# We Grow Revenue



## GrowthPlay is a sales effectiveness firm

that partners with its clients to ensure consistent execution of their business strategies at the point of sale.



We bring together a powerful combination of sales performance offerings that align and enable customer organizations to achieve their revenue goals.

We focus on consulting, training and technology solutions to elevate sales performance and drive profitable growth.

We're built on the foundations of sales industry leaders -Force Management, Chally Group, Incite Sales, Akina and Law Leaders Lab.

GrowthPlay provides a tailored approach and a breadth of offerings that activate change at both the organizational and individual levels and deliver lasting, measurable results.

#### Learn how our clients are breaking sales records. Schedule a call today.

800.254.5995 | info@growthplay.com | growthplay.com



# SALES EDUCATION University Sales Education 🗄 Career Selection & Alignment 🗄 Professional Standards

# Pg. **12 2017 TOP UNIVERSITIES** FOR PROFESSIONAL SALES EDUCATION

The most comprehensive listing of graduate and undergraduate sales education offerings.

## Letter from the Editor

Pg. 1

Pg. 6

#### Sales processes are changing as technology and social media advance.

Pg. 2 The Future of Selling 2017 Dan Weinfurter, GrowthPlav CEO, on how selling will be different going forward.

The Future Meets the College Classroom Emerging trends in sales education from Ellen Bolman Pullins, Ph.D.

#### Pg. 8 Neil Rackham Grants Make an Impact Jason Jordan explores the Chicken and Egg of Sales Research.

#### Pg. 29 Pi Sigma Epsilon PSE and Pro-Am Sell-a-Thon® offer many opportunities.

#### Become a Sales Professor Dawn Deeter-Schmelz, USCA President, explores Ph.D. programs in Sales.

#### Pg. 32

Pg. 30

**Digitally Morphing** Sales Curriculum Dr. Howard Dover shares how UT Dallas is morphing their curriculum.

#### Pg. 34

Finding Top Talent—First Deirdre Jones, M.B.A., provides insights on "first of its kind" sales competition.

#### Pg. 36 University Sales Competitions Unique events showcase

top collegiate talent. Pg. **41** 

New Ways to Collaborate **Corporations and Universities** have unique opportunities.



















# 불**\$126,000**

contributed to research, sales-related events, workshops, and scholarships



sales educators certified for Career Development Program

utilized the Career Development Program

UNIVERSITIES \vert given in support of sales research and sales-related events/conferences

+ **5**,700 STUDENTS participated in free career assessments from our Career Development Program

## THANK YOU FROM SEF

A SPECIAL WORD OF THANKS TO THOSE LISTED BELOW WHO SUPPORTED SEF IN THE PAST YEAR.

BALL STATE UNIVERSITY H.H. GREGG CENTER FOR PROFESSIONAL SELLING

INDIANA UNIVERSITY **KELLEY SCHOOL OF BUSINESS** CENTER FOR GLOBAL SALES LEADERSHIP

KANSAS STATE UNIVERSITY NATIONAL STRATEGIC SELLING INSTITUTE

KENNESAW STATE UNIVERSITY FOUNDATION, INC.

UNIVERSITY OF CENTRAL FLORIDA PROFESSIONAL SELLING PROGRAM

UNIVERSITY OF DAYTON FIORE TALARICO CENTER FOR PROFESSIONAL SELLING

UNIVERSITY OF TOLEDO EDWARD H. SCHMIDT SCHOOL OF PROFESSIONAL SALES

UNIVERSITY OF WASHINGTON FOSTER SCHOOL OF BUSINESS **PROFESSIONAL SALES PROGRAM** 

WEBER STATE UNIVERSITY ALAN E. HALL CENTER FOR SALES EXCELLENCE

UNIVERSITY OF PORTSMOUTH, UK CHALLY GROUP, A GROWTHPLAY COMPANY DAN WEINFURTER, CEO, GROWTHPLAY DAWN DEETER-SCHMELZ, USCA PRESIDENT DEIRDRE JONES, UNIVERSITY OF TOLEDO

DR. HOWARD DOVER, UNIVERSITY OF TEXAS AT DALLAS ELLEN BOLMAN PULLINS, PH.D, UNIVERSITY OF TOLEDO

JASON JORDAN,

VANTAGE POINT PERFORMANCE MR. & MRS. JON HAWES

MR. & MRS. HOWARD STEVENS

NEIL RACKHAM, RACKHAM FOUNDATION, LTD.

**NEWS-PRESS & GAZETTE COMPANY** 

PI SIGMA EPSILON (PSE) NATIONAL SALES & MARKETING FRATERNITY

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

#### From the Editor

THE FOCUS OF OUR 11<sup>TH</sup> EDITION ANNUAL EXPLORES HOW THE SALES PROCESS IS CHANGING AND HOW SALESFORCES WILL NEED TO BE TRAINED TO ADAPT TO SATISFY THE NEEDS OF INCREASINGLY SAVVY BUYERS. MORE UNIVERSITY SALES PROGRAMS ARE EVOLVING THE CURRICULA TO INCORPORATE TECHNOLOGY AND SOCIAL MEDIA AS TOOLS TO IDENTIFY NEEDS AND BUILD SOLUTIONS FOR NEW AND EXISTING CUSTOMERS.

Throughout the past ten years our goals have remained constant as we strive to elevate the profession of Sales. They are:

- 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 a sales curriculum
- DEVELOP RECOGNIZED SPECIALIZATIONS WITHIN THE SALES ARENA
- STRENGTHEN RELATIONS BETWEEN INDUSTRY AND ACADEMIA by increasing awareness through program support.

We thank the professors and the administrations of the universities teaching professional selling, and we thank the sponsoring companies. Through their vision, dedication, and support, sales education has gained traction. Candidates from these programs are more prepared to align with their initial sales roles and to compete in the ever-changing global economy.

Sally C. Strue

SALLY C. STEVENS

Sales Education Foundation Elevating the Sales Profession Through University Education

Be a part of it www.salesfoundation.org

@Sales EdOrg http://bit.ly/SEFonFBook in http://bit.ly/LinkSEF



The Sales Education Foundation is a component fund of The Dayton Foundation, a 501(c)(3) public charity.

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

#### **EXECUTIVE BOARD**

Sally Stevens **Executive Director** SEF Co-Founder

Dick Canada Indiana University

Jon M. Hawes Indiana State University (retired)

**Mike Jenkins** AT&T Global Business Solutions

Jason Jordan Vantage Point Performance

**Connie Resendes** Morningstar, Inc.

Jack Rhodes University of Washington

Howard Stevens SEF Co-Founder

#### **ADVISORY BOARD**

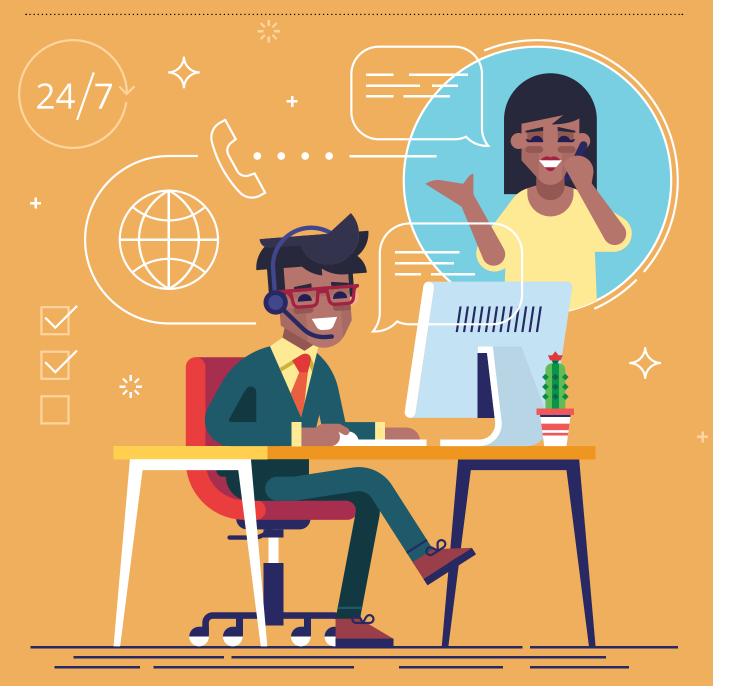
Leff Bonney Florida State University Mike Kunkle Brainshark, Inc. **Jimmy Peltier** University of Wisconsin Whitewater Robert Peterson Northern Illinois University Ellen Pullins University of Toledo David Roberts University of North Carolina Cindy D. Rowland Merrill Lynch Wealth Management Lee B. Salz Sales Architects | The Revenue Accelerator Jane Sojka University of Cincinnati Rosann Spiro Indiana University **Professor Emeritus** 

# The Future of Selling 2017-

Four ways that selling will be different going forward. Based on insights from **Daniel J Weinfurter** 

.....

#### SUPPORT WHAT IS ESTABLISHED AND EMBRACE WHAT IS EMERGING



WHILE THERE IS MUCH TO REPORT ON THAT IS ENCOURAGING AND EXCITING IN THE WORLD OF PROFESSIONAL SALES, IT STILL **REMAINS A FACT THERE IS MUCH TO DO TO ELEVATE THE PROFESSION OF SELLING TO BE EQUAL IN STATUS, IMPORTANCE AND RIGOR TO THAT OF OTHER DISCIPLINES SUCH** AS FINANCE, ENGINEERING OR MARKETING.

As evidence of this, most surveys show that fully a third **INCREASED HIRING RIGOR** to a half of all sales professionals in the US did not make Based on the historical tendency to fail to apply the guota in 2016, and overall, sales organizations on average rigor and discipline the sales recruitment process achieved 80% of their plan. I think we all know the impact deserves and the resultant pain that comes from this, of a 20% revenue miss at the enterprise level. Turnover as well as the recognition that the many different sales continues at rates exceeding 25% per annum, meaning roles require different sales skills as well as different a typical company replaces their entire sales force every behavioral competencies, it should come as no surprise four years (or more likely, replaces some subset of the that most companies are working on establishing company each year, every year). Yet, despite these enhanced approaches for building sales teams. These statistics, and despite some pundits talking about the processes recognize that the skill set for reacting to death of the salesman, selling in 2017 remains the principal inbound leads is guite a bit different than the skills method in which many to most organizations execute required for someone who has to do outbound calling. their business strategy. There are however, some trends emerging on how selling going forward will be different.

#### **ROLE SPECIALIZATION**

It was not that long ago when most organizations had essentially one selling role. Promotions were granted based on tenure and success, as a person could move from an Account Representative to a Senior Account Representative to a Strategic Account Manager, but the role itself was quite similar. The cultivation of leads was the salesperson's responsibility; they took a list and figured out a way to get a meeting or to somehow engage someone at the prospect company to begin the conversation. Marketing's role in supporting the salesforce was to create thought leadership pieces and sales collateral that could be used during the selling process.

Today, many organizations have rethought the go to market structure in its entirety. It is far beyond inside and outside sales. Today's organizations often have significant granularity in both inside and outside roles. For example, inside sales may consist of three or four different types of professionals, including individuals whose role is very specific—limited to reacting to inbound web site hits, others that only make outbound calls and still others that only set appointments for the outside team. Outside roles have evolved considerably as well, reacting to

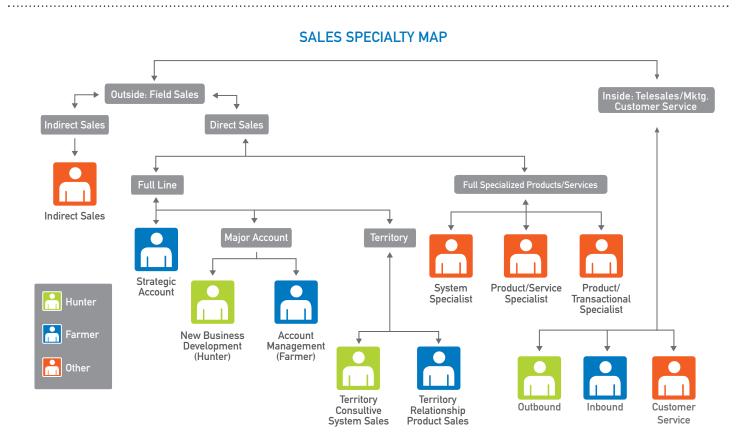
requirements based on products or services, size and sophistication of the prospect organization, and still others to work the channel.

The multiple roles that exist in today's sales organization do provide career opportunities for many different types of skill sets, yet the rigidity that exists in some organizations does limit the learning that might otherwise occur when someone is exposed to a wider set of situations and different types of customers and customer needs.

Further, firms are finally recognizing that each sales role in each company is different. Sure there are some similarities between firms and industries. Everyone knows that there are differences between the makeup of hunters and farmers, and that some roles in a sales organization require more of a hunter orientation, and some require a farming mentality. Most understand the difference between a transaction sale and a consultative sales role. But more recently, many firms have begun to consider the deeper, but important subtleties that impact success in a role. The nature of the product or service impacts the fit for the role, as does the size and sophistication of the customers they will be calling on.

The functional role of the prospect also matters; for example, you need a different competency orientation if you are calling on IT vs HR or Finance vs Marketing decision makers. These nuances have begun to be spelled out in hiring profiles. Further, sales leaders are beginning to understand that the stage a company is in, i.e., early stage, growth, or mature, dramatically impacts the type of person who is likely to be successful in a role, and these differences are being spelled out in the position descriptions as well.

Additionally, to improve the odds of hiring success, firms are increasingly making use of predictive assessments



.....

during the hiring process. This has long been common practice for executive roles, and tests have been used for many years for determining the level of skill that a person might have in a given discipline. Many firms are now coupling skill checking tools along with assessments that provide insight into some of the hard wired behavioral DNA that makes up each person's natural resting state inclinations. Used as part of a comprehensive process,

many firms have discovered using assessments improve the likelihood of placing individuals into specific sales roles that they are well suited for.



#### **INCREASED FOCUS ON** UNDERSTANDING CUSTOMER ISSUES

The notion of arriving at a better understanding of what customers really want is not new. Going back some 30 years to the thinking around the concept of the Trusted Advisor and continuing more recently with concepts such as Insight Selling and Challenger Selling, we see an increased focus on the desire to equip sales organizations to be able to have the right type of conversation with prospects and clients-and to do this in a way that improves a potential buyer's ability to understand the value message that is inherent in a firm's product or service offering-of course

customized to the buyer's specific issues and challenges. Today's buyers are more digitally engaged than ever before. They are leveraging social networks and online sites to both find unique solutions to issues they know they have and to find vendors who can deliver. This requires a granular focus into how buyers are engaging digitally, and then have sellers who are able to use this understanding as a jumping off point for a face to face conversation.

The net of all this is that the skills required of today's successful salesperson have been amplified. Product and industry knowledge must be at a reasonably high level, as this is a prerequisite to aligning your product or service to actually solve the issue a buyer faces. But the successful salesperson of today must increasingly possess skills common to the consulting profession. This means the seller must be able to determine where a potential customer is on the purchase journey, and then come to a deep understanding of issues impacting each specific customer or prospect through highly effective discovery, which necessitates great business acumen, analytical capability, both through research and through face-to-face discovery skills. Then the real talent is to be able to craft the story about how your product or service solves the customer issue in a way that is both different and better,

in a way that resonates with the buyer both from a business and personal perspective. Not an easy task.

#### DEMAND GENERATION

When I first started as a sales representative for GE, I was given a defined geographic territory, a phone book, and a phone—along with the encouraging words "good luck to you" from my sales manager. But in that day, it was indeed possible for a determined individual to work the phone hard enough to get enough meetings such that over time, you could fill your calendar with sufficient numbers of meetings and build a pipeline that could result in meeting or exceeding quota.

Today, with the death of land lines and the near ubiquitous presence of caller ID, it is VERY difficult for a sales person to cold call his or her way to success. Instead, successful organizations use a combination of demand generation techniques coupled with individuals who have the capability to leverage social networks to get introduced to individuals and firms who might have needs related to the product or service of the vendor firm. Some people are guite good at this, having worked very hard to build the kind of network that can be leveraged for gaining introductions that work for the product or service they sell. Most sales people who are skilled at networking recognize the reciprocal nature of this; they must be willing to provide introductions back to others who would benefit from them.

In terms of demand generation, this is a rapidly emerging field that uses a variety of channels, both digital and traditional, to try to engage prospects to learn more about a vendor's product or service.

Demand generation tactics can include digital advertising, SEO marketing, targeted email and snail mail campaigns, webinars, speaking events, ad retargeting, and even the mailing of specific items to a prospect to attempt to engage him or her in your product or service. To do this all correctly requires significant expertise on the use, timing and appropriate methodology that are likely to generate the best return. The goal ultimately is to turn over qualified leads for the sales force to pursue and hopefully to close, meaning the capability and skill of the sales organization remains the critical success factor in driving revenue growth, even with newer tactics such as demand generation deployed in a highly evolved fashion.

There have been studies that suggest the number of individuals who will enjoy a career in sales is on the decline. We do not subscribe to this theory. We recognize that the role of sales professionals will change, and a career path will not be the same as in the past. Increasingly, formal university sales education and talent will be highly valued, and the old stereotypes of gregarious and back-slapping as the models of successful sales people will vanish. We can't help thinking this cannot happen soon enough.



Daniel J Weinfurter CEO, GrowthPlay

#### **OLD STEREOTYPES OF SALESPEOPLE** WILL VANISH

## THE FUTURE OF PROFESSIONAL SELLING MEETS THE COLLEGE CLASSROOM



Ellen Bolman Pullins, Ph.D. Schmidt Research Professor of Sales & Sales Management and Professor of Marketing, University of Toledo A SMALL GROUP OF GRADUATE STUDENTS REPRESENTING FIVE COUNTRIES HUDDLE TOGETHER IN A CLASSROOM IN KUOPIO, FINLAND COMPLETING A CASE-BASED ROLE PLAY ON CHALLENGER SELLING. MEANWHILE, A GROUP OF UNDERGRADUATE STUDENTS IN TOLEDO, OHIO RECORD THEIR TEAM SELLING ROLE PLAY USING IPADS AND A VIDEO-CONFERENCING, ONLINE MEETING APPLICATION. IN MILWAUKEE, AS PART OF AN ADVANCED SALES CLASS, MORE STUDENTS ARE BUSY SELLING FOR THE MILWAUKEE BUCKS.

Students around the world are being exposed to cutting-edge education in professional sales. They execute quality role plays. They sell actual products and services for class. Sales students are hired into B2B selling internships. They get certified in methods like SPIN and Conceptual Selling. They receive authorized training on technologies like Salesforce and LinkedIn. Universities provide engaged learning, application, and networking in many ways. In the college classroom, the future of selling is coming to life through innovative pedagogy and state-of-the-art curriculum.

Some of the best advancements in selling happen in university sales programs. Business schools have been introducing sales majors and creating curriculum where little existed ten or fifteen years ago. This expansion has led an increase in interest by faculty in researching sales. The result? Beyond just well-prepared, highly demanded students, university programs offer important insights on where the profession is heading in the next decade and beyond. According to Andrea Dixon, Executive Director of the Baylor Sales Program, "One of the most important things we do is keep our pulse on the changing sales field and how go-to-market strategies are changing in industry. It's our job to work with partners and research the profession, so that we can truly make a difference in our students' preparation-their education, development and mindset."

Based on a brief survey included with the recent SEF University Sales Program listing update, below are five trends that emerge across 100 responses. To provide a flavor for how these are taught, a few examples of what the sales programs are doing are included.

#### **1. BUSINESS ANALYTICS**

One of the more recent trends in sales curriculum has been to build in a strong emphasis on business analytics. The Sales Analytics course at University of Minnesota in Duluth uses real databases (e.g., from companies like Hormel) to analyze real sales data, make category management suggestions, forecast, and plan how to sell customers on promos. It's taught with an emphasis on case analysis, assignments and in-class activities to assure students develop the actual skills of analytics. British

.....

Columbia Institute of Technology offers a similar course where students make 'data-driven decisions' using CRM data and evaluate Salesforce dashboards.

BCIT Students earn a credential as a HootSuite Certified Professional.

#### 2. SOCIAL SELLING

Social media has permeated every aspect of modern life, including sales. Many sales programs help students understand responsible, ethical social media use. The University of Dallas has students writing reflection papers on their own social media use. Other sales programs are capitalizing on new media to sell better. North Dakota State's CRM class integrates social listening aspects. Students combine Microsoft Social Listening with Dynamics CRM to understand customer perspectives and pain points. Other programs teach students how to leverage social media for prospecting. Kennesaw State has students working with Sales Navigator in Linked for prospecting and initial research, while Florida State teaches analytic-based prospecting. FSU students emplo Hoovers Academic, Lexis/Nexis, LinkedIn, Facebook and Company websites to develop a prospect list and approach.

#### **3. EMOTIONAL INTELLIGENCE**

Several universities now teach students how to assess and develop Emotional Intelligence. At the University of Toledo, students learn why El is important and how it might manifest in a sales context. Then, in small groups, students write brief customer profiles to demonstrate an committed to the profession. Recent graduate, Jake example of customer emotions. They take turns as buyers Hadley understands the value of his sales education. and sellers, displaying the emotions and employing "When I did my internship at Therma Tru, I was involved strategies to handle the emotions to achieve a positive with research for future initiatives, as well as actual selling. outcome. According to UT Professor Katy Johnson, Whether I was in NW Ohio on the phone, researching in "Unlike some intelligences, emotional intelligence can Texas or Florida, or presenting new ideas, I felt like I was be cultivated. I believe this is an area where universities well prepared by my sales classes. I know I am ready for may be getting in front of practice, helping students my next step as a Relationship Manager with Tom James." gain competitive advantage by giving them a unique Well-developed graduates, like Jake, are ready to tackle competency that will serve well in future sales roles." the changing field.

#### 4. CROSS-CULTURAL AND DIVERSITY

A number of European sales schools focus on international selling, even offering a masters of international sales management at the University of Eastern Finland. In the U.S., schools are starting to incorporate more international and diversity perspectives. Florida International University and University of Texas Arlington programs incorporate a bilingual component, along with the cultural aspects that go along with selling in a Spanish-speaking environment. FIU offers a personal selling class primarily in Spanish. UTA students complete a role play where the potential buyer has bilingual fluency. Within a team, students fluent in both languages take the lead, making final presentations to the buyer in both languages.

#### **5. CONTINUOUS CHANGE**

Bryant University prepares students for continuous chang by training adaptability and using self-directed learning projects. They develop adaptability through improvisatio

.....

active learning exercises and strategies to adapt in uncertain circumstances, with a goal of making good decisions when the situation is constantly changing. In self-directed learning, students diagnose skill deficiencies, identify resources, create a plan with evaluation to achieve the new skill, and work with a mentor. This way, students are able to assess their own learning deficiencies and come up with a plan to acquire future skills. In a constantly changing environment, skills that can help students continue to learn and grow are crucial.

#### THE SELLING PROFESSION HAS SEEN RAPID CHANGE AND WE HAVE EVERY REASON TO BELIEVE THAT THIS CHANGE WILL CONTINUE.

With technological advancement, strategic emphasis on buying and selling functions, and increased complex of product and service solutions, the salesperson of tomorrow will look vastly different. Sales programs around the world appear to be on target with preparing students for this changing role. At a national sales competition, Jim O'Hara, a sales leader at Goodyear, noted "we've been so impressed with the students we
are exposed to at the UT invitational sales competition. They are not just well-prepared for selling today, but the

As university sales programs educate these future salespeople, they also develop the future of sales.

ADDITION	AL TRENDS WE	FOUND:
<ul> <li>Category M</li> <li>Inside Sale</li> <li>Team Sellin</li> <li>Corporate</li> </ul>	:5	stainability,
Ethics and	Servant Leadersh	hip

# NEIL RACKHAM RESEARCH GRANTS MAKE AN IMPACT

By Jason Jordan, Partner, Vantage Point Performance

#### THE CHICKEN AND EGG OF SALES RESEARCH

#### WHEN THE SALES EDUCATION FOUNDATION BEGAN A DECADE AGO WITH THE MISSION TO VASTLY EXPAND SALES EDUCATION IN OUR COLLEGES AND UNIVERSITIES, ONE CRITICAL OBJECTIVE WAS CLEAR:

We needed to enable more sales educators in our colleges and universities. Until more professors were willing and able to teach sales, there could be no increase in sales education. or those of you outside of academia, there's a virtuous cycle that sustains academic advancement, but it also makes it difficult to launch new areas of study. To become an educator in your chosen field of study (say... sales), you must conduct and publish research in that discipline. But to conduct and publish research in that discipline, you effectively must be an educator in that field of study. So to become a professor of sales, you need to publish sales research. But to publish sales research, you need to be a professor of sales. Chicken, meet egg.

.....

Therefore, one of the early priorities of the SEF was to promote sales research in colleges and universities to raise the visibility of sales and establish it as a viable academic discipline. But to accomplish that we would need to inject some 'enthusiasm' for sales into this virtuous cycle for professorship and publishing to blossom. Chicken and egg, meet famed sales researcher Neil Rackham.

#### SEF/NEIL RACKHAM RESEARCH GRANTS

In 2010, Neil volunteered to sponsor a grant program to encourage high-quality academic research in the discipline of sales. The SEF and Neil collaborated to establish a process for selecting researchers and projects that would further this cause, and in 2011 the first individual grants were awarded. Overall, the SEF has been privileged to disburse \$70,000 in support of 14 academic research projects in the areas of sales and sales management. (To learn more about these grants, please visit the Sales Research section of our website, salesfoundation.org.)

These grants were true 'investments' in the future, since the academic research and publishing process can be long and challenging. But as we approach the 7th year of this effort, we have begun to see the payoff from those investments. To date, several SEF supported research projects have been published in various academic journals—the ultimate recognition of superior academic research. We are proud to highlight four early contributions to the body of sales research and to share some of the findings that resulted from the efforts.



#### 2011 RECIPIENTS: ZACHARY HALL, MICHAEL AHEARNE, HARISH SUJAN

The Importance of Starting Right: The Influence of Accurate Intuition on Performance in Salesperson– Customer Interactions

When salespeople interact face-to-face with potential buyers, the sellers make two types of judgments: 1) those that are intuitive, and 2) those that are deliberative. In this research project, Hall, Ahearne, and Sujan examined each of these methods of judging buyers to determine how a salesperson's ability to make more accurate assessments influences the seller's performance.

Their results revealed that making accurate "intuitive" judgments improves sales performance by helping salespeople select the most appropriate sales strategies. Good intuition not only helps increase the effectiveness of the sellers' efforts, it also reduces the amount of selling time, resulting in improved sales efficiency. However, sales performance can decrease when good intuition is followed by inaccurate "deliberative" judgments.

So if you want to make good assertions about your sellers and improve your sales performance, you need to succeed at both. Their research revealed that intuitive judgement is improved when sellers have domain-specific experience, are similar to their customers, and have empathy for the buyers. Deliberative intuition improves when sellers employ good listening skills and orient themselves from the customer's perspective. Do both well, and you win big.

#### 2011 RECIPIENT: Beth Rogers

.....

Closing the Sales Skills Gap with Outsourcing

The outsourcing of business functions has been a well-practiced strategy for decades. When corporate functions become too costly, difficult to resource, or slow to change, companies often turn to outsourcing to bring those functions back in line with organizational expectations and needs. But what about the sales function?

In this study, Beth Rogers examines the practicality of outsourcing sales. Data suggests that only 11% of companies were outsourcing any sales or marketing activity in 2012, partly because of a concern by sales directors that there is a risk of losing control of the customer experience. However, advocates of outsourcing argue the exact opposite – that outsourcing actually "reduces" risks because the outsourcing vendors focus exclusively on the quality of the sales effort.

Regardless, there appears to be a trend toward greater sales outsourcing. Between 2010 and 2014, the number of registered sales outsourcing vendors in the UK increased from 187 to 517, and there are success stories stretching from Japan to North America, and from pharmaceuticals to coffee machines. Time will tell whether the trend continues and sales outsourcing becomes as common as it is in other organizational functions. Stay tuned.

#### 2013 RECIPIENTS: NICK PANAGOPOULOS, ADAM RAPP

Adaptive Sales Capabilities and Sales Performance

Everyone would agree that the marketplace in which salespeople work is becoming increasingly complex. To succeed in such an environment, sellers must possess the ability to adapt to new environments and continually develop relevant skills and capabilities. Possessing such 'adaptive sales capabilities' allows salespeople to quickly evaluate the changing marketplace, respond to new customer needs, and tailor solutions that outwit competitors.

One question that Chapman, Boichuk, Steenburgh, Panagopoulos and Rapp explore three specific and Ahearne ask in this research is: What impact adaptive sales capabilities: 1) Vigilant market does REM have on the sales force and vice versa? learning, or the ability to perceive market changes, One discovery was that companies are more prone 2) Adaptive experimentation, or the ability to to engage in such behaviors if its salespeople learn from on-the-job experiences, and 3) Open receive cash-based incentives. They also found marketing, or the ability to collaborate with that sales leadership in those companies are more marketplace partners. likely to take steps to circumvent the inevitable costcutting mandate – like frontloading sales related Their research shows that not only are these expenses earlier in the year to preempt the request. capabilities important for sales success, they Sound familiar?

.....

.....

Their research shows that not only are these capabilities important for sales success, they become even more important as the sales environment increases in complexity. Therefore, sales leadership should take steps to foster and develop these capabilities by evaluating their team's adaptive sales capabilities and bolstering them where needed. In a complex world, salespeople must adapt or die.

#### 2013 RECIPIENT: CRAIG CHAPMAN, JEFFREY BOICHUK, THOMAS STEENBURGH, MICHAEL AHEARNE

Real Earnings Management in Sales

'Real Earnings Management' (REM) might be a new term to many sales leaders, but the behavior is not. When c-level executives want to avoid an unfavorable earnings report, they often ask the sales force to take immediate corrective actions like reducing business travel, cutting training expenses, raising prices, or pushing products. That's Real Earnings Management.

Interestingly, the team also found evidence that companies engaging in Real Earnings Management realized negative stock market returns in the year following the study. Did the REM behaviors lead to poor performance, or did impending poor performance necessitate REM behaviors? Chicken, you remember the egg.

(Continued on page 28)

To read more about each recipient's research, visit SEF website Sales Research page: http://salesfoundation.org/get-involved/sales-research/



# 2017 SEE TOP UNIVERSITIES FOR PROFESSIONAL SALES EDUCATION

#### TOP NORTH AMERICAN SALES SCHOOLS: NH<sup>RECONSECTION</sup> CONSECUTION OF THE ACTION OF THE AC

Appalachian State University			4	*	
Arizona State University			4	*	
Arkansas State University			4	100	
Auburn University			4	95	
Aurora University			3	95	
Ball State University			5	95	
Baylor University			5	100	
Bloomsburg University of Pennsylvania			3.5	95	
Bowling Green State University			3	*	
Bradley University			3	100	
British Columbia institute of Technology			3	100	
Bryant University			2	*	
Butler University			3	98	
California State University, Chico			7	100	
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			*	*	

in the second	b Hasa	Sales S	\$	onit	R Course	atty hea	- Ale	htemsh	IP REQUIP	d Has?	nent la	ġ
			Northern Arizona University					2	*			ι
			Northern Illinois University					6	100			ι
)			Northwest University					3	85			ι
			Nova Southeastern University					8	*			ι
			Ohio University					7	100			ι
			Plymouth State University					4	*			ι
)			Purdue University					14	99.5			ι
			Purdue University Northwest					1	*			ι
			Salisbury University					3	*			ι
)			Samford University					2	*			ι
)			Sonoma State University					9	*		. –	ι
			Southern New Hampshire University					3	100			١
			Southern University Baton Rouge					6	78		-	1
)			St. Ambrose University					4	*			1
			St. Catherine University					4	98			١
			St. Cloud State University					5	100			١
)			Stetson University					1	*			١
)			Temple University					6	85			١
			Texas A&M University					4	*		. –	١
				1		1	l	I				

	onli	in sper	IL CRM	' sale	1012	r. olog	485
University of Southern Mississippi, The					2	*	
University of Texas at Arlington					5	*	
University of Texas at Dallas					4	95	
University of Toledo					8	98	
University of Washington					3	90	
University of Wisconsin–Eau Claire					1	100	
University of Wisconsin Oshkosh					1	*	
University of Wisconsin–Parkside					2	100	
University of Wisconsin—River Falls					3	95	
University of Wisconsin–Whitewater					14	100	
University of Wyoming					3	70	
Virginia Polytechnic Institute and State University					2	100	
Washington State University– Vancouver					3	95	
Weber State University					20	99	
West Virginia University					5	100	
Western Carolina University					4	*	
Western Kentucky University					4	*	
Western Michigan University					5	99	

RECOUSE WHERE SHEEPHINES AND RECOUNTS

DePaul University			17	82	
Douglas College			4	90	
Duquesne University			4	91	
Eastern Kentucky University			3	*	
Elon University			3	93	
Ferris State University			13	85	
Florida International University			5	80	
Florida State University			5	100	
Georgia Southern University			5	100	
Georgia State University			3	80	
High Point University			4	90	
Hodges University			5	*	
Husson University			3	100	
Illinois State University			5	99	
Indiana State University			3	95	
Indiana University			3	99	
James Madison University			10	100	
Kansas State University			6	100	
Kennesaw State University			5	98	
Kent State University			5	99	
La Salle University			4	80	
Louisiana State University			13	100	
Marquette University			1	*	
Metropolitan State University of Denver			4	80	
Michigan State University			5	100	
Missouri State University			4	90	
Morehouse College			3	83	
Nicholls State University			1	95	
North Carolina A&T State University			3	100	
North Dakota State University			2	100	

Texas State University			12	95	
The Citadel			5	89	
Tuskegee University			4	85	
University of Akron			10	100	
University of Alabama			6	100	
University of Alabama at Birmingham			7	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			12	99	
University of Connecticut			2	100	
University of Dallas			1	*	
University of Dayton			8	98	
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)			3	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			2	90	
University of North Carolina at Greensboro			5	70	
University of North Carolina at Wilmington			2	72	
University of North Texas			2	90	

Widener University			1	95	
William Patterson University			5	90	
Winona State University			3	100	
Xavier University of Louisiana			2	70	

II here the the faith of the present of

# TOP INTERNATIONAL CHER SALES SCHOOLS: 1010 - 5400 - 3

\_

Aalen University of Applied Sciences			14.5	90	
Anglia Ruskin University			*	*	
Athens University of Economics & Business			2	50	
Dublin Institute of Technology			*	80	
Edinburgh Napier University			3	100	
Eindhoven University of Technology			9	95	
ESB Business School–Reutlingen University			14	100	
FHWien–University of Applied Scienes			*	95	
HAAGA-HELIA University of Applied Sciences		<b></b>	24	99	
Justus Liebig University			7	*	
Kristiania University College			11	95	
Turku University of Applied Sciences			18	100	
Universidad de Chile			18	95	
Universita Bocconi			4	95	
University Clermont Auvergne			19	90	
University of Applied Sciences in Wiener Neustadt	<b></b>	<b></b>	53	93	
University of Portsmouth			6	*	

# SEF UNIVERSITIES

AALEN UNIVERSITY OF

#### 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

#### APPALACHIAN STATE UNIVERSITY

APPLIED SCIENCE http://www.htw-aalen.de/studium/ vu/?lang=en Arndt Borgmeier arndt.borgmeier@htw-aalen.de Aalen, Germany 73434 ++49 7361 576 2210 Students: 45 Start Year: 2000 Accreditation(s): GSSI, AQAS, ZEVA Program Type(s): UMJ, UMN, USP, GE FI

Focus Option(s): Communication/ Broadcast Sales, Entrepreneurship, Industrial Distribution, International Business, 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. There is a strong practical as well as research orientation.

#### ANGLIA RUSKIN UNIVERSITY

www.anglia.ac.uk/degreesatwork Tracy Armstrong Tracy.Armstrong@anglia.ac.uk 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.

#### business.appstate.edu

Bonnie Guy, Ph.D. guybs@appstate.edu Boone, NC 28608 828-262-7828 Students: 40 2014 Start Year: Accreditation(s): AACSB, PSE Program Type(s): UCO, UMN 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/marketing-degrees/professional-salesprogram Detra Montoya, Ph.D.

Detra.Montoya@asu.edu Tempe, AZ 85287 480-965-6325 Students: 135 2014 Start Year: 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 by application only with a minimum GPA of 3.0). ASU participates in the Arizona Collegiate Sales Competition which includes all three major universities in Arizona (Arizona State University, University of Arizona, and Northern Arizona University), and 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 State University, AR 72467 870-680-8073 Students: 25 Start Year: 2015

Accreditation(s): AACSB, USCA Associate Member Program Type(s): UEM, UMN, ET Focus Option(s): Entrepreneurship, Financial Services, Insurance, Medical/healthcare Sales 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 OF CONOMICS AND BUSINESS

http://www.mbc.aueb.ar/ Vlasis Stathakopoulos stathako@aueb.gr Athens, Greece 10434

+302108203433 Students: 150 Start Year: 1996 Accreditation(s): GSSI, EFQM Program Type(s): UCE Focus Option(s): Communication/ Broadcast, Financial Services, Industrial Distribution. International Business 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.

#### AUBURN UNIVERSITY

http://business.auburn.edu/ academics/undergraduate/marketing Avery Abernethy abernav@auburn.edu Auburn, AL 36849-5246 334-844-8544 Students: 120 2013 Start Year:

Accreditation(s): AACSB Program Type(s): UCO, I 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 Marketina.

#### AURORA UNIVERSITY

http://www.aurora.edu/academics/undergraduate/professional-selling/index.html

Shawn Green, PhD sgreen@aurora.edu Dunham School of Business Aurora, IL 60506 630-844-5527 Students: 70 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.

#### **BALL STATE UNIVERSITY**

www.bsu.edu/salescenter Julie Eiser salescenter@bsu.edu H.H. Gregg Center for Professional Selling Muncie, IN 47306 765-285-5136

Students: 250 1996 Start Year: Accreditation(s): AACSB, GSSI, USCA full member, PSE

Program Type(s): UMJ, UMN, GC, GF Focus Option(s): Communication/ Broadcast, Entrepreneurship, Financial Services, Insurance, International Business, Medical/healthcare

Sales, Technology 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 Hankamer School of Business Waco, TX 76798 254-710-1986 Students: 468 Start Year: 1985

#### **The Kelley Effect**

Go from moment to momentum.



The Center for Global Sales Leadership creates career-defining moments for top undergraduate students at the Kelley School of Business. Through innovative sales education and corporate networking opportunities, CGSL turns students individual moments into lasting career momentum.

Learn more: gokelley.iu.edu/cgsl

#### 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 collegeto-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 Bloomsburg, PA 17815 570-204-5232

Students: 30 2015 Start Year: Accreditation(s): AACSB Program Type(s): UMN, USP

Students in the Marketing and Sales specialization at Bloomsburg University complete 21 credits in Marketing and 18 credits in Sales courses as well as the Business CORE. Along with the professional development program graduates are well prepared to move up quickly in a professional sales career. The Sales Minor is targeted toward non-business majors and consists of 24 credits that are largely sales focused with some

marketing coursework.

#### **KELLEY** SCHOOL OF BUSINESS Center for Global Sales Leadership Home of the National Team Selling Competition

**BOWLING GREEN UNIVERSITY** www.bgsu.edu/business/marketing

**Christine Seiler** cseiler@bgsu.edu Bowling Green, OH 43403 419-372-7269 Students: 70 Start Year: 2002

Accreditation(s): AACSB Program Type(s): USF Focus Option(s): Entrepreneurship, 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.

#### **BRADIEY UNIVERSITY**

www.bradley.edu/academic/ departments/marketing/ programs/sales/ Dr. Mark C. Johlke mjohlke@bradley.edu Foster College of Business Peoria, IL 61625 309-677-3947 Students: 70 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 Burnaby, BC, Canada, V5G 3H2

604-451-6765 Students: 50 Start Year: Accreditation(s): AACSB Program Type(s): UCO

1980

Focus Option(s): Entrepreneurship, Financial Services, Industrial Distribution, Insurance, International Business, Medical/healthcare Sales, Technoloav

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 Smithfield, RI 02917 401-232-6475, 813-857-1947 Students: 40

Start Year: 2013 Accreditation(s): AACSB, GSSI, PSE Program Type(s): UEM, UMN, USP,

Focus Option(s): Communication/ Broadcast Sales, Entrepreneurship, Financial Services, Industrial Distribution, Insurance, International **Business** 

Bryant hosts the Northeast Intercollegiate Sales Competition (NISC), 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 Andre B. Lacy School of Business Indianapolis, IN 46208 317-940-9474

Students: 30 1993 Start Year: Accreditation(s): AACSB

Program Type(s): UCO ocus Option(s): Entrepreneurship,

Financial Services, Industrial Distribution, Insurance, International Business, Medical/healthcare Sales, Technology

All students are required to take two internships. The Lacy School of Business is the only business school in the country that requires two internships. In September of 2016 the Lacy School was recognized by Bloomberg Business as having the top internship program in the country.

#### CALIFORNIA STATE UNIVERSITY, CHICO

www.csuchico.edu/salesl **Timothy Heinze** seufferleinsales@csuchico.edu Seufferlein Sales Program Chico. CA 95929-0041 530-893-3840

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

Program Type(s): UCE

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

Operating from new facilities in Glenn Hall, the Seufferlein Sales Program offers a wide range of educational and professional networking opportunities. The program hosts two internal sales competitions (Sweet 16 Sales Challenge & Spring 12 Competition) and one external competition (Western States Collegiate Sales Competition). The program also offers new courses in Sales Role Playing and Customer Relationship Management.

#### CALIFORNIA STATE UNIVERSITY, **FULLERTON**

www.CSUFsalesleadership.com Mark Mantey, Director mjstate@gmail.com 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 Distribution, Insurance, International Business, Medical/Healthcare Sales, Technology

The Sales Leadership Center is dedicated to promoting leadership and professionalism in the field of sales at Cal State Fullerton, Mihaylo 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** 

www.cmich.edu sales-concentration/ Dr. Concha Allen concha.allen@cmich.edu Mt. Pleasant, MI 48859 989-774-3701

Students: 200 Start Year: 2008 Accreditation(s): AACSB, GSSI, PSE Program Type(s): UCO, UMN

The CMU Professional Sales program partners with Carew

# **PROFESSIONAL AND** COMPETITIVE



# WHERE **OPPORTUNITY AND SUCCESS COLLIDE!**

## **KENNESAW STATE UNIVERSITY BBA IN PROFESSIONAL SALES**



**HOME OF THE NATIONAL COLLEGIATE SALES** COMPETITION

FOR MORE INFORMATION: **DR. TERRY LOE, DIRECTOR** TLOE@KENNESAW.EDU 470.578.2017 COLES.KENNESAW.EDU/SELLING



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 Clemson, SC 29634
- 864-656-1086 120 Students: Start Year 2009 Accreditation(s): AACSB Program Type(s): UCE

Students completing the sales certificate are provided with realworld 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-interdisciplinarybusiness/ Dr. Alfred Pelham Pelham@tcnj.edu

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 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 Chicago, IL 60604 312-362-7250

900 Students: Start Year: 2005 Accreditation(s): AACSB, USCA full member, PSE Program Type(s): UCO, UMN, GF, ET Focus Option(s): Entrepreneurship, Financial Services, Industrial Distribu tion, 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.doualas.bc.ca David Moulton moultond@douglas.bc.ca 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

#### DUBLIN INSTITUTE OF TECHNOLOGY www.dit.ie

Laura Cuddihy /Dr. Tony Buckley laura.cuddihy@dit.ie Dublin, Ireland 2

and customers.

+35314027085 115 Students: 1994 Start Year: Accreditation(s): Sales Institute of Ireland, AMBA Program Type(s): UCE, UMN, GF.

Students pursuing a Bachelor 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.

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

Duquesne's professional 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.

#### EASTERN KENTUCKY UNIVERSITY

www.eku.edu Karen Hood Hopkins karen.hood@eku.edu Richmond, KY 40475 859-622-8611 55 Students: Start Year: 2016 Accreditation(s): AACSB Program Type(s): UCE A Center for Professional Selling,

including lab facilities, is currently under development pending funding.

#### EDINBURGH NAPIER UNIVERSITY

www.edinburghnapierbusiness school.co.uk Dr. Tony Douglas T.Douglas@napier.ac.uk Edinburgh, Scotland EH14 1DJ + 44 (0)131 455 4354 50 Students: Start Year: 2011 Accreditation(s): GSSI Program Type(s): UMJ, UMN, GCE, EC. ET Focus Option(s): International Business

The program will launch a new Online BA Sales Management degree in May 2017.

#### **EINDHOVEN UNIVERSITY OF TECHNOLOGY**

www.tue.nl Dr. Michel van der Borgh w.v.d.borgh@tue.nl Eindhoven, Noord-Brabant Netherlands 5612 AS 0031 (0)402472170 Students: 130 Graduate Students Start Year: 2009 Accreditation(s): AACSB, GSSI Program Type(s): G 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

#### **ELON UNIVERSITY**

with industry.

www.elon.edu/salescenter Erin Adamson Gillespie, Ph.D. egillespie2@elon.edu Chandler Family Professional Sales Center Elon, NC 27244 336-278-6000 Students: 126 2007 Start Year: Accreditation(s): AACSB, USCA full member Program Type(s): UCO, UMN

Focus Option(s): Financial Services, Technology

Elon has been recognized as a Top Sales Program since 2011. RBI Sales Challenge Speed Selling and Role Play Champion - 2010, 2011, and 2012 and 2013; Overall Team Champion - 2010 and 2012 for RBI Sales 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 at Wisconsin Eau-Claire, 2014 Finalist; and 1st Place in the BSU Regional Sales Competition, 2015.

#### FERRIS STATE UNIVERSITY http://www.ferris.edu/

Chester Trybus Chet2011fsu@gmail.com Grand Rapids, MI 49546 616-822-2928

230 Students: Start Year: 1998 Accreditation(s): AACSB Program Type(s): UCE, UMN

Focus Option(s): Communication/ 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.

#### FHWIEN: UNIVERSITY OF APPLIED SCIENCE

www.fh-wien.ac.at/marketingsalesmanagement/ Marina Prem marina.prem@fh-wien.ac.at Vienna, Austria 1180 +431476775850

Students: 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

http://www.fiu.edu Nancy Rauseo, D.B.A. xrauseon@fiu.edu Miami, FL 33199

305-348-1929

Students: 400 2008 Start Year Accreditation(s): AACSB Program Type(s): UMN Focus Option(s): Communication/ Broadcast Sales, Financial Services, Insurance, Technology, Entrepreneurship and International **Business** 

Science in Marketing, a Master of Anthony Buckley.

**DUQUESNE UNIVERSITY** www.dug.edu

Dr. Dorene Ciletti ciletti@duq.edu Pittsburgh, PA 15282 412-396-4875 Students: Start Year:

#### Weber State University's **DEPARTMENT OF PROFESSIONAL SALES** & 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 curiculum
- > 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 & Technolog

FIU Sales Society is a student organization focusing on developing sales professionals beyond the classroom and sales experience using our Sales Incubator model. Panther Sales Tournament is held for up to 60 FIU students (with Spanish track). It Is a Global Bilingual Sales Competition, inaugural launch in spring 2016, with competition in both Spanish and Enalish.

#### FLORIDA STATE UNIVERSITY

www.fsusalesinstitute.com/ Pat Pallentino ppallentino@business.fsu.edu Tallahassee, FL 32306-1110 850-644-7875

Students: Start Year: 2008 Accreditation(s): AACSB, USCA

full member Program Type(s): UEM, UMJ, ET Focus Option(s): Entrepreneurship, Financial Services, Industrial Distribution, Insurance, Internationa Business, Technology The nationally recognized and award winning sales major currently has approximately 500 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 nstitute, which is responsible for sales-related research and executive training programs. FSU also offers a Ph.Ď. in Marketing with a focus in sales and sales management research.

#### GEORGIA SOUTHERN UNIVERSITY http://coba.georgiasouthern.edu/cse/

Dr. Linda Greef Mullen lgmullen@georgiasouthern.edu Statesboro, GA 30460 912-536-3597

50 Students: Start Year: 2006 Accreditation(s): AACSB, USCA full member

Program Type(s): UEM

Focus Option(s): Entrepreneurship, Financial Services, Insurance, International Business, Technology, Logistics and Intermodel 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 Atlanta, GA 30302-3991 404-413-7659

95 Students: 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 SC www.haaga-helia.fi

Pirjo Pitkapaasi pirjo.pitkapaasi@haaga-helia.fi Helsinki, Finland 520 +358 40 488 7066 40 Students: Start Year: 2007 Accreditation(s): GSSI Program Type(s): 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



#### **The University of Toledo** Invitational Sales Competition (UTISC)

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

February 22-24, 2018 · Toledo, Ohio

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

**Universities** - Recruit new and younger students to increase 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: sales.utoledo.edu

#### High Point, NC 27262 336-884-2714

Students 90 Start Year: 2014 Accreditation(s): SACS Program Type(s): UCO, UMJ, UMN, E The program offers Extraordinary Learning Lab spaces. There is emphasis from the President to require EVERY University student to take at least one Sales course.

#### HODGES UNIVERSITY

www.hodges.edu Dr. Aysegul Timur atimur@hodges.edu Naples, FL 34119 239-598-6138 Students: 10 2016 Start Year Accreditation(s): IACBE Program Type(s): UMJ, UMN

The Johnson School of Business has partnered with the local employer, Gartner, for internship and job placement opportunities. Gartner provides other support for curriculum review, program and course learning outcomes as well as role playing exercises. Company executives and sales associates are also invited to classroom lectures and real-world examples. Along with Gartner, other major employers such as Naples Daily News is a partner for supporting the program and curriculum. The adjunct professors from different sales background make a big difference to provide a rich and applied learning.

#### HUSSON UNIVERSITY www.husson.edu

**Bill Watson** watsonw@husson.edu Bangor, ME 04401 207-659-6551

Students: 16 2014 Start Year: Accreditation(s): IACEB Program Type(s): UCE, ET 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 Normal, IL 61790-5590 309-438-2954

Students: 280 Start Year: 1998 Accreditation(s): AACSB, USCA full member, PSE Program Type(s): UCE, UMJ, ET Focus Option(s): Entrepreneurship, Financial Services, Industrial Distribution, Insurance, International

Business, Technology ISU students learn how to deliver a company's "value proposition". The sales faculty are a team that collaborate together and deliver 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 our Athletic department, our 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 - these students are sellers)!

#### NDIANA STATE UNIVERSITY

www.indstate.edu/business/sales David Fleming, Ph.D. david.fleming@indstate.edu Scott College of Business Terre Haute, IN 47809 812-264-1075 Students: 140 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 cbraglan@indiana.edu

Kelley School of Business Bloomington, IN 47405 812-855-2521 Students: 200 1996 Start Year: Accreditation(s): AACSB, USCA

#### full member, PSE, GSSI Program Type(s): UMJ

The Center of Global Sales Leadership (CGSL) is where corporations come to find outstanding Kelley sales talent and where students come to learn the most innovative methods for sales career success. CGSL's Global Sales Workshop (GSW), a highly competitive and exclusive student organization, connects undergraduates with corporate sales professionals to learn about real-world opportunities and challenges through case studies, round-table discussions, and networking events. CGSL hosts the National Team Selling Competition, an annual sales competition that attracts students from across the country.

#### JAMES MADISON UNIVERSITY

http://www.jmu.edu/cob/ marketing/center-for-professionalsales/index.shtml **Richard Tate** taterm@jmu.edu Harrisonburg, VA 22807 540-532-2332 Students: 150 2014 Start Year: Accreditation(s): AACSB, GSSI, USCA associate member, PSE Program Type(s): UCE, 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.

#### JUSTUS LIEBIG UNIVERSITY www.sales-research.net

Dr. Alexander Haas Alexander.Haas@wirtschaft.unigiessen.de Geissen, Germany 35394

0049-641-9922401 Students: 30 2013 Start Year: Accreditation(s): USCA associate member

Program Type(s): UEM, GF

JLU combines a broad and interdisciplinary spectrum of research and teaching in the areas of law. economics and business studies, the natural sciences and the humanities with a range of sub-disciplines that is unique for Germany.

#### KANSAS STATE UNIVERSITY

http://cba.k-state.edu/nssi Dr. Dawn Deeter-Schmelz ddeeter@k-state.edu

Manhattan, KS 66506-0506 785-532-6880 Students: 250 Start Year: 2010

Accreditation(s): AACSB, GSSI, 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 auction items and sell tickets. Each year it nets approximately \$11,000 and develops students' selling skills. A sales major has been proposed, for

#### KENNESAW STATE UNIVERSITY

implementation in Fall 2018.

http://coles.kennesaw.edu/cps Dr. Terry W. Loe tloe@kennesaw.edu Coles College of Business Kennesaw, ĞA 30144 470-578-2017

Students: 250 Start Year: 1998 Accreditation(s): AACSB, USCA full member, PSE, GSSI Program Type(s): UMJ, 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 Kent. OH 44242 330-672-1271

375 Students: 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.

#### KRISTIANIA UNIVERSITY COLLEGE http://kristiania.no/english Erik Mehl erik.mehl@kristiania.no Oslo, Norway 107 +47 920 37 221

Students: 400 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 our experience in the Sales Educator Academy it is difficult to fully compare such a program with the American system.

#### LA SALLE UNIVERSITY

http://www.lasalle.edu/business/#. ViaJaX6rQas Michael DiPietro dipietrom@lasalle.edu Philadelphia, PA 19141 215-991-3577

Students: 60 Start Year: 2015 Accreditation(s): AACSB

Program Type(s): UCE, UEM Focus Option(s): Communication/ Broadcast Sales, Entrepreneurship, Financial Services, Industrial Distribution, Insurance, International Business, Medical/healthcare Sales, Technology

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.

#### **I OUISIANA STATE UNIVERSITY**

www.lsu.edu Greg Accardo, MBA gaccardo@lsu.edu

E.J. Ourso College of Business Baton Rouge, LA 70803 225-578-8797

Students: 120 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.

#### MARQUETTE UNIVERSITY

www.marquette.edu Alex Milovic alexander.milovic@marguette.edu Milwaukee, WI 53201-1881 414-288-8052

Students: 35 2015 Start Year: Accreditation(s): AACSB Program Type(s): UEM Focus Option(s): Entrepreneurship

Access to a large alumni network for internships and careers, second course allows students to sell tickets for either the Milwaukee Bucks or Marquette Basketball.

#### METROPOLITAN STATE UNIVERSITY OF DENVER

www.msudenver.edu/marketing Scott Sherwood sherwoos@msudenver.edu

# UTISC





COLLEGE OF BUSINESS

THE UNIVERSITY OF TOLEDO

Edward Schmidt School of Professional Sales

#### Denver, CO 80110 303-352-4499

Students: 120 Start Year: 2012 Accreditation(s): AACSB. USCA associate member

#### Program Type(s): UCE, UMN

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

#### MICHIGAN STATE UNIVERSITY

http://salesleader.msu.edu Jennifer Rumler rumlerj@msu.edu 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, International 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 Springfield, MO 65897 417-836-5494

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

Missouri State takes pride in application. The university provides students with an abundance of face time with professional salespeople from the business community.

#### MOREHOUSE COLLEGE

www.morehouse.edu Dr. Cassandra Wells drwellsmka@amail.com Atlanta, GA 30314-3773 470-639-0587

Students:	10
Start Year:	2010
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 giveback 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.



#### International Collegiate Sales Competition Top 10 Team

**Award Winning** 

UCF Professional Selling Program

Students from our exclusive Professional Selling Program graduate with a distinct advantage.

business.ucf.edu/professional-selling



**#UCFBusiness** 

#### **KANSAS STATE** UNIVERSITY **College of Business Administration**

## **National Strategig** Selling Institute

#### **Our Students Benefit From:**

#### **Business Partners** Gain Access To:

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

 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. SALES

#### FOR MORE INFORMATION:

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

#### NICHOLLS STATE UNIVERSITY http://www.nicholls.edu/marketing/

professional-sales-initiative Dr. R. Charles Viosca, Jr. chuck.viosca@nicholls.edu Thibodaux, LA 70310 985-449-7016 Students: 20 2003 Start Year: Accreditation(s): AACSB, PSE Program Type(s) 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 Dr. Kimberly McNeil, PhD Krmcneil@ncat.edu Greensboro, NC 27411 336-285-3391

50 Students: Start Year: 2005 Accreditation(s): AACSB, PSE Program Type(s): UCE, 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 rolepractice facility used to enhance the sales and behavioral skills of students in the program. This facility is also used for the HBCU Sales Challenge, a role-play competition hosted by the School of Business and Economics. NCA&TSU is attracting various majors within and outside of the business schools to obtain the minor. Many 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\_mrkt/ sales/ Mike Krush michael.krush@ndsu.edu 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 gualified 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 Flagstaff, AZ 86011-5066 928-523-7369 Students: 40 2015 Start Year: Accreditation(s): AACSB Program Type(s): UCE, 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 Dekalb, IL 60115 815-753-6224 Students: 200 1988 Start Year: Accreditation(s): AACSB, USCA full member, PSE, GSSI Program Type(s): UCE Northern Illinois is one of the

original sales programs and the only school to publish a sales journal (The Journal of Selling & Major Account Management). They 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/ Teresa Gillespie

teresa.gillespie@northwestu.edu Kirkland, WA 98033 425-889-5290

Students: 23 2014 Start Year: Accreditation(s): Accreditation Council for Business Schools Proaram Type(s): UCC

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.nsusales.com

Dr. Kathleen (Bay) O'Leary koleary@nova.edu H. Wayne Huizenga School of Business & Entrepreneurship 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. 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 Schev Sales Centre Athens, OH 45701-2979 740-593-9328

Students: 410 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.

#### PLYMOUTH STATE UNIVERSITY

www.plymouth.edu

Bob Nadeau ranadeau@plymouth.edu Plymouth, NH 03264 603-854-0886 Students: 200 2009 Start Year: Accreditation(s): USCA associate

#### member Program Type(s): UMN, UCE

The program has a Sales Advisory Board made of 20 companies who represent 1MM 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 student's 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.

#### PURDUE UNIVERSITY

www.purdue.edu/proselling Dr. Anita Dale DrADale@purdue.edu West Lafayette, IN 47907-2060 765-494-9081 Students: 250 Start Year: 2010 Accreditation(s): USCA associate member, PSE Program Type(s): UMJ, ET Focus Option(s): Communication/

Broadcast Sales, Entrepreneurship, Financial Services, 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

abling students to contribute faster

PURDUE UNIVERSITY NORTHWEST

4∩

Focus Option(s): Communication/

Faculty members are focused on

student success and represent a

diverse blend of scholars and dis-

tinguished business professionals

who bring real-world experience

in the Northwest Indiana/Chicago

corridor serves as a dynamic learn-

And the curriculum in the program

is continuously updated to reflect

recent trends in the global business

to the classroom. Our location in

ing laboratory for the College.

**REUTLINGEN UNIVERSITY** 

tobias.schuetz@reutlingen-

Dr. Tobias Schuetz

+49 (7121) 271 9601

Accreditation(s): FIBAA

Focus Option(s): Information

The programme is dedicated to

for the enrollment is a reduced

a major company in the field of

sales for complex B2B products

not exclusively IBM and HP).

SALISBURY UNIVERSITY

axpoddar@salisbury.edu

Perdue School of Business

Dr. Amit Poddar

410-548-7756

Students:

Start Year:

Salisbury, MD 21801

and business solutions (mostly but

http://www.salisbury.edu/masmi

60

2015

young professionals who work and

study at the same time. Prerequisite

contract of employment (75%) with

Program Type(s): GCE

university.de

www.esb-business-school.de

ESB Business School Reutlingen

Baden-Wuerttemberg, Germany

21

2011

2016

with practical experiences, en-

and more meaningfully in their

internships and jobs.

www.pnw.edu

cmich@pnw.edu

Hammond, IN 46323

Accreditation(s): AACSB

Program Type(s): UMN

**Broadcast Sales** 

Claudia Mich

219-989-2776

Students:

Start Year:

world

72762

Students:

Start Year:

Technology

Accreditation(s): AACSB, USCA

#### associate member Program Type(s): UMN

Students are required to do a mandatory Internship in Sales. The internship is a faculty supervised internship

#### SAMFORD UNIVERSITY

http://samford.edu/business/ professional-sales-concentration C. Clifton Eason ceason@samford.edu

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 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 annually. There is a focus on Wine and Spirits sales.

#### SOUTHERN NEW HAMPSHIRE UNIVERS

www.snhu.edu **Micheline Anstey** m.anstev@snhu.edu Manchester, NH 03106 603-668-2211

#### Students: 60 Start Year: 2013 Accreditation(s): NEASC Program Type(s): UCO, 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 vear 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

20 SALES EDUCATION FOUNDATION



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

2002

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

#### ST. AMBROSE UNIVERSITY

www.sau.edu Joseph L. Kehoe Kehoejosephl@sau.edu Davenport, Iowa 52803 563-333-5825

Students:

Start Year:

12 2016 Accreditation(s): USCA associate

member Program Type(s): UMJ, UMN -ocus Option(s): Medical/ Healthcare Sales

The program makes extensive use of assessment measures to help students identify characteristics on which to build. The program is highly personalized and experiential and is designed to ensure our graduates are well prepared to enter the workforce.

#### ST CATHERINE UNIVERSITY www.stkate.edu/sales

Mary Jacobs mjjacobs@stkate.edu St. Paul, MN 55105 651-690-8762

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 complete a Business Practicum class before graduation.

ST. CLOUD STATE UNIVERSITY

www.stcloudstate.edu/mkbl/ programs.asp

Dennis Bristow: Raiesh Gulati dbristow@stcloudstate.edu 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.

STETSON UNIVERSITY

http://www.stetson.edu/business/ marketing/



#### UNIVERSITY of DAYTON Fiore Talarico Center For Professional Selling

Strategically Aligned with High-Technology Industries that are engaged in B2B Consultative Selling, focused on Major Sales opportunities, which leads to the development of long-term Customer **Partnering Relationships** 

Tony Krystofik, Director | 937.229-3796 | akrystofik1@udayton.edu

#### B. Tod Cox btcox@stetson.edu Deland, FL 32723 386-822-7435

Students: 5 2017 Start Year: Accreditation(s): AACSB Program Type(s): UMN, UMJ

This nascent Sales Major and Minor program is focused on providing undergraduate students with the skills needed to be effective and persuasive communicators.

#### **TEMPLE UNIVERSITY**

http://www.fox.temple.edu/ cms\_academics/dept/marketingsupply-chain-management/ Mary Conran mconran@temple.edu Fox School of Business & Management Philadelphia, PA 19122 215-204-8152 Students: 58 2012 Start Year: Accreditation(s): AACSB Program Type(s): UMN, UMJ Focus Option(s): Entrepreneurship, Financial Services, Insurance, International Business Sales students are encouraged to participate in Professional Development through PSO

(Professional Selling Organization). Fox's PSO offers professional sales training and hands-on role-play experience to fully understand and appreciate the nuances of the sales process.

#### **TEXAS A&M UNIVERSITY**

http://mavs.tamu.edu/ professional-selling-initiative/ Andrew Loring aloring@mays.tamu.edu College Station, TX 77843 979-845-2958 Students: 120 2014 Start Year: Accreditation(s): AACSB, PSE, USCA associate member Program Type(s): UCE, UCO This program hosts its own Sales Competition with students from the

Business School, Agriculture School and Industrial Distribution program.

#### TEXAS STATE UNIVERSITY

http://txstsalescenter.com/ Vicki West vw03@txstate.edu McCoy College of Business San Marcos, TX 78666 512-245-3224 Students: 175 2009 Start Year: Accreditation(s): AACSB, USCA full member, GSSI 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 Charleston, SC 29409 843-953-6978

Students: 35 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 Kumpula marjo.kumpula@turkuamk.fi Turku, South-West Finland 20700 +358505985564

Students: 70 Start Year: 2008 Accreditation(s): GSSI, Ministery

#### Program Type(s): UCE, UMJ, 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 knowhow. 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**

afreeman@mytu.tuskegee.edu Andrew F. Brimmer College of Business and Information Sciences Tuskegee, AL 36088 334-727-8707

Students: 75 Start Year: 1996 Accreditation(s): AACSB, PSE Program Type(s): UCE, UMJ 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.

#### UNIVERSIDAD DE CHILE http://unegocios.uchile.cl

Jorge Bullemore jbullemore@yahoo.com Santiago RM. Chile 8330015 + 56994405513

Students: 30 graduate students Start Year: 2000 Accreditation(s): AACSB Program Type(s): GE, GF, ET

The Center for Management & Corporate Development (Centro de desarrollo gerencial) has as its mission to provide educational solutions to executives in Latin American organizations to maximize the human capital involved in their professional and business activities, thus increasing their contribution of value to the environment in the long term.

#### **UNIVERSITA BOCCONI** www.sdabocconi.it

Dr. Paolo Guenzi paolo.guenzi@sdabocconi.it Milano, Italy 20136 +39 02 58366820

Students: 110 2003 Start Year: Accreditation(s): GSSI Program Type(s): UEM, GF, ET Focus Option(s): Industrial Distribution

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

#### UNIVERSITY CLERMONT AUVERGNE

http://management.u-clermont1.fr Pascal Brassier pascal.brassier@esc-clermont.fr Clermont-Ferrand

Auvergne, France 63008 0033 4 73 17 78 04

Students: 130 1974 Start Year: Accreditation(s): GSSI, IAE Network (French Business Administration Institutes) Program Type(s): UCO, UMJ, UMN,

#### 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.

#### UNIVERSITY OF AKRON

http://www.fishersalesinstitute.com David Payne dpayne@uakron.edu Fisher Institute for Professional Selling Akron, OH 44325 330-972-8084 Students: 200 Start Year: 1992 Accreditation(s): AACSB, USCA full member. PSE Program Type(s): UCE, UMJ, UMN. EC. E

Focus Option(s): Entrepreneurship, 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 Culverhouse College of Commerce & Business Administration Tuscaloosa, AL 35406 205-348-8923 Students: 600 2007 Start Year: Accreditation(s): AACSB Program Type(s): UCE, USP, GE, GF,

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 technologydriven 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.

#### UNIVERSITY OF ALABAMA **AT BIRMINGHAM**

www.uab.edu/business/degreescertificates/professional-salescertificate Scott Watson swats83@uab.edu Birmingham, AL 35294 205-996-3977 Students: 75 Start Year: 2008 Accreditation(s): AACSB Program Type(s): UCE Focus Option(s): Entrepreneurship, Industrial Distribution, Insurance, 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. All professors in the program have real world sales, sales management and/or company leadership experience. Recently hired Center Director from Industry to teach and lead industry outreach. Sell.Better.Faster(TM) breakfast series features industry sales leaders. Very dynamic, practitioner oriented program.

#### UNIVERSITY OF APPLIED SCIENCES IN WIENER NEUSTADT

http://www.fhwn.ac.at/en/FHWN/ Organisational-Units/Departments/ Market-Communication-and-Sales Dr. Karl Pinczolits office-ms@fhwn.ac.at Wiener Neustadt, Austria A-2700 0043 2622 89 084 ext 311

Start Year 1994 Accreditation(s): GSSI, AASE Academic Association of Sales Engineering Program Type(s): UMJ, USP, GF, Focus Option(s): Financial Services. International Business, Medical/ healthcare Sales, Technology

381

Students:

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 ROCI

www.ualr.edu/marketing/ Dr. Lenita Davis lmdavis@ualr.edu Little Rock, AR 72204-1099 501-569-8862

Students: 20 Start Year: 2007 Accreditation(s): AACSB, GSSI, USCA associate member 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 William Steiger william.steiger@ucf.edu Orlando, FL 32816-1400 407-823-2875 Students: 34 2005 Start Year: Accreditation(s): AACSB. SACS

Program Type(s): UMN 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 MISSOUR

www.ucmo.edu/efm/ Dr. Charles Schwepker schwepker@ucmo.edu Warrensburg, MO 64093 660-543-8554

Students: 20 Start Year: 2008 Accreditation(s): AACSB Program Type(s): UCO

UCM makes good use of its State Farm Sales Lab by hosting the annual State Farm Marketing and Sales Competition, as well as the Fastenal Sales Competition. All marketing majors and minors complete the Professional Sales course. Students from the sales classes may compete for sales

# of Education



all 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 Management
- Sales Technology
- MBA Program with emphasis on Sales

#### **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.bsu.edu/salescenter



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 Edmond, OK 73034 405-974-5838

Students: 175 Start Year: 2009 Accreditation(s): AASCU (American Association of State Colleges and Universities) Program Type(s): UMJ, 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 Cincinnati, OH 45221-0145 513-556-7149 Students: 300 Start Year: 2011

Accreditation(s): AACSB Program Type(s): UCO, UEM, IMN, USP, GCE

Focus Option(s): Communication/ Broadcast Sales, Entrepreneurship, Financial Services, 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.

#### JNIVERSITY OF CONNECTICUT

http://marketing.business.uconn. edu/undergraduate/professionalsales-leadership/ William M. Ryan william.ryan@business.uconn.edu

Storrs, CT 06269-1041 860-951-1775

Students: 75 Start Year: 2001 Accreditation(s): AACSB, PSE Program Type(s): 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.

#### UNIVERSITY of WASHINGTON

### FOSTER SCHOOL OF BUSINESS



The final piece of the puzzle.

Foster School of Business **Professional Sales Program** is the final piece of your college education.



Visit www.foster.uw.edu/professionalsalesprogram Director, Jack Rhodes • 206.685.1913 • rhodesj@uw.edu

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.udavton.edu/ business/index.php#3 Anthony (Tony) Krystofik akrystofik1@udayton.edu Dayton, OH 45469-2271 937-371-4552 250 Students: Start Year: 2005 Accreditation(s): AACSB, PSE Program Type(s): UE Focus Option(s): Medical/ healthcare Sales, Technology The Fiore Talarico Center for Professional Selling including state of the art sales labs was completed 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 oneon-one selling/two-on-one selling; 3) Sales Conference Room 3 for team selling; 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.

JNIVERSITY OF GEORGIA http://www.terry.uga.edu/ directory/profile/jhulland/ John Hulland jhulland@uga.edu Athens, GA 30602 706-542-3764 Students: 250 2006 Start Year: Accreditation(s): AACSB, PSE

Program Type(s): UCE, UEM Focus Option(s): Communication/ Broadcast Sales, Entrepreneurship, Financial Services, Industrial Distribution, Insurance, International Business, Medical/healthcare Sales, Technoloav

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.

#### UNIVERSITY OF HOUSTON

www.salesexcellence.org Carl Herman cherman@uh.edu Houston, TX 77204 713-305-7755 Students: 700 Start Year: 1995 Accreditation(s): AACSB, USCA

#### full member, GSSI Program Type(s): UCE, UCO, IN GF FC F

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.

#### UNIVERSITY OF LOUISVILLE

www.business.louisville.edu/marketing P.S. Raiu psraju@louisville.edu

Louisville, KY 40292 502-852-4860

120 Students 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 vear selling.

#### UNIVERSITY OF MEMPHIS Marketing.memphis.edu

Marla B. Royne Stafford, Ph.D. mstafford@memphis.edu Fogelman College of Business

and Economics Memphis, TN 38152 901-678-2499 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/certificatesales Wayne Keene

keenecw@missouri.edu Trulaske College of Business Columbia, MO 65211 573-590-2377

Students: 250 2011 Start Year: Accreditation(s): AACSB, PSE Program Type(s): UCE, USP, EC, E1 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.ora

#### Scott Jochum JochumSL@unk.edu Kearney, NE 68849

308-865-8693 Students: 140 Start Year: 1988 Accreditation(s): ATMAE Program Type(s): UMJ 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. the program works exclusively with Wholesale Industrial Distributor and manufacturers.

#### UNIVERSITY OF NEBRASKA AT KFARNFY

PROFESSIONAL BUSINESS SALES MARKETING PROGRAM www.unk.edu Marsha Yeagley yeagleym@unk.edu Kearney, NE 68845 308-865-8345 Students: 96 Start Year: 1975 Accreditation(s): AACSB Program Type(s): UEM, EC 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://cbatest40.unl.edu/academic-

programs/programs-and-degrees/ sales-center/ Ravi Sohi, PhD ravisohi@unl.edu Lincoln, NE 68588 402-472-2316 Students: 20-25 Start Year: 2013 Accreditation(s): AACSB, PSE Program Type(s): UCE, EC Focus Option(s): Financial Services This program graduated 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 Center Durham, NH 03824 603-828-3360 Students: 45 Start Year: 2010 Accreditation(s): AACSB Program Type(s): US 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. The program's Sales Club and Sales Competition provide opportunities for students to extend their academic experience beyond the classroom.

#### THE UNIVERSITY OF NEW HAVEN www.newhaven.edu

Charles (Pete) Peterson cpeterson@newhaven.edu West Haven, CT 06515 203-479-4551

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 growing program accepts students with varying majors at the University and requires that each student complete a sales-specific internship. It is growing rapidly.

#### UNIVERSITY OF NORTH ALABAMA

www.unasalescenter.com Jerome M. Gafford jmgafford@una.edu Florence, AL 35632 256-765-5240 Students: 100 Start Year: 2011 Accreditation(s): AACSB, PSE, ACB SP, USCA associate member Program Type(s): UCE, UCO, UMJ,

#### UMN, USP, GF Focus Option(s): Communication/

Broadcast Sales, Entrepreneurship, Financial Services, Industrial Distribution, Insurance, International Business, Medical/Healthcare Sales, Technology

The recently established sales program is just one example of the fact that 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 GREENSBORG http://bae.uncg.edu/ncsi/

James S. Boles jsboles@uncg.edu

#### North Carolina Sales Institute Greensboro, NC 27402-6170 336-334-4413

Students: 97 Start Year 2015 Accreditation(s): AACSB Program Type(s): UCE, UCO Focus Option(s): Entrepreneurship, Financial Services, Industrial

Distribution, International Business, Technology The NCSI was developed at

the request of corporations for developing top new sales talent, cutting edge sales research, ongoing 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 WIMINGTO

http://csb.uncw.edu/mkt/majors/ mktselling.htm Dr. Tracy Meyer meyert@uncw.edu **Cameron School of Business** Wilmington, NC 28403 910-962-7202

Students: 130 2013 Start Year Accreditation(s): AACSB, PSE Program Type(s): UCC

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

www.kenan-flagler.unc.edu **David Roberts** dave\_roberts@unc.edu Kenan Flagler Business School Chapel Hill, NC 27599-3490 919-962-3658

Students:

Start Year:

55 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 undergraduate and graduate business consulting projects. In addition to the sales emphasis, sales strategy and skills are a component of the entrepreneurship minor (undergrad), and Sales Strategy is offered as an elective for the fulland part-time MBA programs.

#### UNIVERSITY OF NORTH TEXAS www.unt.edu

Dr. Jeffrey Lewin Jeffrey.Lewin@unt.edu 1155 Union Circle #311396 Denton, TX 76203 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.

UNIVERSITY OF PORTSMOUTH www.port.ac.uk

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

Students:

Start Year:

200 2002 Accreditation(s): GSSI Program Type(s): USP, UCE, ET Focus Option(s): Entrepreneurship,

International Business 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.

#### THE UNIVERSITY OF OUTHERN MISSISSIPPI www.usm.edu

Dr. Leisa Reinecke Flynn leisa.flynn@usm.edu 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://wweb.uta.edu/marketing/ undergrad\_sales.html Fernando Jaramillo iaramillo@uta.edu Arlington, TX 76019 871-272-2273

Students: 64 2013 Start Year: 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

http://jindal.utdallas.edu/ academic-areas/marketing/ marketing-undergraduateprogram/

Dr. Howard Dover howard.dover@utdallas.edu Richardson, TX 75080 972-883-4420

Students: 270 Start Year: 2012 Accreditation(s): AACSB, USCA associate member Program Type(s): UCE, UCO, UEM,

Focus Option(s): Entrepreneurship, Financial Services, Insurance, International Business, Medical/ healthcare Sales, Technology Students in the professional sales concentration benefit from the

involvement of industry-leading corporate partners, a faculty dedicated 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 workforce, 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** Toledo, OH 43606 419-530-6133, 419-530-2978 Students: 390

Start Year: 1990 Accreditation(s): AACSB, USCA full member, GSSI, PSE, AMA, NCSM Program Type(s): UCO, UMJ, UMN GCE GEEC E

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

Our curricula is integrated, handson, and taught by faculty with sales experience. Students complete a required sales internship. UT is the only university in the US to require majors take a purchasing class. Students compete at regional and national competitions, maintaining a top 10 track record for over a decade. Our students are hardworking and know how to balance priorities. Our active advisory board ensures strategic alignment with the business community. We actively connect with high school students and teachers to maintain and grow enrollments (and job placements) for the future. UT has a customizable scholarship program dedicated to professional sales students (separate sponsorship).

#### UNIVERSITY OF WASHINGTON www.foster.uw.edu/

professionalsalesprogram Jack Rhodes

rhodesj@uw.edu or salesprg@uw.edu Michael G. Foster School of Business Seattle, WA 98195-3226

## MA Sales Management

- the longest established course of its kind in the UK

#### www.port.ac.uk/ salesmanagement

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

Distribution, Insurance, International Business, Medical/Healthcare 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 also hosts a Sales Career Fair. The Foster Professional Sales Program concludes 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. The Foster Professional Sales Program is affiliated with the Center for Sales and Marketing Strategy.

#### UNIVERSITY OF WISCONSIN-EAU CLAIRE

http://www.uwec/academics/ college-business/departmentsprograms/managementmarketing/academic-offerings/ sales-center/ Dr. Bob Erffmeyer

erffmerc@uwec.edu Eau Claire, WI 54701

715-836-4644 Students:

 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.



Dr. Bryan Lilly lilly@uwosh.edu Oshkosh, WI 54901 920-424-7201 Students: 25 2012 Start Year: Accreditation(s): AACSB Program Type(s): UEM Focus Option(s): Communication/ broadcast Sales, Entrepreneurship, Financial Services Industrial Distribution, Insurance, Medical/ healthcare Sales, Technology Students take the three required sales courses as one integrated cohort class. Semester involves high participation with area sales professionals via a Sales Conference, a Career Symposium, field trips, ride-alongs, and a set of role play competitions coached by professionals

#### UNIVERSITY OF WISCONSIN-PARKSIDE

www.uwp.edu/departments/ business/sales.certificate/index.cfm Dr. Peter Knight knightp@uwp.edu 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 (Momentium) 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 RFQ. 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 River Falls, WI 54022 715-425-4330

# Students:25Start Year:2013Accreditation(s):AACSBProgram 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.uwwsales.org Dr. Jimmy Peltier peltierj@uww.edu Institute for Sales Excellence Whitewater, WI 53190 262-472-5474 Students: 275 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 not counting those done for sending 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.

#### UNIVERSITY OF WYOMING www.uwyo.edu/business

Mark P. Leach, PhD mark.leach@uwyo.edu Laramie, WY 82071 307-766-3655

Students:30Start Year:2016Accreditation(s):AACSBProgram Type(s):UEM

The University of Wyoming recently hired an endowed chair in sales, to complement Its new Sales Initiative. The Sales Initiative will include a sales internship program, a sales mentorship program, a sales competition team, and a sales executive-in-residence program.

#### VIRGINIA POLYTECHNIC INSTITUTE AND STATE UNIVERSITY

www.marketing.pamplin.vt.edu Brian K. Collins collinbr@vt.edu 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 Vancouver, WA 98686-9600 360-546-9339 Students: 35 2005 Start Year: 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

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 Ogden, UT 84408 801-626-6913 Students: 500 Start Year: 1985 Accreditation(s): GSSI, USCA full member

Program Type(s): UMJ, UMN, EC Focus Option(s): Communication/ broadcast Sales, Entrepreneurship. Financial Services, Industrial Distribution, Insurance, International Business, Medical/Healthcare Sales, Technology

This center, opened in 2013, enhances current curricula in one of the best four-year sales degrees in the nation by providing quality training for today's new sales economy. By creating quality sales training programs and opportunities and aligning the sales profession with the increasing need in corporate America for professionals to combine userdriven product development with true customer expectations. The center sets itself apart from similar sales centers by being the first and only one of its kind among Utah's public universities, and being 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 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 Cullowhee, NC 28723 828-227-3991 Students: 100 Start Year: 2002 Accreditation(s): AACSB Program Type(s): UEM 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 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 Kalamazoo, MI 49008-5430 269-387-6166 Students: 310

Staterits: 510 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 studentrun Sales and Business Marketing Association has 100+ members. All faculty members have real-world

#### WIDENER UNIVERSITY

sales experience.

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

# Students:30Start Year:2006Accreditation(s):AACSB, PSEProgram Type(s):UEM

All students have significant interaction with sales profession in performing role plays, interviewing sales people, and required networking events. Minimum 6 hours of interaction with professionals. Sales progra alumni and professional sales

WILLIAM PATERSON UNIVERSITY

trainers provide mentoring.

www.wpunj.edu/rbisales Dr. Prabakar (PK) Kothandaraman kothandaramanp@wpunj.edu The Russ Berrie Institute for Professional Selling Wayne, NJ 07470 973-720-3880

 Students:
 200

 Start Year:
 2003

 Accreditation(s):
 AACSB, USCA

 full member, PSE, GSSI
 Program Type(s): UMJ, UMN, ET

 Focus Option(s):
 Entrepreneursh

 Financial Services, Industrial
 Distribution, Insurance, Medical/

 Healthcare Sales, Technology
 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 w e-portfolios that demonstrate the capabilities.

#### WINONA STATE UNIVERSITY

www.winona.edu Marianne Collins mcollins@winona.edu Winona, MN 55987 507-457-5196

Students: 115 Start Year: 2011 Accreditation(s): AACSB, GSSI, PSE, USCA associate member Program Type(c): LIMA

Program Type(s): UMN

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

#### XAVIER UNIVERSITY OF LOUISIA

www.xula.edu/business Amanda Helm ahelm@xula.edu New Orleans, LA 70115 504-520-5044

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

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

# University of Portsmouth

als	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.	MIDDLE TENNESSEE STATE UNIVERSITY www.mtsu.edu/sales Dr. Lucy M. Matthews lucy.matthews@mtsu.edu Murfreesboro, TN 37132 615-898-2112 Students may join a sales team that participates in national sales com- petitions. They have the opportu-
m		nity to complete sales internships,
n	BRIGHAM YOUNG UNIVERSITY www.byu.edu Tamara Masters, PhD tamara.masters@byu.edu Provo, UT 84602 801-422-4986 Students have shadowing	sales courses and other prepara- tory programs. To encourage sales skill development and participation in national competitive events, a corporate-sponsored competition across all sections of Personal Sell- ing was created. The program Is expected to be recognized in the Fall, 2017.
	experiences as well as consult a firm on a sales force plan.	NATIONAL UNIVERSITY OF IRELAND
	CALIFORNIA POLYTECHNIC STATE UNIVERSITY http://calpoly.edu/	http://www.nuigalway.ie/courses/ taught-postgraduate-courses/ marketing-professional-selling-sales. html#course_overview
	Lisa Simon Isimon@calpoly.edu	Dr. Declan Fleming declan.fleming@nuigalway.ie
ip,	Orfalea College of Business San Luis Obispo, CA 93407 805-756-5380	J.E. Cairnes School of Business and Economics Gallway, Ireland
l y-	Sales classes are taught through the Department of Marketing and the Agribusiness program. They focus on developing foundational colling skills with an our toward	+ 35391492741 Significant core Marketing and International Business modules complement Sales Modules.
t	selling skills with an eye toward technology.	NORTHEASTERN UNIVERSITY http://damore-mckim.northeastern.edu
L	EAST CAROLINA UNIVERSITY	Jay Mulki, PhD
vith	http://www.ecu.edu/cs-bus/ Jason Rowe	j.mulki@neu.edu
eir	rowew@ecu.edu	: Boston, MA 02140 617-373-5740
	Greenville, NC 27858-4353 252-737-4342 The program is awaiting official approval of a Certificate program which is expected to be offered in	This program is not formally recognized by the university, but it is accredited by AACSB and offers an undergraduate minor to sales students.
	Fall, 2017. EURIDIS BUSINESS SCHOOL	OHIO DOMINICAN UNIVERSITY www.ohiodominican.edu
	www.euridis-ecole.com Bernard Hasson	: Richard Buehrer : buehrerr@ohiodominican.edu
	b.hasson@euridis.net Saint Denis, Ile de France	Columbus, OH 43219 614-251-4732
ts	France 93210 +33 1 55 99 98 30	The program is off to a great start. There are two required sales cours-
ce n ırch	This program has been serving undergraduate and graduate students since 1998. While it is not accredited by an external body the	es and a required internship. The program is expected to double in size and faculty are excited to be offering a Minor in sales.
NA	requirements for its programs are impressive. MIAMI UNIVERSITY	REINHARDT UNIVERSITY http://www.reinhardt.edu/
	http://miamioh.edu/fsb/ academics/marketing/index.html Don Norris, Ph.D.	Walter Beck whb@reinhardt.edu Waleska, GA 30183 770-720-5600
	norrisdg@miamioh.edu Oxford, OH 45056 513-529-1217 Despite the lack of a formal sales	The program prepares students for careers as sales and marketing professionals and has been in exis- tence since 2006.
1	program, students complete one required sales course and may se- lect electives from other Marketing courses and related technical areas	SAN DIEGO STATE UNIVERSITY http://cbaweb.sdsu.edu/ marketing/sales
	courses and related technical areas inside and outside the Farmer	Suzanne Finch
ll to te	School of Business. Students can join Gamma Gamma Chapter of Pi	sfinch@mail.sdsu.edu San Diego, CA 92182
	Sigma Epsilon. Graduates have a	619-594-0206
m.	100% placement rate in career sales positions.	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.neeley.tcu.edu Dr. Zach Hall z.hall@tcu.edu Fort Worth, TX 76129 817-257-5068 This program is in the exploratory phase with 36

#### students in the sales classes UNIVERSITY OF ARIZONA

www.arizona.edu

Jim McLean imclean@u.arizona.edu Tucson, AZ 85641

520-621-2609 This program is in the exploratory phase providing two sales classes.

#### UNIVERSITY OF COLORADO-

**BOUIDER** colorado.edu

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

A track of courses is offered to prepare students for positions in professional selling. Faculty rely heavily on members of the sales and business community to participate in one to one mentoring and panel discussions. Professional Selling students are required to develop sales "playbooks." Sales Management students are focused heavily on a case method of study.

#### UNIVERSITY OF MICHIGAN

https://michiganross.umich.edu/ Follett Carter follett@umich.edu Ann Arbor, MI 48109

239-848-2491

This program offers 120 students sales classes.

#### UNIVERSITY OF MINNESOTA DULUTH

http://www.d.umn.edu/~scastleb/ Dr. Stephen Castleberry scastleb@d.umn.edu 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 Douglas W. Vorhies, Ph.D. dvorhies@bus.olemiss.edu University, MS 38677 662-801-4738

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

#### UNIVERSITY OF MUENSTER

http://www.marketingcenter.de/ ifm/en/index.phpmar Dr. Manfred Krafft mkrafft@uni-muenster.de Muenster, Germany 48143 +49 251 83 25025 This program began in 2003 and consists of a Sales Management course.

#### UNIVERSITY OF TAMPA

Ut.edu Shane Smith ssmith@ut.edu Tampa, FL 33606-1490 813-257-3586 This program offers sales as an undergraduate elective to approximately 50 students annually.

#### VILLANOVA UNIVERSITY

www.villanova.edu/business/ Greg Bonner

greg.bonner@villanova.edu Villanova, PA 19085 610-519-4352 Villanova's College of Business offers two sales courses, **Professional Selling and Sales** Management, through their 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.



.....

# THERE'S MORE WHERE THAT CAME FROM...

As we enter our 7th year of the SEF/Neil Rackham Research Grants, we look forward to continuing our support of sales and sales management research. We will also continue to highlight the outputs of these projects as they work their way through the publishing process. As you can see from the studies above, good research produces valuable insights that have practical implications for the sales profession. If you'd like to learn more about our research initiatives or to participate in the effort, please contact us for more information.



Jason Jordan Partner, Vantage Point Performance

#### 2017 SEF/NEIL RACKHAM RESEARCH **GRANT CALL FOR PROPOSALS**

**OPEN UNTIL MAY 31, 2017** FOR MORE INFO VISIT THE SEF WEBSITE WWW.SALESFOUNDATION.ORG

..... .....



Founded in 1952, Pi Sigma Epsilon (PSE) is the nation's only co-ed professional fraternity in marketing, sales management and selling. The organization has grown on campuses across the US with more than 60,000 initiated members, garnering increased attention from local, regional and national companies who seek to hire *PSE* students uniquely prepared to enter the workforce—and succeed.

The program is made possible with the generous support of sponsoring companies: Liberty Mutual, Northwestern Mutual and Vector Marketing. The Pro-Am Sell-a-Thon® is just one example of the many opportunities PSE offers its members to prepare them for a successful future. PSE offers numerous other competitive opportunities annually that recognize both individual and chapter accomplishments, including more than \$60,000 in scholarships and 20 chapter awards given each vear. The organization seeks to expand to new campuses where there is an interest in building strong ties among students, faculty and industry professionals with a shared mission to develop and foster skills in the discipline of sales and marketing. Whether you are a faculty member looking to create or expand upon a sales program, or a recruiter looking to hire interns or college graduates with demonstrated proficiency in the areas of sales and marketing, we invite you to learn more about this dynamic and growing organization. To find out more about PSE please contact Glenn Altstadt, Development Manager, glenn.altstadt@pse. org, or Joan Rogala, CEO, joan.rogala@pse.org. 🔺 Glenn Altstadt Development Manager 'SE Joan Rogala CEO, Pi Sigma Epsilon M pse@pse.org PI SIGMA EPSILON 414-328-1952

PSE fosters experiential learning, collaboration and competition. At the campus level, and during regional and national events, students work together to apply academic concepts, strategic thinking and complex problem solving to real and simulated business situations. Student-run chapters are supported by a vast network of dedicated faculty, sales professionals and alumni, and a national headquarters staff, who challenge them to be pushed outside the boundaries of their comfort zones. PSE is open to all majors and all students with an interest in advancing one's professional and personal skills. PSE competitions ignite a competitive spirit that drive performance, bringing national attention to individual students, chapters and sponsoring universities and sales programs. PSE's signature competition, the Pro-Am Sell-a-Thon<sup>®</sup>, exemplifies the organization's mission by providing professional skill development and a real-world sales experience for participating students. It promotes sales as a career and provides many benefits to participating students including professional sales training, an authentic B2B sales simulation, coaching and insights from professionals and exposure to many of PSE's corporate partner companies. As the selected content provider for the Pro-Am Sella-Thon<sup>®</sup> Carew CEO Jeff Seeley shared his enthusiasm for the competition and collaboration with PSE. "These events are a natural extension of what we do for corporate clients every day. It is both our mission and our responsibility to ensure these students leave the Pro-Am competition with greater insight, confidence and real-world selling skills," stated Seeley. "We have great

respect and admiration for PSE, and we welcome the opportunity to continue this partnership."

# **PI SIGMA EPSILON (PSE)** AT THE CROSSROADS:

Where Sales Professional, Student and Faculty Meet

CHOOSE A DIFFERENT PATH-BECOME A SALES PROFESSORI

AS DEMONSTRATED IN THIS YEAR'S SALES EDUCATION FOUNDATION ANNUAL, UNIVERSITY SALES EDUCATION HAS BEEN GROWING AT AN EVER-INCREASING RATE. CERTAINLY, THAT HAS BEEN OUR **EXPERIENCE AT THE UNIVERSITY** SALES CENTER ALLIANCE.

Founded in 2001 by nine universities seeking to respond to corporate demand for skilled sales professionals. the USCA now comprises 43 associate and full members, with several applications in process. We continue to work toward the advancement of the sales profession through quality sales education, research, and the sharing of best practices.

As companies continue to demand sophisticated entry-level salespeople possessing the consultative, analytical and technological skills needed to resolve complex customer issues, we fully expect the number of universities offering sales majors, sales minors, sales concentrations, and sales courses Fortunately, this lack of supply results to continue to grow dramatically. Importantly, this rapid growth of university sales programs, combined with an organizational need for sales research provides insight into complex sales issues and problems, is driving demand for Ph.D.-qualified sales faculty in sales. And, if you are pursuing members at a rate that has outpaced supply.

Several constraints have resulted in a limited quantity of qualified sales professors possessing Ph.D.'s. First, the extensive use of role plays in sales classes necessitates a smaller class size pleasure to help students develop the (e.g., 20-25 students), resulting in more class sections and a need for more sales faculty.

Second, the sheer rapidity of the growth in sales programs is relatively

recent and, although universities are more aware of the need for sales education, doctoral granting universities have not yet adjusted. As noted by Suzanne Fogel and colleagues in the Harvard Business Review, Ph.D. programs in sales do not exist, and only a few programs routinely encourage Ph.D. candidates in marketing and other disciplines to focus on sales. It is noteworthy that of the 88 Ph.D. students who graduated with doctoral degrees in Marketing in 2016. only six were categorized in an "other" category that included ethics, innovation, entrepreneurship, and sales/sales management.

in a tremendous opportunity for those considering a career as a sales professor! If you are already pursuing a doctoral degree in marketing or a related field, the members of the USCA strongly encourage you to specialize a career in sales and have always thought about becoming an academic, please consider pursuing a Ph.D. with a specialization in sales.

The benefits of becoming a sales academic are many. It is a distinct knowledge and skills that will serve them well throughout their lifetimes. Sales faculty are not just teaching students; we are developing business professionals capable of changing the business world. Moreover, sales

students are hard-working and competitive. My experience suggests they become more engaged in their coursework than other students, and they are eager to learn and improve. This attitude makes the time spent in the classroom incredibly satisfying and worthwhile.

In a former life, I was a retail buyer who sat on the other side of the table from numerous salespeople. Ten years into my career, I decided to become an academic and this change of course has been the best career move imaginable. It has resulted in the most interesting and meaningful life I could have ever desired. If you would like more information about pursuing a Ph.D. with a specialization in sales, feel free to contact me at ddeeter@k-state.edu. Or, you can contact the faculty members listed. Each of these sales thought leaders can be found at Ph.D.-granting institutions and can provide insight regarding the life of a sales academic and the details of their respective programs. We look forward to hearing from you!



Dawn Deeter-Schmelz Kansas State University, USCA President

This information is provided by the University Sales Center Alliance (USCA). http://www.universitysalescenteralliance.org/

## HAVE YOU EVER THOUGHT ABOUT BECOMING A PROFESSOR?

THE FOLLOWING SCHOOLS HAVE Ph.D. OR D.B.A. PROGRAMS IN MARKETING WITH AN OPTION TO FOCUS ON SALES.\* APPLY NOW AND BECOME A SALES PROFESSOR!

NIVERSITY	PRIMARY CONTACT(S)
lorida State University	Dr. Leff Bonney, lbonney@cob.fsu.edu
Georgia Tech University	Dr. Ajay Kohli, ajay.kohli@scheller.gatech.edu Dr. Goutam Challagalla, goutam.challagalla@scheller.gatech.edu
Harvard University	Dr. Frank Cespedes, fcespedes@hbs.edu Dr. Das Narayandas, nnarayandas@hbs.edu Dr. Doug Chung, dchung@hbs.edu
ndiana University	Dr. Scott Mackenzie, mackenz@indiana.edu Dr. Girish Mallapragada, gmallapr@indiana.edu
Kennesaw State University	Dr. Brian Rutherford, bruther1@kennesaw.edu Dr. Terry Loe, tloe@kennesaw.edu
ouisiana Tech University	Dr. Sean Dwyer, dwyer@Latech.edu
Michigan State University	Dr. Doug Hughes, dhughes@msu.edu Dr. Stephanie Mangus, mangusst@msu.edu
Oklahoma State University	Dr. Karen Flaherty, Karen.flaherty@okstate.edu Dr. Todd Arnold, todd.arnold@okstate.edu
Texas A&M University	Dr. Mark Houston, mhouston@mays.tamu.edu
Texas Tech University	Dr. Bob McDonald, bob.mcdonald@ttu.edu
Jniversity of Alabama	Dr. Nick Panagopoulos, npanagopoulos@cba.ua.edu
Iniversity of Arizona	Dr. Mrinal Ghosh, mghosh@email.arizona.edu
Jniversity of Georgia	Dr. Sonny Lam, sonlam@uga.edu Dr. John Hulland, jhulland@uga.edu Dr. Sundar Bharadwaj, sundar@uga.edu
Jniversity of Houston	Dr. Mike Ahearne, mahearne.uh@gmail.com Dr. Steve Brown, spbrown@uh.edu Dr. James Hess, jhess@uh.edu
Jniversity of Missouri	Dr. Nilandri Syam, syamn@missouri.edu Dr. Srinath Gopalakrishna, srinath@missouri.edu Dr. Murali Mantrala, mantralam@missouri.edu Dr. Lisa Scheer, scheerl@missouri.edu Dr. Shaoming Zou, zou@missouri.edu
Jniversity of Mississippi	Dr. Doug Vorhies, dvorhies@bus.olemiss.edu
Jniversity of Nebraska	Dr. Ravi Sohi, ravisohi@unl.edu
Jniversity of South Florida	Dr. Andrew Artis, aartis@usf.edu
Jniversity of North Texas	Dr. Jeff Sager, sager@unt.edu
Jniversity of Texas at Arlington	Dr. Fernando Jaramillo, jaramillo@uta.edu Dr. Raj Agnihotri, Rajshekar.Agnihotri@uta.edu
Jniversity of Virginia	Dr. Tom Steenburg, SteenburghT@darden.virginia.edu
Jniversity of Washington	Dr. Rob Palmatier, palmatrw@uw.edu
Iniversity of Wisconsin—Madison	Dr. Noah Lim, nlim@bus.wisc.edu
Vest Virginia University	Dr. Mike Walsh, michael.walsh@mail.wvu.edu



# **DIGITALLY MORPHING** THE SALES CURRICULUM

#### RECENTLY, YOU GET A SENSE THAT SALES AND MARKETING ARE NOT QUITE THE SAME AS THEY WERE A FEW YEARS AGO. WE HAVE HEARD CEB SAY THAT CUSTOMERS ARE 57% THROUGH THE BUYER JOURNEY BEFORE THEY CONTACT A SALES PERSON.

Further research suggests that complex sales are getting bogged down with 5.4 influencers in the buying process. Marketing automation is more commonplace as well as better executed. Salesforce automation is more mature with an explosion of applications that work directly with Salesforce.com and other platforms to help accelerate sales organization performance. This new world of automation is bringing the promise of predictive analytics, higher performance, and artificial intelligence into the sales strategy space. Meanwhile, buyers are now expecting new engagement due to behavioral changes brought on by social, mobile and the sharing economy. This is not your younger sibling's sales world, let alone your parents.

WHAT IS THE CHALLENGE?

For Sales programs across the country, the challenge is real. Sales and Marketing automation goes much beyond introducing platforms such as Eloqua, Oracle, Marketo, SAP, NetSuite, Salesforce.com, or Constant Contact to name a few. While some of our textbooks, journal articles, and HBR articles provide basic coverage of funnels in sales and marketing, the industry is moving to convergence or fusion of customer touch point teams, functions, and strategy. Our job of teaching relevancy has become challenged by the 'app explosion' that leads most innovative companies to deploy a stack of applications that integrate with existing sales automation, CRM, and marketing automation systems.

How do we address the current concepts of industry including Sales Force Automation, Sales Operations, Sales Enablement, Marketing Automation, Digital Sales, and Social Selling in our existing sales curriculum? Is it our responsibility to make our students sales and marketing stack technology aware? How does this onslaught of technology and innovation change the way buyers buy and sellers sell? Is our curriculum up to the task of the modern sales environment?

#### Business to business buyer behavior has changed.

IDC reports that 75% of B2B buyers use social media to make purchasing decisions. Linkedin in reports that only 4% of buyers would have a favorable impression of a salesperson who reached out via a cold call while 87% would do so if introduced via a professional network! Buyers are five times (5X) more likely to engage with

professionals via a warm introduction than cold outreach according to LinkedIn. Social sellers are 51% more likely to exceed quota, 300% more likely to go to presidents club, and get promoted to VP 17 months faster than nonsocial sellers. At Sales Connect in 2015, Microsoft showed that social sellers produced 1.7 times more opportunities and between 1.2-5 times more revenue than non-social sellers! Yet, less than 2% of existing sales people have a Social Selling Index score higher than 70 points, an industry accepted indicator of social selling.

Of customers are through the

buyer journey before they

contact a sales person.

#### WHAT IS THE OPPORTUNITY?

If, as stated in numerous vendor and industry presentations, digitally native sales people are able to produce from 1.5 to 5 times the results of their peers, we are in the midst of an existential opportunity. Firms who adopt more efficient methods of selling and adapt to buyers new modes of buying should experience competitive advantages. With increased performance, comes increased pay for all levels of the sales organization. Sales organizations can become leaner (force reduction) and/or expand into previous unprofitable or risky segments.

One of the biggest challenges faced by industry is to develop a sales force ready for the new environment. Developing a sales force with an ability to make technology spend payoff is a challenge faced by most companies in today's marketplace. Both companies and University Sales Programs have a unique opportunity to accelerate the rate of digital tool adoption and sales stack technology performance. Universities can serve as the training ground for the future sales force and can prepare students for the new era of selling. By partnering with Sales Education Foundation and University Sales Center Alliance recognized sales programs, corporations can partner to develop a digitally native, high performing sales force!

#### WHAT CAN BE DONE?

Given these compelling facts, our program at the University of Texas at Dallas is on a journey to digitally morph our curriculum. As shown in (Figure A), we have integrated sales stack technology into our existing curriculum, competitions and projects. We have done this in phases to allow our faculty to learn and adapt their class lectures and activities to these new innovations. Additionally, we have developed a couple of new courses, namely Digital Prospecting and Digital Sales Strategy. These courses allow us to directly address the changing

#### FIGURE A: PROCESS FOR EVOLVING THE SALES CURRICULUM

#### PHASE 1: ALL ROLE-PLAY EXERCISES USE SALES STACK TECHNOLOGIES AS THE PRODUCT SOLD.

- Salesforce.com for Intro to Sales role play competition
- HireVue and Sales Navigator for Advanced Sales competition

STUDENTS USE SALES STACK TECHNOLOGIES

- FOR SEMESTER LONG PROJECTS
- Students use LinkedIn to Develop their own Network (Dover, Peterson, and Shelden 2015)
- Students use LinkedIn.com and Salesforce to obtain corporate judges for live events
- Account Management team uses Salesforce and LinkedIn's "Sales Navigator" to secure corporate sponsors for program
- CREATE COURSES THAT ADDRESS DISRUPTIVE

INNOVATION IN SALES AND MARKETING

- Undergrad course: Digital Prospecting
- Grad course: Digital Sales Strategy

#### PHASE 2: DEEPER SOCIAL SELLING AND SALES STACK INTEGRATION MORPH

- Deploy Sales Navigator throughout UG curriculum
- Social Selling Index Competition for both Intro and Advanced Courses
- Support Social Selling with modules in Intro and Advanced Courses

BUYERS JOURNEY MORPH

- Buyer journey modules in Sales classes
- Development of Playbooks for projects
- in both Intro and Advanced courses

sales environment in real time in both the undergraduate and graduate curriculum with syllabi that are agile to the state of sales each year.

#### WHAT IS THE RESULT?

Our Sales students are more engaged, technology aware, and better prepared for strategic questions and discussions during their interviews. Students appreciate the continuity of early and continuing exposure to industry relevant sales technology. The students have first hand knowledge on both use and challenge of sales stack use and deployment due to the course experiences. This first-hand knowledge leads our students to ask more appropriate questions during corporate interviews.

#### Our corporate partners benefit by co-development of best practices, an informed talent pool, and higher performing and competent entry-level sales talent.

We work with our corporate partners to co-develop best practices and allow us to develop appropriate and relevant curriculum. Our alumni are able to make immediate contributions since they are digitally and sales stack aware! This awareness leads to faster ramp up, higher performance and provides our corporate partners with a leadership pipeline for key technology initiatives.

#### CONCLUSION

A recent Forrester report proposes that the B2B sector will lose over 1 million sales jobs between 2015 and 2020. They propose that firms will automate away the order taking and redundant tasks that exist in sales. Many of these jobs that exist today will be altered by the current wave of technology innovation at the intersection of marketing and sales. Are organizations and universities prepared for this future? It might be time to start that journey so that your team has the competitive advantage in the marketplace of the future!



.....

Dr. Howard Dover Director, Center for Professional Sales University of Texas at Dallas

# the the term of term o

#### NECESSITY IS THE MOTHER OF INVENTION. TOO MANY OF MY CONVERSATIONS WITH COMPANIES WERE ABOUT THEIR SERIOUS STRUGGLES TO FIND AVAILABLE SENIORS. FINDING TOP SENIORS WHO WERE ALSO AVAILABLE WAS AN EVEN BIGGER HURDLE.

Our robust sales program had challenges too, we needed to grow enrollment to keep up with corporate demand, and we were running out of students for our Internal Sales Competition because they were already placed with great companies (many were placed before or shortly after senior year started). Being active with the University Sales Center Alliance (USCA) and other groups, we knew that colleagues at other university sales programs had the same challenges.

Something meaningful had to change. After facing my own concerns about the readiness of younger students, I agreed to allow the new juniors and even sophomores and freshmen into our Internal Sales Competition. We made a new division for them to level the playing field and to provide transparency for sponsors and students. These younger students were chomping at the bit to shine outside the shadow of a senior. ANY HESITATIONS I HAD WERE OBLITERATED WHEN I HEARD AND SAW THE REACTIONS FROM OUR SPONSORS AND STUDENTS:

- "IF I DIDN'T SPONSOR AND COME TO THIS COMPETITION, HOW WOULD I HAVE EVER FOUND THIS AMAZING STUDENT FOR OUR INTERNSHIP?"
- "I TOTALLY WANT TO BE A SALES MAJOR NOW!"
- "I AM INTERVIEWING WITH 3 COMPANIES NEXT WEEK!"

"Thank you for providing this opportunity to engage the students in multiple settings. While I certainly enjoyed the engagement during the competition, I also was blown away by the professionalism shown by your students hosting the event. They were cool and calm under pressure, and I found a few of them to be potential fits for our sales intern positions."

That's when I remembered that people don't know what they don't know. It's not like the sponsor would be speaking to that student in his/her sales class because sales classes are for upper division students. Even if that student went to the Job Fair, they would have most likely been brushed off or only encouraged to stay in touch because of their graduation date. The opportunity to find top talent first and provide meaningful interactions to give companies peace of mind and students relevant internships was absent. Absent!

Filling that critical gap for companies, students, and universities is why we launched the University of Toledo Invitational Sales Competition (UTISC) in 2016. The UTISC is the nation's first and only national sales competition dedicated exclusively to juniors, sophomores, and freshmen. No seniors allowed!

The prospect profile was focused on selling in a channel and 3M<sup>™</sup>'s VHB<sup>™</sup> Tape which helped the UTISC to deliver an experience that was relevant, complex, approachable, and attractive.

Our inaugural year included 90 students from 31 universities and 10 sponsors, and we had a wait list of universities. Universities such as Baylor University, Ball State University, Western Michigan University, and more came to compete. The universities were so pleased at being able to have a platform for growing their own sales enrollments and developing younger talent that most brought alternate students to the competition.

With a year or more before graduation, the students were highly engaged in the UTISC's 1-1 Coaching/ Interviewing Sessions and Career Fair. By the time the competition ended and in the coming days/weeks, there were intern hires made and solid pipelines for the following academic year. The UTISC students and sponsors both went into the next academic year with a shortlist and established relationships. Even our UT students that worked behind the scenes to run the UTISC networked and got internships with companies like 3M, Penske, and Quicken Loans.

The UTISC also included fun and memorable entertainment with a Toledo Walleye hockey game. Semifinalists were announced on the big screen in a special announcement during intermission. Raffle prize winners from the Career Fair got to ride the Zamboni or play musical bean bag chairs on the center ice. Sponsors passed out raffle tickets to students during the Career Fair to give them informal feedback on how well the students prepared and interacted.

Getting companies to commit the time, talent, and treasure needed for them to see better results in their collegiate sales recruitment requires ongoing coaching. A recommendation for companies from the Harvard Business Review in 2014 (and one that we know we share with other university sales programs) is to bring your top people and recent graduates to collegiate recruiting interactions because people and cultural fit is the #1 factor that Millennials consider when choosing an employer. Getting highly placed

RD AND NTS: N, HOW WOULD R INTERNSHIP? people and recent graduates to participate is a challenge because they have demanding schedules and have an opportunity cost associated with coming out of the office/field. They need multiple and strong reasons to engage, and the UTISC is a well-positioned and attractive tool for companies to streamline their team involvement and improve recruiting success.

While internships play an obvious and important role in recruitment, the launch of the UTISC also aligned well with the rise in two other recruitment and on-boarding practices. The first is a stronger focus on getting top talent and putting them in a sales leadership development program so they are fast tracked and given the training, mentors, and experiences that improve selling results and retention. Succession planning is acutely real when it comes to the highly talented. The second practice is some companies are looking to hire students for two summers so they can expose the students to more of their business and sales process. You need ample runway to try and give both parties an opportunity to take a deeper dive like that.

The UTISC benefits its sponsors to be the first to zero in on the nation's top and available sales talent while also helping younger students to develop and aiding universities to grow sales enrollments. We are grateful and excited to work with such talented university sales programs and proactive companies and look forward to the future of the UTISC!



Deirdre Jones, M.B.A. Director and Instructor Edward H. Schmidt School of Professional Sales University of Toledo

#### 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, while many others have become international in nature, attracting students 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.

..... 

University Sales students recognize these events are 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 competition.

To find out more about each of the listed competitions, contact the individuals at the various events.

#### ARIZONA COLLEGIATE SALES COMPETITION (ACSC) | ARIZONA STATE UNIVERSITY

DATE:         February 25, 2017         YEAR FOUNDED:         2016         CONTACT:         Detra Montoya, detra.montoya@asu.
---

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 provide students with an opportunity to practice their professional sales role playing skills and to prepare for NCSC. Representatives from ASU's Professional Sales Advisory Board will serve as judges and buyers, and be available to network for student career opportunities.

https://wpcarey.asu.edu/marketing-degrees/calendar-of-events

#### BALL STATE UNIVERSITY REGIONAL SALES COMPETITION | BALL STATE UNIVERSITY

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: A Networking and Recruiting Career Fair as well as a speed selling event.

http://salescenter.wix.com/bsu-competition

#### EUROPEAN SALES COMPETITION (2017, SCOTLAND) | EDINBURGH NAPIER BUSINESS SCHOOL

DATE: May 31 - June 1, 2017

YEAR FOUNDED: 2016

CONTACT FOR 2017: Dr. Tony Douglas, t.douglas@napier.ac.uk

This year's European Sales Competition will be held at Edinburgh Napier Business School in Edinburgh, Scotland. The annual competition is hosted by different European universities each year. The ESC aims at filling the gap in sales education among undergraduate students in Europe by creating a new pan-European Sales Alliance across universities and bringing European students' sales skills to the next level.

http://www.europeansalescompetition.com/en

.....

GLOBAL	BILING	ES COMP	ETITION (F
OLODAL	DILING		

DATE: March 8-11, 2017

YEAR FOUNDED: 2016

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.

ADDITIONAL EVENTS: Networking opportunities

INTERNATIONAL COLLEGIATE SALES CO		
DATE: November 1-4, 2017	YEAR FOUNDED: 2011	
Held at the Caribe Royal Rese event featured 70 universities is all B2B role-play - focusing with a mid-level manager. Th	s, 140 role-play competitors a on one major account sale ir	

ADDITIONAL EVENTS:

Career Fair with over 40 Recruiting Companies; Complimentary tickets to Theme Park for students and coaches.

#### NATIONAL COLLEGIATE SALES COMPETITION (NCSC) | KENNESAW STATE UNIVERSITY

DATE: March 31-April 3, 2017 YEAR FOUNDED: 1998

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, guarter-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.

#### ADDITIONAL EVENTS:

NCSC begins with Registration, a 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.

.....

#### IU-GBSC) | FLORIDA INTERNATIONAL UNIVERSITY

CONTACT: Dr. Nancy Rauseo, xrauseon@fiu.edu

http://fiucompetition.com/

#### PETITION (ICSC) | FLORIDA STATE UNIVERSITY

CONTACT: Pat Pallentino, ppallentino@fsu.edu

competition is one of the largest sales competitions. The 2016 and 80 Sales management case competitors. The competition in four connected role-plays. Role-play one is the initial contact with a mid-level manager. The final round ends with a meeting with the final C-level decision-maker.

http://fsusalesinstitute.com/icsc

CONTACT:

Dr. Terry W. Loe, tloe@kennesaw.edu Ms. Mary Foster, mfoster@kennesaw.edu

#### www.NCSC-ksu.ora

## UNIVERSITY SALES COMPETITIONS

NATIO	NAL SALES CHALLENGE (NSC	C)   WILLIAM PATERSON UNIVERSITY
November 15-17, 2017	YEAR FOUNDED: 2007	CONTACT: Lisa Wright, WrightE@wpunj.edu ; Prabakar 'PK' Kothandaraman, kothandaramanp@wpunj.edu

.....

.....

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 Institute for Professional Sales Labs with judges drawn exclusively from the industry. Sponsored by leading corporations, the event also features corporate presentations and job interviews.

#### ADDITIONAL EVENTS:

DATE: N

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.

http://rbisaleschallenge.wpunj.edu/

NATIONAL TEAM SEL	LING COMPETITION (NTSC)	INDIANA UNIVERSITY KELLEY SCHOOL OF BUSINESS
DATE: October 12-13, 2017	YEAR FOUNDED: 2006	CONTACT: Sonya Dunigan, skduniga@indiana.edu
NTSC is a team selling compe	etition that attracts undergrad	uate sales students from America's leading universities

who wish to pursue high-level, complex sales careers. Altria and 3M develop the case, role-play as buyers and senior management, and serve as judges. Cash prizes: 1st place, \$3,000; 2nd place, \$2,000; 3rd place, \$1,000. A networking reception is included for all participants.

https://kelley.iu.edu/Promo/NTSC/index.html

#### NORTHEAST INTERCOLLEGIATE SALES COMPETITION (NISC) | BRYANT UNIVERSITY

CONTACT: Stefanie Boyer, sboyer@bryant.edu

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.

#### ADDITIONAL EVENTS:

Social Media Competition, e-pitch competition, live product/case training with the company, networking/recruiting lunch, networking reception, awards ceremony, skill-building, improv and faculty sessions to advance sales education.

http://nisc.bryant.edu/

#### PRO-AM SELL-A-THO

DATE: Regional conferences held five consecutive Frida beginning with last week of October; National Convent competition is March-April of each year.

The Pro-Am Sell-a-Thon® is open to collegiate members conferences and the national convention. Students com receive prizes for first and second place at each regiona 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. All are business-to-business role plays.

#### ADDITIONAL EVENTS:

Regional conferences – Networking Reception and Career Fair. National competition – Networking Reception and Career Fair.

DATE: February

YEAR FOUNDED: 2017

The inaugural Scottish OPEN Sales Competition was held at the Business School Campus of Abertay University, Dundee, Scotland. Students from Scottish and UK universities competed in the simulated sales situation role-plays. A Speed Sell event was included on the first day. Competition day included two sales meeting role-plays – a needs identification meeting and a follow up meeting for all contestants. Plans are to hold this event annually at universities throughout Scotland and the UK.

THE GREAT N	IORTHWOODS SALES WARM
ATE: October 19-21,2017	YEAR FOUNDED: 2007

The Great Northwoods Sales Warm-Up is a highly personalized competition. We host the first competition of the year and invite 20 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 10 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.

ADDITIONAL EVENTS: The Warm-Up also includes a full day career fair that runs in conjunction with the competition.

http://www.uwecsaleswarmup.com/

I® ∣ P	SE REGIONAL LOCATIONS	
ys ion	YEAR FOUNDED: 1952	CONTACT: Joan Rogala, CEO, joan.rogala@pse.org
peting	Sigma Epsilon. The competition g at both are part of the year-loor to the Pro-Am at both the reg	ong competition, but

www.pse.org

#### EDINBURGH NAPIER UNIVERSITY AND ABERTAY UNIVERSITY

CONTACT: Dr. Tony Douglas, t.douglas@napier.ac.uk

http://www.scottishopensalescompetition.co.uk

#### -UP | UNIVERSITY OF WISCONSIN-EAU CLAIRE

CONTACT: Jerry Kollross, kollrogm@uwec.edu; Jessica Gardner, gardnejj@uwec.edu; Bob Erffmeyer, erffmerc@uwec.edu

## **UNIVERSITY SALES COMPETITIONS**

UNIVERSITY OF TOLEDU INVITATIONAL SALES COMPETITION (UTISC)   UNIVERSITY OF			COMPETITION (UTISC)   UNIVERSITY OF TOLEDO	
	DATE: February 22-24, 2018	YEAR FOUNDED: 2016	CONTACT: Deirdre Jones, Director, deirdre.jones@utoledo.edu	

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.

#### ADDITIONAL EVENTS:

Coaching/Interviewing sessions in-between the competition rounds for competitors and alternates, concurrent career fair, awards reception and social entertainment for the universities with select sponsors.

http://www.utoledo.edu/business/essps/utisc/

WESTERN STATES C	WESTERN STATES COLLEGIATE SALES COMPETITION (WSCSC)   CALIFORNIA STATE UNIVERSITY, CHICO				
DATE: April 20-21, 2017	YEAR FOUNDED: 2005	CONTACT: Bill McGowan; BMcgowan@csuchico.edu			
The WSCSC is an exciting event for university sales students, corporate recruiters and faculty. Students compete in two corporate sponsored role plays (12-min. each.) The 2017 role-plays feature sales scenarios from ADP and IBM. The competition includes a recruiting mixer/speed interviewing event on Thursday evening and a full-day competition on					

two corporate sponsored role plays (12-min. each.) The 2017 role-plays feature sales scenarios from ADP and IBM. The competition includes a recruiting mixer/speed interviewing event on Thursday evening and a full-day competition on Friday. Fifteen universities are competing in the 2017 event and student competitors are judged by representative from 20+ corporate partners.

http://www.csuchico.edu/cob/students/beyond-classroom/professional-sales/western-states-collegiate-sales-competition.shtml

WEST VIRGINIA	WEST VIRGINIA UNIVERSITY REGIONAL SALES COMPETITION   WEST VIRGINIA UNIVERSITY			

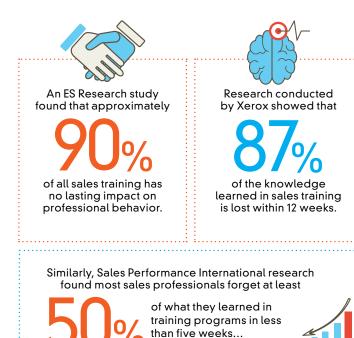
DATE: November 11, 2017	YEAR FOUNDED: 2013	CONTACT: Dr. Michael Walsh, Michael.walsh@mail.wvu.edu

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. Participation limited to 30 students. Registration will open September 1, 2017.

## NEW WAYS FOR UNIVERSITIES AND CORPORATIONS TO COLLABORATE

Spend time with a faculty member teaching in a university sales program and it's apparent that these educators have a deep passion for sales. The mantra often heard at academic conferences is that sales faculty not only want to make a difference to their students, but they want to impact the selling profession at large. Which is why it might be time for university faculty to support sales training outside of their respective university sales program. After all doesn't most sales education happen somewhere other than universities?

94% of companies invest in some kind of sales training. Nearly half spend up to \$5K per year per rep. Yet, research tells us that much of today's corporate sales training just doesn't work. Based on current statistics, an important issue may be that companies



84% is lost after only 90 days.

THE BOTTOM-LINE, TEACHERS IN THE CORPORATE AND ACADEMIC WORLD STAND MUCH TO GAIN BY BUILDING CLOSER PARTNERSHIPS WITH ONE ANOTHER AS A WAY OF TRULY IMPROVING SALES EDUCATION... NO MATTER WHERE IT IS BEING DELIVERED!

focus on content with little or no real consideration given to how, exactly, the reps are supposed to learn and adopt key selling skills.

- WHAT APPROACH SHOULD BE USED TO DELIVER THE CONTENT SO THAT THE SALES REPS WILL ABSORB IT?
- HOW CAN THE CONCEPTS BE PRACTICED, ASSESSED, AND REINFORCED?

Unfortunately, companies frequently make other mistakes in the way that they structure sales training. First, sales training is frequently just product training. Reps are given a massive amount of product information to digest. Second, sales training is often treated as a one-time event. Finally, sales training frequently ignores the role of the sales manager in terms of importance. Similarly, sales organizations neglect the manager all together in terms of providing training on how to be effective in a sales manager role.

To solve some of these issues, perhaps leaders of sales training programs should look no further than their local university (or at least the closest university with a thriving sales program). University sales programs treat sales training as a structured process that includes quality content, methods of delivery, activities to drive home the content, plans for reinforcement, tools and materials that support application, and assessments to evaluate learning success and potential gaps. Likewise, university programs have years of experience teaching sales management concepts that could prove very useful to their corporate counterparts.

So how can corporate training programs and universities develop more collaborative relationships? First, corporate sponsors of university sales programs should spend time connecting their sales training staff with faculty at the various universities. Recently, a large healthcare company reached out to the International Collegiate Sales Competition to discuss the potential of using sales competitions in their corporate training program. Finally, Florida State University is launching a program, the Sales Trainer Academy, as a tool for delivering a Certified Sales Trainer program to the corporate sales training community.