In the pipeline: Top talent for the sales force

The 3M sales force is ever on the lookout for graduates already trained in sales and marketing tools and techniques. 3M’s Frontline Education Partnership gives the company an edge in the heated competition for talented college graduates.

The team of six university students had never met before, but they knew they had two things in common: an aptitude for sales and a desire to learn. They spent three days together, creating a 10-week 3M sales internship that includes actual in-field or inside sales experience working for one of the many businesses. The positions they were offered enabled them to gain the full-time job offer from 3M.

First-class internship

Tyler Schatz, new sales trainer, Building and Commercial Services Division, was recruited through the Frontline program while a university senior more than a decade ago. “The Frontline program is the first-class internship experience, giving students the skills and responsibility to represent 3M to customers,” said Schatz, who continues to “give back” by mentoring interns and working with 3M’s academic partners.

Today, 3M partners with 10 colleges and universities to develop a curriculum that prepares students for a career in sales at 3M. More than 140 3M sales representatives are alumni of the academic partnerships.

A step ahead of the competition

Talent students that have completed the Frontline program have many options, but Schatz has found them to be successful in their careers. “It was a great experience, and 3M is a great company,” he said. “It’s a great company to work for.”

Recruitment and retention of high-potential talent is a major challenge for businesses, and 3M is working hard to attract and retain top talent. “The Frontline program gives us access to top talent, and it reduces the time and associated costs needed to get these hires on board as productive employees,” Schatz said.

3M Frontline Education Partner Schools

- Baylor University, Waco, Texas
- DuPont University, Chicago, Illinois
- Illinois Institute of Technology, Chicago, Ill.
- Indiana University, Bloomington, Ind.
- North Carolina A & T University, Greensboro, N.C.
- St. Catherine University, St. Paul, Minn.
- Southern Methodist University, Dallas, Texas
- Southern University and A & M College, Baton Rouge, La.
- Tuskegee University, Tuskegee, Ala.
- University of Houston, Houston, Texas
- University of Toledo, Toledo, Ohio
- Xavier University, New Orleans, La.