

# Careers

IN PROFESSIONAL SELLING

Fall 2009

**Top 5 Sales Myths**  
Debunking sales stereotypes

**Certified Stand Outs**  
How to catch an employer's eye



# Social media

@ work

Using social media  
and communication  
technologies to network  
and build your career

**PLUS:**  
What is business-to-  
business sales?

**New Faces in the Field**

Sales graduates and students tell about  
their experiences in professional sales

**National Collegiate Sales Competition**

Compete with sales students from some of the nation's  
top programs to see who's the best

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Get the credentials to catch an employer's eye

Welcome to the 2009 issue of *Careers in Professional Selling magazine*. This magazine provides college students with insight into professional sales careers and the transition from college student to career professional.

In this issue, we help students better understand professional selling with **"Business2Business"**. This article (p. 6) introduces business-to-business selling and highlights reasons why it's a great place to begin a career. The **"Top Five"** (p. 18) debunks the top five myths/stereotypes associated with professional selling.

**"New Faces in the Field"** (p. 8) features recent college graduates and how they prepared for their new careers. Current sales students share their aspirations and experiences as they prepare for sales careers.

**"Social Media @ Work"** (p. 26) suggests how you can transform your social networking skills into business-oriented social networking abilities. In addition, the article challenges you on your knowledge of business tools within Microsoft Office.

**"Certified Stand Outs"** (p. 24) discusses how to earn a valuable sales certification designation through the University Sales Center Alliance (USCA). Earning this designation should help you differentiate yourself from other applicants for B2B sales positions.

Ensure that recruiters will identify you as a cut above the rest by competing in the **2010 National Collegiate Sales Competition** ("Are You the Best?", p. 20). The article covers this prestigious national competition and why you should consider competing.

I hope you enjoy this edition of the **Careers in Professional Selling magazine**. If you have any feedback on the articles or the magazine itself, or if you have any suggestions for topics you'd like to see covered, please send me your thoughts at [sinks@bsu.edu](mailto:sinks@bsu.edu). I welcome your comments. Good luck with your personal and professional endeavors.

— **Scott Inks**, *Associate Director*  
H.H. Gregg Center for Professional Selling  
Ball State University

Fall 2009

# Careers

IN PROFESSIONAL SELLING

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# BUSINESS

# 2

Discover the benefits of a business-to-business sales career and the key traits shared by successful salespeople.

## **“Why would I ever want a job in sales?”**

Believe it or not, the business-to-business professional sales jobs that college graduates are landing are exciting, challenging, and financially rewarding. But that’s not really the issue for those who are opposed to the idea of becoming a salesperson.

## **Sales Stereotypes**

Salespeople are typically thought of as pushy, shift, misleading, selfish, opportunistic, and so on. Unfortunately, some salespeople have earned and perpetuate these stereotypes. Pop culture has spread these stereotypes in movies like *Tommy Boy*, *Boiler Room*, *Glengarry Glen Ross*, and *Used Cars*. Your own negative experiences with door-to-door solicitors or telemarketers may have soured your view of sales.

## **So Why Choose Sales?**

The truth is that professional, business-to-business (B2B) selling is nothing like the stereotypes. For most professional salespeople, success is dependent upon the ability to build long-term, meaningful relationships with customers. Those relationships won’t thrive or even survive if the salesperson is unethical, pushy, dishonest, or otherwise behaves in a way contrary to the interests of the customer. Do you still have to ask for the order (i.e. close)? Yes, but only after a meaningful dialogue that makes the ask a natural and comfortable progression of the sales process. Ultimately, one concept rings true:

# BUSINESS

## Professional Sales Jobs

take care of your customers and your customers will take care of you.

### B2B Career Benefits

B2B salespeople are respected business professionals and receive some great perks from working in a non-traditional office environment.

**Flexibility** – You're out in the field instead of in a cubicle all day. As long as you're doing your job successfully, you can manage your own schedule.

**Business Development Experience** – Being responsible for a territory is as close to running your own business as you can get without actually running your own business.

**High Income Potential** – Many successful salespeople earn more than \$100,000 per year within five years of graduation.

**Variety** – Most sales jobs are anything but mundane. You work with prospects, customers, people from other companies, and people from your company on various issues in a constantly changing environment.

**Upward Mobility** – Successful salespeople understand their customers, markets, and products. They are natural candidates for greater responsibility within a company.

**Cars and Equipment** – Most companies will provide you with a company car, vehicle allowance, or mileage reimbursement; a cell phone, a computer, and other necessary tools and equipment.

Success is dependent upon your ability to build long-term, meaningful relationships with your customers.

### DO YOU HAVE WHAT IT TAKES?

#### Four Traits of Effective Salespeople

Professional salespeople share key personality traits that help them connect to customers. Improve your sales relationships by strengthening these areas:

- ✓ **Communication** – Professional salespeople know how to ask meaningful and relevant questions. They are great listeners who pay attention to body language, what is said, and what isn't said.
- ✓ **Self-Motivation** – Salespeople have the energy and the attitude necessary to stay focused and on task. In other words, they don't need someone to tell them to get to work.
- ✓ **Willingness and Ability to Learn** – Successful salespeople are always looking to gain expertise and improve their skill sets. They understand the importance and value of lifelong learning.
- ✓ **Enjoy Helping and Working with People** – Selling, by definition, requires working with other people. If a salesperson doesn't like working with people, she will have a difficult time enjoying her job and finding success.



# New Faces in the Field

## Steven Harvey '08 grad



**DEGREE** Professional sales, marketing – Schmidt School of Professional Sales, The University of Toledo

**COMPANY** News America Marketing

**ADVICE** “Work hard. You never know if the information you ‘sort of’ learned in ‘that one class’ will be useful for your future job. Also, get an internship to see what type of sales/career you want to get into. If you like your internship, odds are you will enjoy a future job in that area. If an internship is not a requirement for you, set yourself apart and get one anyway.”

## Clay Turner '09 grad

**DEGREE** Marketing: sales and sales management – College of Business Administration, Georgia Southern University

**COMPANY** Tom James Company

**JOB DESCRIPTION** Sales professional – “I seek to build my business with individuals who need the convenience of a personal shopper, but also know what they like in selecting their clothing. With [Tom James], a sales professional’s main focus is on finding the right individuals to call upon through prospecting, seeking recommendations through existing clients, and networking.”

**ADVICE** “Understand that failure is a part of a career in sales... However, the reality of failure cannot influence the opportunity you can create in the future.”

## Brandy Gillen

'09 grad

**MAJOR** Professional sales, marketing – Schmidt School of Professional Sales, The University of Toledo

**COMPANY** The Goodyear Tire & Rubber Company

**JOB DESCRIPTION** Retail development specialist – “I assist in growing Goodyear’s market share and tire sales through marketing Goodyear products and programs.”

**ADVICE** “Get involved in and outside of school. Companies not only look for your academic achievements, but also your social achievements and involvement.”





## Jenna Weber '08 grad

**DEGREE** Marketing – College of Business, University of Wisconsin–Eau Claire

**COMPANY** Hormel Foods Corporation

**ADVICE** “Get involved. Join as many business-oriented programs as you can. Also, definitely spend time as an intern. Words cannot describe the importance of an internship. An internship is a great “trial run” – it lets you see if a company is the right fit for you and it also gives the company a chance to see if you are right for them.”



## Collin Meyers '08 grad



**COMPANY** Reynolds & Reynolds Company

**DEGREE** Marketing: sales and promotions – Miller College of Business, Ball State University

Network as much as possible and utilize the resources your school has to offer... Be a leader in everything you do and never settle.

## Anna Clark '08 grad

**DEGREE** Sales marketing, general management – Gordon Ford College of Business, Western Kentucky University

**COMPANY** Standard Register

**JOB DESCRIPTION** “My first position with Standard Register was as an outside sales representative specializing in the Healthcare market. After a year I was recruited to our Sales Learning and Development department where I now play an integral part in the training and development of new sales associates.”

## Jeff Wuslch '04 grad

**DEGREE** Sociology – Kelley School of Business, Indiana University

**COMPANIES** Indiana University (chief of staff to the university chancellor) and Dartmouth College (account research manager)

Go to class, meet and really get to know your professor—they want to know you; that's why they teach.



## Ethan Oblonsky '08 grad

**DEGREE** Professional sales, marketing – Schmidt School of Professional Sales, The University of Toledo

**COMPANY** Insight

**JOB DESCRIPTION** Client solutions executive – “I manage accounts in the small and medium business sectors where I do B2B sales representing a wide range of technology products (e.g. Microsoft, IBM, Symantec, Cisco, HP). It’s my job to manage relationships with many contacts in the companies I work with from IT managers to purchasers to c-level executives.”

**ADVICE** “Love what you do. When I was mulling [through] offers from great companies, I had to choose based on what I wanted and what was best for me. Rank what’s important to you and look at where the companies align.”

## Trace Gallant '08 grad

**DEGREE** Business administration, marketing – The Culverhouse College of Commerce and Business Administration, The University of Alabama

**COMPANY** Red Diamond, Inc.

**JOB DESCRIPTION** “As a foodservice salesperson, I am responsible for calling on a variety of different customers including restaurants, daycares, convenience stores, hospitals, etc. I develop relationships with key decision makers and promote new and existing products to clients.”

**ADVICE** “Get as much sales experience while in school as possible. Get involved in sales competitions, business fraternities and anything else that can give you real world experience. Learn to be self-motivated and organized.”

## Elena Echevarria '08 grad



Having a degree in marketing has allowed me to express creativity in a business environment. My marketing courses in college entailed sales, management, and supply-chain principles...all of which I apply in my current role.

**DEGREE** Marketing – Miller College of Business, Ball State University

**COMPANY** Inside sales consultant, Dell, Inc.

## Danielle Miceli

senior

**MAJOR** Marketing: sales communication – Broad College of Business, Michigan State University



My dream job in sales would be in a growing field such as software or pharmaceuticals. I think that it would be exciting to work in such a dynamic environment.



**Sarah Porter** senior

**MAJOR** Business management – School of Business and Technology, University of Wisconsin–Parkside

**COMPANY** W.W. Grainger Inc.

**JOB DESCRIPTION** “[I’m the] point of contact for all customers who are not assigned a sales representative and need assistance with pricing, projects, availability, and custom orders for facility maintenance, repair and operations supplies. I work as a supportive resource to all sales partners and with the local branches to make sure every customer gets the support they need.”

**ADVICE** “Participate in intern programs. You should begin looking for an internship right out of high school and commit to working as an intern every time you have the opportunity to do so.”



**Ryan Papp** senior

**MAJOR** Professional sales, marketing – Schmidt School of Professional Sales, The University of Toledo

**COMPANY** Sales intern, Schindler Elevator Corporation

**DREAM JOB** “My dream sales job is one that gives me the freedom to do whatever I want while making lots of money!”

My dream job is to become a medical sales representative. Having the opportunity to work with surgeons in the operating room and knowing that my expertise of a specific product can permanently impact a person's life is appealing [to me].



—Lauren Dunlap senior

**MAJOR** Healthcare sales – St. Catherine University

**INTERNSHIP** 3M (frontline sales)



Shanna Glassner senior

**MAJOR** Business administration, sales concentration – Babson College

**COMPETITION** I placed in the Top 16 both years and look forward to coaching the team my senior year. The Babson team (6th place) is the only team at the competition that is self-taught by students, rather than faculty/professors.



Austin Goltry junior

**MAJOR** Organization Communication – Miller College of Business, Ball State University

[I'm looking for] a company that likes to take care of its employees by training them to become better in their market. Companies that invest in their employees will always have an advantage on competitors.

My favorite part about sales is that no one can limit your success. Each day you decide how successful you want to be and if you do the work the compensation and recognition will follow.





## Elizabeth Dolesch

senior

**MAJOR** Professional sales, marketing – Schmidt School of Professional Sales, The University of Toledo

**INVOLVEMENT** I'm a 3rd-year member of the Pi Sigma Epsilon. In the past few years, we have had the opportunity to host the organization's regional sales competition as well as participate in many other sales and marketing projects.

**DREAM JOB** "My dream job would be to work at an industry-leading company that gives me the opportunity to advance in my career. This career also would have to allow me to uphold the highest of ethical standards and create long lasting relationships with customers."



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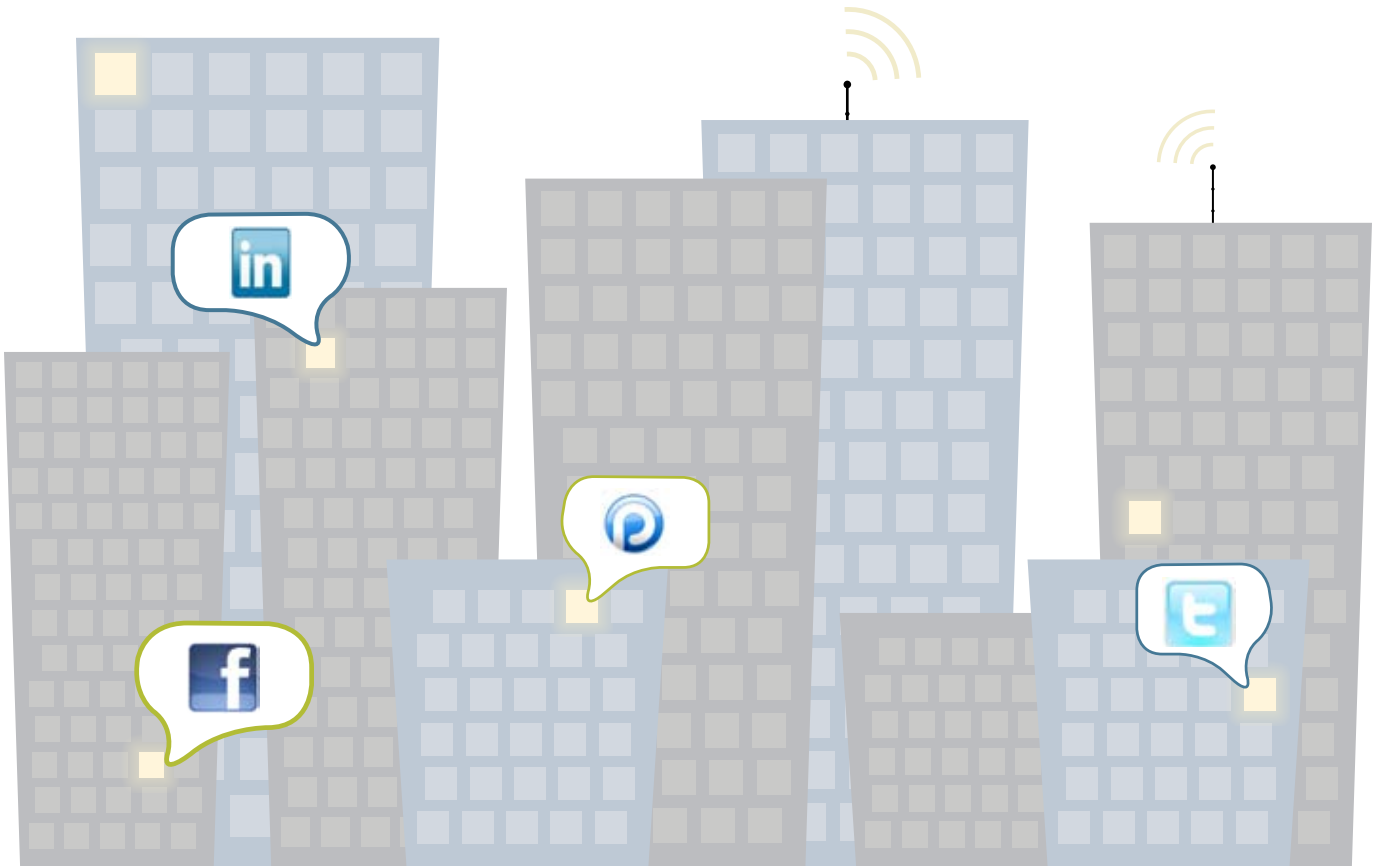
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# Social Media @ Work

## Communication and Productivity Technology in the Workplace

You're a Facebook superstar and you tweet as often as you blink, but did you know that your networking and technology skills can transfer from your online profile to your business portfolio? From networking to productivity, social media is making its way into day-to-day business.

The good news is the social networking skills you developed while using Facebook will help you as you make the transition to business social networking tools such as LinkedIn. The not so good news is that you probably aren't as strong as you should be with productivity software such as Microsoft Outlook, Word, Excel, and PowerPoint. After all, the question isn't whether you will use these productivity software tools. It is whether you're ready to get the most out of these tools.

### Business Social Networking

If you aren't familiar with business social networking sites such as LinkedIn and Plaxo, you should make the effort to learn more. The popularity of these business networking tools is growing rapidly, so much so that Customer Relationship Management (CRM) software producers are integrating these tools into their products.

Not familiar with CRM? Think of it as Outlook on steroids. The point is that the business social networking is most likely going to be a part of your professional life. It will help you meet other business professionals, find customers, find jobs, or connect you with people who can give you guidance as your career develops.

### How to Begin

Sign-up for a LinkedIn/Plaxo account and start building your network with recruiters and other business professionals you meet while in school. You can meet professionals in the field, network with others trying to find a job, and connect with past and present professionals. It may be your best bet for finding a job in this tough economy.



## Marketing Yourself

Using online business networking profiles

### >> LinkedIn

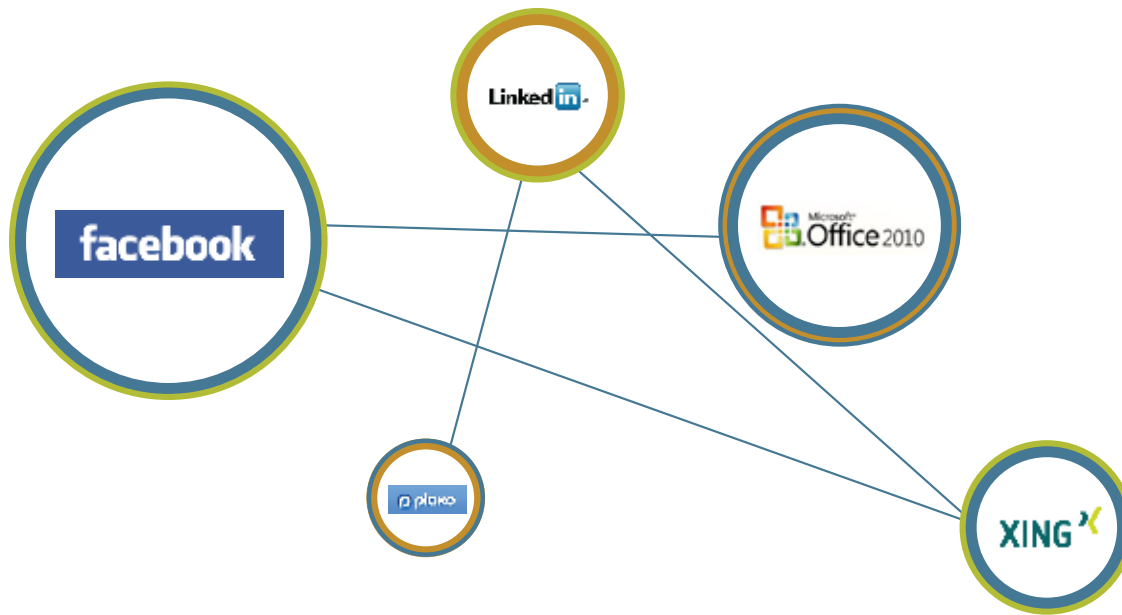
LinkedIn was created in 2003 as a way for professionals to connect with others with just a handful of members. The site now has over 47 million members in over 200 countries and territories around the world. A new member joins LinkedIn approximately every second, and about half of its members are outside the U.S. Executives from all Fortune 500 companies are LinkedIn members. Becoming a member is free.

[www.linkedin.com](http://www.linkedin.com)

### >> Plaxo

Plaxo is a different kind of online profile. It uses common elements such as profiles, calendars, connection feeds, and address books to present information about the people you care about the most—family, friends, and business connections. Plaxo works to help you find who you know. With over 40 million members and features like Pulse, Plaxo is totally free and easy to use.

[www.plaxo.com](http://www.plaxo.com)



## Connecting Social Media with Productivity

Networking sites help you get connected to employers, but make sure your computer skills match your cool profile. Most people know the basics of Microsoft Word, Excel, and PowerPoint, but not the cool shortcuts that help you accomplish more with less stress. Below is a basic check of your skills with Microsoft Office. If you don't know how to do these things, use the Microsoft Office Help function or watch tutorials online to learn.

### Skills Checklist

Use this list to see which tools you know and where you could learn a little more.

#### >> Word

- Create and use different text styles
- Create a self-adjusting table of contents automatically
- Manage the page-layout function, including the use of sections, breaks, and columns
- Manage page numbering
- Create and use templates, customize letterheads, etc
- Utilize the mail-merge function with Outlook or Excel
- Customize the placement of graphics, including specialized text-wrapping
- Use the Review functions, including tracking changes and working with document markups
- Customize the status bar
- Use the outline function



## >> Excel

- Import and export data using .csv files
- Use relative and absolute cell references
- Sort data using multiple criteria
- Use functions such as IF, Count, CountIfs, Lookup, Max, Min, Proper, SumIfs, and Trim
- Name cells and cell ranges
- Create nested functions
- Create graphs and charts that updated automatically as data changes
- Use pivot tables
- Use conditional formatting
- Create data tables

## >> PowerPoint

- Basic presentation layout guidelines
- Use the various pre-formatted slide layouts
- Add media content from Youtube
- Custom animation of graphics and pages
- Create visually appealing and impactful charts, tables, and graphs
- Create customize slide shows
- Create self-running presentations for distribution via e-mail or posting on the web
- Use the notes sections
- Manage the printing options

## Learn More

Don't underestimate the benefit of playing around with applications in your free time. Push yourself to try something new every time you use the tools. Free Microsoft Office training tutorials and videos are available online, covering these tools and much more. Watch videos, take training courses, ask questions, and download templates on the Microsoft website.

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# TOP 5 sales MYTHS

There are many misconceptions when it comes to the sales profession, so it is important to know the reality of each. You might even be surprised to find out that professional selling is the perfect career for you!

1

## Overly talkative

Salespeople have to have the gift-of-gab; they can talk people into anything.

### >> GOOD LISTENER

Professional salespeople must be good communicators, and the most significant component of successful B2B communication is the ability to listen. Successful salespeople are good listeners who identify ways in which they can help the customer be better.

2

## Pushy and aggressive

They must be pushy, always asking the customer to buy, no matter what.

### >> PROBLEM-SOLVER

Professional salespeople are problem solvers; they provide products and services that meet the needs of their customers. Not all sales jobs require salespeople to ask for the order, but all do require salespeople to ask for some commitment from the customer. They may need to ask their customers if they have been persuaded to make a change, but they only do so if the change is appropriate for the customer.

3

## Extroverted

Salespeople must be an extrovert or otherwise gregarious.

### >> CONFIDENT AND SINCERE

While having an outgoing personality is a plus, the real secret is having a personality that projects confidence, sincerity, interest, and allows for clear communication.

4

**College degree unnecessary**

Selling isn't a career a person with a college degree should pursue.

**>> KNOWLEDGE ACROSS MANY DISCIPLINES**

Professional selling is complex, challenging, and requires a great deal of cognitive horsepower. Successful salespeople understand business and people. They have a working knowledge of economics, finance, accounting, management, marketing, psychology, communication, and how to leverage technology to accomplish their objectives.

5

**Bothersome**

Salespeople are always cold-calling, knocking on doors, or bothering people.

**>> ABILITY TO ESTABLISH RELATIONSHIPS**


Some professional sales jobs do require cold-calling, but most do not. A majority of the professionals work with established accounts. Nevertheless, the need to prospect new customers brings new growth and may be needed. Successful salespeople know the best way to gain new customers is through referrals from existing satisfied customers, not through cold-calling.

## We know you have potential. We like potential.

As a Fortune 500 company and a leader in employee benefits, we're looking for motivated people who know what it takes to reach the top.

- Our salaried training program provides the time and tools you need to succeed
- Launch a fast paced career that offers unlimited earning potential and leadership development opportunities
- Join a business built on strong, professional relationships
- Enjoy the perks of working for an employee benefits company



A smiling man in a blue shirt and white tie, partially visible on the left side of the page.

Want to compete against the best sales students across the nation? Bring your skills to the front at the 2010 National Collegiate Sales Competition—the most elite sales competition in the country.

# ARE YOU THE BEST?

The National Collegiate Sales Competition (NCSC) is the nation's premier sales competition, funded almost entirely by companies looking to hire the best of the best in professional sales.

This annual three-day competition challenges your selling power, as well as your knowledge of products, self-confidence, and communication skills. Going head-to-head with sales students from all over the country, **the experience gained at NCSC will put you a step ahead of the rest.**

During the competition, you will attempt to sell a product to a business professional while simultaneously being evaluated over closed-circuit video by 10-15 sales professionals, recruiters, and educators. The final challenge consists of a public sales round with all competitors, coaches, teammates, and sales professionals as the audience (see page 22 for a tentative schedule).

In this fierce competition, you will need to demonstrate excellent persuasive communication skills, the ability to think on your feet, significant product knowledge, and



the self-confidence and enthusiasm of a professional salesperson. Even if you don't finish first, placing in the Top 10 an extraordinary accomplishment.

Despite the pressure, competing in the NCSC is an invaluable experience and one you will never forget, win or lose. Not only will you make friends with students from across the country, you'll also be able

to add to your network of professional contacts and meet recruiters and salespeople. **It is not uncommon for many student competitors to leave the competition with job offers or scheduled interviews.**

For more information, including registration forms and event schedules, visit [www.coles.kennesaw.edu/ncsc](http://www.coles.kennesaw.edu/ncsc).

# The National Collegiate Sales Competition XII

The National Collegiate Sales Competition's mission has remained unchanged since the event's creation in 1999. While providing a venue for sales students and corporations with a strong interest in recruitment, NCSC is a valuable networking opportunity. It also strives to shatter misconceptions and highlight the rewarding nature of the sales profession. NCSC XII will feature ethical issues that students, faculty, and corporate participants will deliberate and discuss during the competition.

## Mission

To promote the sales profession as an attractive, honorable and viable career option for college students.

## Highlights of NCSC XII: Spring 2010

Location: Kennesaw State University, Kennesaw, Georgia  
Product: NetSuite

### SALES UNIVERSITY EXPO

The NCSC introduced the Sales University Expo in 2009 to provide universities the opportunity to share their programs with organizations and other universities attending the competition. Any university wishing to participate will be provided a booth space to set up and share information with NCSC Corporate Partners.

### WORKSHOPS AND SEMINARS - NEW!

Plans to provide workshops and seminars conducted by top sales experts and faculty are being developed. Plans include providing several short seminars during the NCSC on sales related topics of interest to sales students, faculty and sales professionals. Additional details will be provided to participants and also on the NCSC web site.

### GRADUATE DIVISION FORMAT - NEW!

After discussions with many sales faculty and NCSC Partners, the NCSC Graduate Division Competition has been updated to be more challenging and provide focus on the graduate division than in past competitions.

The challenges faced by the Graduate Division at the National Collegiate Sales Competition will differ from those of the Undergraduate Division in order to test graduate students' greater depth of knowledge and ability. A maximum of 24 teams will participate, with registration on a first come, first serve basis. Teams can be composed of students from one or two universities. Schools with only one participating graduate students may team with another university.

# NEW! Graduate Competition Structure

The graduates will be competing in teams of two and will face three realistic challenges. Each challenge will be with a different prospect or customer. Profiles will be distributed before the competition to allow team preparation.

**CHALLENGE NO. 1**  
**Needs Identification**  
(20 minutes)

**Day 1 • Saturday, March 6, 2010**

**1-2 PM • Welcome Reception and Registration**  
Early registration available

**4-8:30 PM • Challenge No. 1: Needs Identification (20 min)**  
One student from each team will call on a lead in order to qualify, identify needs, and turn the lead into a prospect interested in the next step of the sales process.

**Day 2 • Sunday, March 7, 2010**

**10 AM-6:30 PM • Challenge No. 2: Team Sales Call and Negotiation**  
Another student from each team will call on an existing customer to deal with a problem the with the product. In addition, there might be up-sell potential that the student must identify and act upon.

**CHALLENGE NO. 2**  
**Team Sales Call and Negotiation**  
(50 minutes)

**CHALLENGE NO. 3**  
**Follow-Up**  
(20 minutes)

**Day 3 • Monday, March 8, 2010**

**8-10:30 AM • Challenge No. 3: Follow-Up**  
Both students will call on a prospective organization's buying center consisting of three members. The students will determine patterns of influence between the buying center members and adapt their presentation to suit. They will present their product, ask for the sale, and negotiate terms with the buying center.

**Noon-2 PM • Awards Luncheon**  
With no championship round, the winner of the competition will be determined by the highest team score across all three challenges.

# NCSC XI: 2009 Winners

## UNDERGRADUATE DIVISION

PLACE	UNIVERSITY	STATE
1.	Ohio University	Ohio
2.	University of Georgia	Georgia
3.	University of Central Missouri	Missouri
4.	Bradley University	Illinois
5.	Bowling Green State University	Ohio
6.	Babson College	Massachusetts
7.	University of Central Florida	Florida
8.	University of Washington	Washington
9.	Florida State University	Florida
10.	Western Michigan University	Michigan

## GRADUATE DIVISION

PLACE	UNIVERSITY	STATE
1.	Washington State University	Washington
2.	The University of Toledo	Ohio
3.	University of Arkansas—Little Rock	Arkansas
4.	Texas State University	Texas
5.	Georgia College & State University	Georgia

## About the NCSC

The National Collegiate Sales Competition is in its 12<sup>th</sup> year. More than 100 of the top students from 50+ of the top sales programs in the world will compete in the competition. Joining this elite group of students will be their faculty coaches and an estimated 40-50 national and international sales organizations.



The National Collegiate Sales Competition is held annually on the campus of Kennesaw State University, about 40 minutes north of Atlanta. For more information, visit [www.coles.kennesaw.edu/ncsc](http://www.coles.kennesaw.edu/ncsc).

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## Certified Stand Outs:

how to catch an employer's eye

Graduates entering the job market right now are finding that job opportunities are scarce with competition tougher than ever. How can you stack the deck to stand out in a crowd of candidates?

The Certified Sales Student (CSS) program serves the needs of both sales students and employers. Employers can easily and objectively identify those students who go beyond the basic requirements for their major, while students enjoy a prestigious course track that adequately prepares them for a professional sales career. **Students with a certification in sales are nationally recognized as being the best candidates for sales positions.**

The CSS program is open to any college student interested in a professional sales career and helps make meaningful differentiation from any other graduate in the sales employment market. Students interested in earning the certification may do so by meeting specific requirements through both comprehensive course topics and extracurricular involvement.



## THE CSS PROGRAM

*Students must earn at least 100 points to be awarded Certified Sales Student distinction—50 points through course requirements and 50 points from extracurricular experiences.*

### Courses—50 points

*To be counted toward the CSS designation, the student must complete the required and elective coursework and earn at least a B in each class. All courses are three credit hours.*

Required Coursework	
Personal/Professional Selling	20 pt
Elective Coursework	
<i>Complete at least 3 of the following:</i>	
Advanced Personal Selling	10 pt
Sales Negotiation	10 pt
Sales Management	10 pt
Business-to-Business Marketing	10 pt
Organizational Purchasing	10 pt
Independent Study in Personal Selling	10 pt
Other Accredited Courses in Selling	10 pt

### ABOUT THE UNIVERSITY SALES CENTER ALLIANCE

The University Sales Center Alliance (USCA) was created in 2002 to advance the sales profession through academic leadership in sales education, research, and outreach. Research into the program's successes and awards for top faculty and students is an important part of the USCA's mission.

Universities in the alliance include: Ball State, Baylor, Georgia Southern, Illinois State, Indiana, Kennesaw State, Northern Illinois, Ohio, UAkron, UHouston, UToledo, Western Kentucky, and William Patterson.

Bradley, California State–Fullerton, College of St. Catherine, DePaul, and Minnesota State are pending members.

Find out more at  
[www.UniversitySalesCenterAlliance.org](http://www.UniversitySalesCenterAlliance.org)

### Experience Requirements—50 points

*Any combination of the following activities and experiences that total 50 points or more must be completed toward the CSS designation.*

*The points associated with any listed activity can only be counted once toward the program. For example, working two summers in a sales position can only be counted for 20 points, not 40 points. The specific activities and experiences in each category must be approved in advance by the sales professor responsible for the student's application and certification.*

*Upon completion of each applicable activity, the student must prepare a short written report describing what was done and what was learned from the activity. These reports should become a part of the student's portfolio to be used in seeking employment in a selling or sales management position.*

Sales internship, co-op, or selling job for at least one semester	20 pt
Active member of a college of business professional student organization for at least one year (e.g. Pi Sigma Epsilon)	10 pt
Service as an executive officer in a college of business professional student organization	10 pt
Participation in an organization or commercial sales training program	10 pt
Shadow a salesperson or sales manager for a day	10 pt
Interact with sales mentor for one semester	10 pt
Read and report on an approved personal selling or sales management book, excluding course textbooks	10 pt
Attend two meetings of professional sales organizations (e.g. Sales and Marketing Executives International)	10 pt
Participate in collegiate level sales competition (e.g. National Collegiate Sales Competition)	20 pt

# BUILDING BETTER SALES STUDENTS

Few college students can say they have access to countless job postings across the nation, but members of Pi Sigma Epsilon can. With hands-on experience through sales, marketing, market research and community service projects, Pi Sigma Epsilon (PSE) gives the opportunity to apply knowledge and tools for succeeding outside the classroom. PSE offers lifelong friendships as well as networking and résumé advice from the experts. The coeducational fraternity competes on a national level, earning cash rewards.

## THE STORY

Pi Sigma Epsilon is the only national professional business fraternity in marketing, sales management and selling. Although recognized as a professional sales and marketing fraternity, PSE is open to all majors and gives each member the opportunity to apply the skills of their major.

## Creating Connections

With vibrant brands, Cox Enterprises connects you to news, entertainment, commerce and each other. We do this through radio, television, newspapers, web sites and – increasingly – mobile. For us, being connected means accepting and appreciating each person's uniqueness. At Cox, our employees are our most valuable resource.

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The organization was founded in 1952 by three Georgia State University professors who developed a set of 12 principles still followed by members today: ethics, character, honor, belief, competition, sincerity, confidence, faith, knowledge, skill, work and wisdom. Recruiters actively seek out members of PSE who exhibit these characteristics. Each spring, the PSE Foundation gives more than \$20,000 to members in awards and scholarships at the National Convention. Individuals and chapters compete for awards and scholarships and attend speeches and workshops taught by nationally recognized speakers like Sharon Pierce Williams, Anthony Parinello and Ritch Davidson.

Vector Marketing and Huthwaite, Inc. collaborate with PSE to sponsor the annual Pro-Am Sell-A-Thon, held by PSE at its fall regional conferences and at its annual convention.

The Pro-Am provides PSE collegiate members with the opportunity to experience the salesperson's role in

a simulated business-to-business sales environment with coaching from a sales professional.

Professionals from local SMEI chapters provide résumé and interview advice, job shadowing programs for students, and projects for PSE chapters. SMEI sponsors an annual essay contest for a \$1,500 scholarship and trip to Oklahoma City to be a VIP among six major CEOs from national companies.

PSE also has the support of more than 20 national corporate sponsors that partner with the organization to provide speakers and job opportunities to all of the local chapters.

## PSE ONLINE

Learn more about Pi Sigma Epsilon and get involved with your local chapter!

[www.pse.org](http://www.pse.org)



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