp conducted by senior sales executives in a small group, interactive setting.</p>		
http://rbisaleschallenge.wpunj.edu/		

NORTHEAST INTERCOLLEGIATE SALES COMPETITION (NISC) BRYANT UNIVERSITY		
DATE (OR MONTH) HELD ANNUALLY: November 10-12, 2016	YEAR FOUNDED: 2012	CONTACT: Stefanie Boyer, sboyer@bryant.edu
<p>The NISC prepares students for sales careers by providing individualized immediate feedback from sales professionals in written and verbal format during the tournament-style four-round sales competition and elevator pitch competition. Sessions in improv-training promote adaptive selling, tapping into social media to keep the connection alive between well-trained sales students and the exceptional employers they meet at the competition, and providing many opportunities for students to connect with professionals in meaningful ways.</p>		
<p>ADDITIONAL EVENTS: Social media contest, elevator pitch competition, networking/recruiting lunch, networking reception, full day of skill-building sessions and faculty break-out sessions to advance sales education.</p>		
http://nisc.bryant.edu/		

NATIONAL COLLEGIATE SALES COMPETITION (NCSC) KENNESAW STATE UNIVERSITY		
DATE (OR MONTH) HELD ANNUALLY: March or April	YEAR FOUNDED: 1999	CONTACT: Dr. Terry W. Loe, tloe@kennesaw.edu Ms. Mary Foster, mfooster@kennesaw.edu
<p>NCSC is the largest and oldest collegiate sales competition that includes universities from North America and parts of Europe. The format is an elimination style tournament with 20 minute Sales Call Role-Plays. The competition has an opening, wildcard, quarter-final, semi-final and Championship Rounds. Industry professionals and sales experts from academia participate as judges and industry professionals participate as the prospects/buyers throughout the event. Prior to the event sponsors are provided resumes of all participating sales candidates and access to all competition recordings post event for a limited time.</p>		
<p>ADDITIONAL EVENTS: The NCSC begins with an informal golf-outing for all participants with Registration, Reception and Welcome. A sponsor exclusive Sales Career Expo runs in conjunction with the competition the first two days of the event. Also, an informal networking event is held in a facility that includes food, music, video and other games, billiards, and bowling. The Final Four Competitors are announced during the networking event. The final day of the competition includes the Championship Round, and the NCSC Awards Banquet</p>		
www.ncsc-ksu.org		

PRO-AM SELL-A-THON® PSE REGIONAL LOCATIONS		
DATE (OR MONTH) HELD ANNUALLY: Regional conferences held five consecutive Fridays beginning with last week of October; National Convention competition is March-April of each year.	YEAR FOUNDED: 1952	CONTACT: Joan Rogala, CEO, joan.rogala@pse.org
<p>The Pro-Am Sell-a-Thon® is open to collegiate members of Pi Sigma Epsilon. The competition is held at five regional conferences and the national convention. Students competing at both are part of the year-long competition, but receive prizes for first and second place at each regional. Prior to the Pro-Am at both the regional and the national competitions, students must review sales modules from Carew International and set an appointment that is scored. At both competitions, Carew provides additional training to students and sales professionals that serve as coaches. The students and coaches spend time refining the students' twelve minute sales call role play. Vector Marketing's (Pro-Am sponsor for over 13 years) product is used at the regionals and Liberty Mutual's product will be sold at the national convention. All are business-to-business role plays.</p>		
<p>ADDITIONAL EVENTS: Regional conferences: 1.5 hour career fair between the morning coaching and afternoon judging. National competition: 3 hour career fair as part of the convention.</p>		
www.pse.org		

UNIVERSITY OF TOLEDO INVITATIONAL SALES COMPETITION (UTISC) UNIVERSITY OF TOLEDO		
DATE (OR MONTH) HELD ANNUALLY: February 23-25, 2017	YEAR FOUNDED: 2016	CONTACT: Deirdre Jones, Director, deirdre.jones@utoledo.edu
<p>Not having seniors compete is exactly why companies need to recruit at the UTISC. As the nation's first and only national sales competition to focus exclusively on juniors, sophomores, and freshmen, the UTISC is uniquely positioned to help sponsors proactively balance their national sales talent pipeline. This year's Junior Division contains next year's seniors; FIND-THEM-FIRST! This format also helps universities engage more students and earlier so they can grow enrollments. Students also get the chance to develop and shine outside the shadow of a senior.</p>		
<p>ADDITIONAL EVENTS: Coaching/Interviewing sessions in-between the competition rounds, exclusive Quarter Finalist Breakfast & Networking, concurrent career fair, and awards reception.</p>		
http://www.utoledo.edu/business/ESSPS/ESSPSUTISCNational.html		

UNIVERSITY SALES COMPETITIONS

(Continued from page 29)

BALL STATE UNIVERSITY REGIONAL SALES COMPETITION BALL STATE UNIVERSITY		
DATE (OR MONTH) HELD ANNUALLY: Friday, October 7, 2016	YEAR FOUNDED: 2003	CONTACT: Dr. Scott Inks, sinks@bsu.edu Michele Bartlett, salescenter@bsu.edu
The BSU Regional Sales Competition is a warm-up for the National Collegiate Sales Competition (NCSC). Competitors receive performance feedback from industry professionals immediately following their sales calls. The competition also features a Networking dinner event and a Career Fair that includes a student-recruiter speed selling event (students have 2 minutes to sell their abilities; recruiters have 2 minutes to highlight employment opportunities).		
ADDITIONAL EVENTS: BSU Regional Sales Competition offers a Networking and Recruiting Career Fair as well as a speed selling event.		
http://salescenter.wix.com/bsu-competition		

ARIZONA COLLEGIATE SALES COMPETITION (ACSC) ARIZONA STATE UNIVERSITY		
DATE (OR MONTH) HELD ANNUALLY: February	YEAR FOUNDED: 2016	CONTACT: Detra Montoya, detra.montoya@asu.edu
The Arizona Collegiate Sales Competition (ACSC) includes competitors from Arizona State University, University of Arizona, and Northern Arizona University. The purpose of ACSC is to identify teams for the National Collegiate Sales Competition (NCSC). The NCSC first round scenario will be used, and competitors will receive feedback from industry professionals immediately following their role play. The competition also includes a 60-second elevator pitch. Winners will be announced at an awards dinner.		
ADDITIONAL EVENTS: A sales career fair will take place during the competition.		
https://wpcarey.asu.edu/marketing-degrees/calendar-of-events		

INTERNATIONAL COLLEGIATE SALES COMPETITION (ICSC) FLORIDA STATE UNIVERSITY		
DATE (OR MONTH) HELD ANNUALLY: November	YEAR FOUNDED: 2011	CONTACT: Pat Pallentino, ppallentino@fsu.edu
Held at the Caribe Royal Resort in Orlando, FL, the ICSC competition is one of the largest of the sales competitions. The 2016 competition will feature 120 students from 60 schools competing in the selling competition and 80 students from 40 schools competing in the country's only sales management case competition. ICSC hosts 40+ companies recruiting students for sales positions. The competition offers over \$10,000 in cash prizes for competitors and honorariums for winning faculty coaches.		
ADDITIONAL EVENTS: Both B-2-C and B-2-B Selling Scenarios; 4 Rounds of Role-play Competition; Sales Management Case Competition; Career Fair with over 40 Recruiting Companies; Complimentary tickets to Theme Park for Students and Coaches		
http://fsusalesinstitute.com/icsc		

WESTERN STATES COLLEGIATE SALES COMPETITION (WSCSC) CALIFORNIA STATE UNIVERSITY, CHICO		
DATE (OR MONTH) HELD ANNUALLY: April 15, 2016	YEAR FOUNDED: 2005	CONTACT: Bill McGowan; BMcgowan@csuchico.edu
The WSCSC is an exciting event for sales students, corporate recruiters and faculty. Students compete in two different corporate sponsored role plays (12-min. each) in one day that are evaluated on 20 different sales components by 50+ corporate judges representing 27 corporate partners. In 2016, 55 students from 14 US universities will be competing in the Blackberry and Frito Lay sponsored role plays showcasing their talents to potential future employers while earning a few dollars.		
ADDITIONAL EVENTS: The competition is preceded by a corporate recruitment mixer and speed selling event on Thursday evening.		
http://www.csuchico.edu/cob/students/beyond-classroom/professional-sales/professional-sales-competitions.shtml#western_states_collegiate		



Sales Education Foundation

WITH A SALES CAREER—
FIND HIGHER INCOMES, BETTER QUALITY
OF LIFE AND MORE CAREER OPPORTUNITIES!



59 sales educators certified to run SEF's Career Development Program

SINCE 2008 **OVER \$100,000** contributed by SEF to research, sales-related events, workshops, and scholarships

OVER 12,000 students from **71** universities have participated in SEF Career Development Program

IN 2015 **+3,200 STUDENTS** participated in Career Development Program

27 UNIVERSITY online presentations **OVER \$20,000** given in support of sales research and sales-related events



RIGHT PEOPLE
RIGHT PRODUCT
RIGHT SERVICE
HEALTHY CULTURE
MOTIVATED TEAM

EVERYTHING ELSE
FALLS IN LINE

ABOUT THE RESEARCHERS



Daniel J Weinfurter
Adjunct Lecturer
of Management
& Organizations, Kellogg
School of Management,
CEO, GrowthPlay

ABOUT THE WRITER
Fred Schmalz
Business Editor of Kellogg Insight

KELLOGG ARTICLE:
Building the Right Team to Scale a Startup
http://kell.gg/Scale_Startup

KELLOGG INSIGHT
<http://kell.gg/kellogginight>

Building the Right Team to Scale a Startup (Continued from page 3)

firm GrowthPlay, he is far more diligent about engaging his board and listening to advisors' suggestions.

HIRE DELIBERATELY

"Entrepreneurs tend to come from marketing, product development, engineering, sales, or finance," Weinfurter says. "Not many former human resources leaders are running new businesses." Because it is not top-of-mind for most entrepreneurs, mid-stage companies often lack capable strategic HR support.

Weinfurter's own background was in sales and sales management for General Electric when he started his first company, the business services firm the Parson Group. An expansion into California, which required him to put together a new team from scratch, exposed his shortcomings. With minimal process or recruitment tools in place, he and his team simply interviewed a slate of candidates and hired the individuals they thought were the best of the bunch. He managed to get about half his team wrong before the Chairman of the Board sent him to California, where he spent nine months clearing up his mistakes.

"That's when I became an apostle of putting process and discipline in place to go from the early stage to the next stage," he says. As part of a much broader, more disciplined recruitment process, the company instituted specific competency-based role descriptions and assessed the entire team of current employees to determine what competencies and experience best correlated to success.

The result? "We reduced the turnover rate from 50 percent to five percent in one year." This company enjoyed organic growth from startup to \$150 million in revenue in six years and went through a highly successful IPO.

Timing the rollout of this recruiting process is critical to its success, Weinfurter says. Early on, a company might need an accountant to keep the books. As the business grows, however, it needs an accounting manager, then a controller, and finally a CFO. Hire for that CFO too early, and the company will not have the reputation or the budget to attract a capable candidate for that role or get the right person to fulfill the company's immediate needs.

"If you think that through," he says, "then you specifically and deliberately recruit people who are going to be able to execute well in the role as it needs to be designed for the business at that particular stage."

This recruitment effort is the first step in consciously building a culture that supports an engaged workforce that is equipped to take on the task of scaling the company.

"Getting the people part of it right is critical," Weinfurter says. "The right people do all the things that are necessary to get the business to grow: they get the product right; they get the service right; the culture is healthy; they get a motivated team behind them. Everything else falls in line. If you don't have this right, the opposite happens. It's a painful and expensive mess." ▲



JUNE 7-9, 2016

5TH ANNUAL SALES EDUCATORS' ACADEMY

ASTON BUSINESS SCHOOL | BIRMINGHAM, UK

SALES EDUCATION IS INCREASINGLY IN DEMAND FROM UNIVERSITY AND COLLEGE STUDENTS. ACCORDING TO HIGH FLIERS FOR EXAMPLE, 27% OF THE UK'S TOP 100 GRADUATE EMPLOYERS HAVE VACANCIES WITHIN SALES ROLES AND SALARIES ARE INCREASING...MAKING SALES A VERY PROMISING CAREER FOR GRADUATES. Birmingham

The 5th Annual Sales Educators Academy (SEA), June 7-9, hosted by Florida State University in partnership with Aston Business School, Birmingham, UK, and the Sales Education Foundation (SEF), seeks to help sales educators of ALL experience levels improve their ability to teach sales-related courses. The goal of the SEA is to develop student skills and knowledge to prepare for a career in sales post-graduation from business school. The academy was developed by Leff Bonney, Ph.D., Florida State University and Greg Marshall, Ph.D. and Mark Johnston, Ph.D., from Rollins College.

The tremendous success of the SEA in the USA has led to an expansion into Europe. For the first time, the event will be held at Aston Business School, Birmingham, UK. The 2016 programme will present leaders in the field of sales education from the USA, UK and Europe and provide a world-class opportunity for delegates to collaborate and develop ideas in this rapidly growing area of interest for students.

The SEA is not a traditional "conference" but instead features a hands-on approach to each session. Day One includes an evening cocktail reception and a Kick-Off Dinner. The conference will also feature our keynote speaker, Neil Rackham, (author of Spin Selling). The first Session of the Conference is entitled "Ethics in the Sales Classroom," led by Beth Rogers, Portsmouth University (UK) and Mark Johnston, Rollins College (USA).

SPECIFICALLY, SEA IS TARGETED FOR:

- EXPERIENCED SALES EDUCATORS SEEKING TO RE-TOOL THEIR COURSE CURRICULUM AND CLASSROOM APPROACH
- FACULTY NEW TO SALES TEACHING
- FACULTY WHO ARE CONSIDERING STARTING OR WHO HAVE RECENTLY STARTED A SALES CENTRE AT THEIR UNIVERSITY
- FACULTY FROM A PRACTITIONER BACKGROUND WHO MAY HAVE VALUABLE SALES EXPERIENCE BUT WHO WOULD LIKE TO LEARN MORE ABOUT HOW TO LEVERAGE THIS EXPERIENCE IN THE COLLEGE CLASSROOM
- ADJUNCT FACULTY WHO TEACH SALES ON A PART-TIME BASIS

Dr. Geoff Parkes, Associate Dean International at Aston Business School says, "We are excited and very privileged to host the SEA Conference for the first time in Europe and look forward to an informative and collaborative event that will take us all forward in the area of sales education." ▲



For more information contact Dr. Leff Bonney, lbonney@fsu.edu or Dr. Geoff Parkes, parkesgs@aston.ac.uk. To register for the event, visit www.aston.ac.uk/SEA2016.

Predicting Sales Effectiveness



An Ounce of Evidence is Worth a Pound of Opinion!

Predicting sales effectiveness- who can sell and who cannot – has been of keen interest to sales organizations for, well, since the first salesperson was hired. If you are like most organizations, you have built and refined dozens sales competency models full of all the traits, attributes, skills, and motives that are part of being an effective salesperson and are frustrated with the time and effort you've spent in pursuit of, and the uncertainty about, the value all those competencies add to the ability to predict sales effectiveness. There is a good reason for your frustration and your concern – most competency models are no more predictive of sales effectiveness than a coin toss or opinion. That's the bad news.

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