



UNIVERSITY SALES CENTER ALLIANCE
Advancing the Sales Profession Through Teaching, Research and Outreach

Quarterly Update | Volume 1 | June 2018

Message from USCA President, Jimmy Peltier

Welcome to our inaugural USCA Newsletter!

Thank you to the Marketing Communication Committee for their efforts in the design and implementation of the newsletter. Going forward, the newsletter will be published three times per year, though the scheduling dates have not yet been established. Each issue will contain a President's message, a calendar of upcoming USCA events; faculty, student, dean, alumni and/or partner highlights; and USCA member news, among other items. As we move ahead, please feel free to recommend stories for upcoming issues to the Chair of the MarComm Committee, Marianne Collins (mcollins@winona.edu).



As I look back on the year, I am especially impressed with how engaged USCA members have become. Beginning this year we put the onus on committees to create 90-day deliverables and to implement them in a timely fashion. Thank you committees for all of your hard work!

Some things on the horizon going forward. We will be publishing a USCA Annual Report and will be asking you to provide detailed and accurate data on your programs. This effort is being spearheaded by Andrea Dixon, Baylor University and President-Elect of USCA and along with our newsletter will help our USCA branding efforts. The Academic Resource Committee has developed quite a few initiatives related to research that have either been completed (i.e., journal sponsorship) or in progress (USCA research grants for members). The Membership Committee has completed most of its new member initiatives and we will begin post-full member assessment in the fall. In addition to the newsletter, MarComm completed collateral materials and the USCA website is continually improving (thanks Scott Inks, Kennesaw State University). Lastly, new for next year, our spring USCA meetings will be held on site at one of our corporate partners. For spring it will be at Gartner in Fort Meyers, FL. Our fall meeting will be held at Indiana State University under the guidance of David Fleming.

Thanks everyone for your dedication to the USCA!
Jimmy Peltier, on behalf of the USCA Executive Board

USCA Welcomes the Following New Members:

University of Central Florida
La Salle University
University of Wyoming
University of North Carolina - Wilmington

NEW MEMBER HIGHLIGHT

La Salle University, located in Philadelphia, is excited to be an Associate member of the University Sales Center Alliance. One of only two USCA recognized programs in the Northeast, their goal is to become a premier sales center in the Mid-Atlantic region, with expertise in research, training and undergraduate education. The program has dedicated classroom space, a technology command center, and four breakout role play rooms. The program has unqualified senior level support.



"La Salle's unanimous approval to become an Associate Member of USCA is an exciting milestone for our school," said MarySheila McDonald, J.D., Dean, La Salle University School of Business. "USCA's mission to develop highly successful sales professionals aligns seamlessly with La Salle's long tradition of providing innovative educational and experiential opportunities which engage and develop students professionally and personally. We are confident that our Sales Center will become one of the University's signature professional development programs."

"We look forward to bringing together our alumni, our business community partners, and our colleagues from USCA in building a top quality sales program here at La Salle for our students and corporate partners," continued Michael DiPietro, Assistant Professor of Marketing at La Salle.

Congratulations La Salle University!



A Dean's Perspective

"Membership in the USCA is vital for us because we can stay connected with other sales educators around the world. The ability to share best practices, develop new ideas and build strong personal connections is crucial to building a preeminent sales program."

Michael D. Hartline, Dean and Charles A. Bruning Professor of Business Administration, Florida State University



Calendar – Upcoming Events

May 15-July 1 Annual Report Data Collection

August 8-10 New Horizons in Selling and Sales Management Consortium, Boston, MA

August 8-12 AMA Summer Academic Conference, Boston, MA

October 4-6 USCA Fall Meeting, Indiana State University

February 7-9 USCA Spring Meeting, Ft. Myers, FL

AMA to Host Pre-Conference Sales Faculty Consortium

For more than three decades, the **Sales Academy** has periodically come together for the **New Horizons in Selling and Sales Management Consortium**, which brings together top sales researchers to explore cutting-edge issues and promote the field.

This year, New Horizons is back as an AMA pre-conference. The theme is Sales Scholarship: Honoring the Past, and Defining the Future. The consortium, held August 8-10, 2018 in Boston, will extend our current understanding of sales in today's dynamic environment and enhance relationships between scholars to promote research collaboration.

The cost is \$295. Registration and the agenda can be found at:

https://www.ama.org/events-training/Conferences/Pages/AMA_New_Horizons.aspx.

The price for member/non-member registration is the same. Cost includes a reception/dinner, two breakfasts and lunch, as well as all sessions. USCA is sponsoring the "Issues in Research Session," as part of our mission to promote the sales field by further developing research initiatives.

USCA MEMBER NEWS

Sales competitions.... Justus-Liebig University hosted both **Kansas State University** and the **University of Wisconsin-Whitewater** on May 22 – 24 for a Team Role Selling competition in Giessen, Germany (pictured). The visit also included a corporate visit to Bender, and a day trip to Frankfurt.



HAN University recently hosted an **International Sales Week in Arnhem, Netherlands** including both Perfect Pitch and four Team Selling Role Playing Sessions on May 16 – 18. One student from each of the universities from Belgium, Finland, Austria, as well as USCA members HAN University and the **University of Wisconsin – Whitewater** comprised a team and competed over the three day event.

Kennesaw State University hosted the 20th annual National Collegiate Sales Competition.

This year 141 students representing 71 Universities competed in the double-elimination competition.

Special thanks to **Gartner for serving as the Product Sponsor**, for creating training materials and providing staff to act as the buyers. The Top Five individual competitors (pictured) were Heidi Sudyk (Michigan State University), Rachel Kipper (Kansas State University), Alexis Anderson (Cal Poly San Luis Obispo) and Omar Nesser (University of Central Florida).



The Top Five Teams were Michigan State University, Kansas State University, Illinois State University, University of Central Florida, Cal Poly San Luis Obispo.

Sales stars of the future went head to head in a prestigious competition at **Edinburgh Napier University** in Scotland. Students from all over the UK and further afield tested their nerve and skill in the Gartner-sponsored first UK Universities Sales Competition. Winners at the event, held on March 21- 22, were Zeya Cao (York University), Anna Bloch (Perth College), Alex McCrindle (Abertay University), Emma Sword (Abertay University) and Abbie O'Grady (Kansas State).

News continued on next page...

USCA MEMBER NEWS, continued

Sales students honored.... Kelsey Berchem (pictured here with Jimmy Peltier) from the [University of Wisconsin-Whitewater](#) won the **2018 USCA-AMA Sales Student of the Year**. She will be starting with Oracle NetSuite as a Sales Representative in September.



The **University of Toledo's** Sigma Phi Epsilon chapter had four students join the organization's prestigious Tragos Quest leadership development program in Greece. Out of over 15,000 members and 250 applicants each year, the [Edward Schmidt School of Professional Sales \(ESSPS\)](#) had two of their students selected (John Fetchet 2018, Patrick Ryan 2017).

Community outreach.... [Arkansas State University's R.M. 'Bob' Wood Sales Leadership Center](#) students raised over \$22,000 for Altrusa, an international non-profit organization for women. The students sold sponsorships for Altrusa's annual Administrative Professionals Luncheon. They exceeded their team goal of \$20,000 and raised more money than has ever been raised in the past for this event!

The [University of Toledo's Pi Sigma Epsilon \(PSE\)](#) chapter won 20 awards at PSE Nationals including two records: back-to-back Whan Challenger Award Winners, the top PSE award, (Jovan Sanson 2018, Jacob Pawelczyk 2017, this is the top PSE award) and 8 scholarships totaling \$10,500.

Personnel updates.... [Baylor University](#) applauds the 30+ years of service that Dr. William "Bill" Weeks provided to Baylor and the Professional Selling program as he retires in June 2018. They are pleased to announce that Dr. Stephanie Mangus (PhD-LSU) will be joining the Baylor ProSales team this fall.

Tim Butler became Director of [University of North Alabama Steele Center for Professional Selling](#) as of August, 2017. Erin Gillespie is joining the faculty at UNA this summer. Her position in the center will be Corporate and Student Engagement Coordinator.



USCA schools experience growth and increased recognition....

The sales center at the **University of North Alabama** is now called the [Steele Center for Professional Selling](#) named after alumnus Robert Steele.

[St. Ambrose University](#) will be graduating 16 Sales students this semester, 8 majors and 8 minors. Two of the majors will be attending graduate business school and the others will be starting their sales careers with Deere and Company, HNI, Bearing Distributors, Mass Mutual, State Farm, HERC, HUB Logistics, Cars.com, and in Sports Management. During the Spring, St. Ambrose had 80 students taking Sales classes representing a huge increase since launching the Sales Program in Spring, 2016 reflecting the momentum created with the help of our USCA allies.

[High Point University Professional Sales Program](#) (Major, Minor, Selling Club) has grown from 26 students in 2015 to 561 in 2018. Parents point to high return on their educational dollar as one of the reasons behind this explosive growth.



Student Spotlight

**Alex Edinger
University of Toledo
Professional Sales Major
Expected Graduation May 2019**

Can you tell me a little bit about yourself?

"I grew up in Sylvania, Ohio (a suburb of Toledo) and graduated from Northview High School in 2015. I am currently a junior studying Professional Sales with anticipation of graduating in the Spring of 2019. I have spent the last three years of college in the professional sales, marketing, and management fraternity, Pi Sigma Epsilon (PSE). I have served on our Executive Board in three different roles, including Chapter President. I have also had the opportunity to intern with Quicken Loans my freshman and sophomore year and will be interning with Gartner for Summer 2018."

How did you decide to choose Sales as your major?

"I chose Professional Sales because growing up I have always had a way with communicating and building relationships with the people I come in contact with. I also really enjoy solving problems and thinking on my feet, and I feel this is the perfect path for that. Personally, I view sales as not selling a product, but selling a solution that is going to help the overall goals of the consumer."



Alumni Spotlight

**Karla Rhoads
University of Toledo, Class of 2009
National Program Manager,
Consumer Business, Goodyear**

Can you tell me a little bit about your personal history including school years at UT and career path?

"I, like many college students, started out with a different major and then quickly shifted gears to business. I chose a sales and marketing major as I have always been passionate about sales and UT had a well-rounded curriculum where I learned there were many aspects to sales. During my summer internship at Goodyear, I was not only given opportunities to learn about the tire industry and how such products come to life, but also about Goodyear's strong history and the corporation. I grew up in Goodyear's backyard, but that summer really opened my eyes to what Goodyear had to offer. When I came back for my last year at UT, I connected more with my schoolwork because of the experiences from that summer internship, as well as following up on a sales career with Goodyear."

Spotlights continued on next page...

What are your career plans after graduation and future career goals?

"Post-graduation I plan on pursuing a career in sales, but do not have any concrete plan for what company or industry I will pursue. Regardless where I do end up, my ultimate goal is to coach and lead a sales team at some capacity. I plan on utilizing my experiences from my internship opportunities to accurately assess my post-graduation options."

What kind of successes have you had this semester and over the course of your undergraduate career?

"This semester has led me to accepting my Summer 2018 Internship, qualifying for Top Chapter in PSE at our National Convention, and has given me so many incredible opportunities to continually build my network. In my undergraduate career, I have held multiple leadership roles within PSE, won two sales competitions, placed Top 20 in the International Collegiate Sales Competition in Orlando, landed three internships, and have built an absolutely incredible network."

What advice would you give to other students starting off in a Professional Sales Program?

"My advice is to get involved within the program, professional organizations, and in your classes as soon as possible. I could not imagine where I would be without those opportunities. Also, push yourself outside of your typical comfortability and compete in competitions. The only way you can truly know if this is the path for you is to experience it."

How will your experiences in classes, sales competitions, student organizations, etc. help you reach your career goals?

"My experiences at Toledo have truly changed the game for me in terms of development. Because of the experiential learning that Toledo provided me, I truly have a great understanding of what my career in the field will look like. I feel that because I have this understanding now, it will help me continually strive to reach my goals."

Can you tell me a little bit about what's happened since you were a student at UT?

"Following graduation in the spring of 2009, I went right into Goodyear's sales training program, where I traveled with a variety of field associates, learned products, programs and the different types of customers. Upon completion of the training program, I moved to Baltimore, MD, where I trained counter associates, merchandised stores and sold Goodyear tires to approximately 170 customers. After a couple years, an Analyst role in Goodyear's HQ became available. In this position, pricing, sales and marketing programs and supply chain all came together to give a more holistic picture of the business. Throughout my five years as an Analyst, I completed my MBA and took on other special projects, accounts and programs that broadened my experiences. My time as a Sales Analyst taught me a lot and has helped me with my current role, National Program Manager."

What is your current role at Goodyear and what about it do you enjoy most?

"I am the National Program Manager in our Consumer business unit. I manage two independent tire dealer programs. The G3X Incentive Program is one that helps drive tire sales through our two-step distribution process. This program involves a thorough competitive analysis and a strong understanding of the various customers to build an influential incentive that works for all dealers in this channel. The Tire & Service Network (TSN) is comprised of three key areas of focus: integrated business solutions to drive revenue, comprehensive training to educate associates at the store level and an enhanced marketing program to generate traffic and loyalty through exclusive promotional events."

"I have a couple favorite things about my current role. One is that I get to be creative and think outside the box. I can collaborate with a wide variety of customers and departments, while drawing from all my experiences to create impactful programs for Goodyear dealers. The other is the people I work with; we really work as a team and support one another. The work environment at Goodyear is collaborative and innovative, so I am always challenged to think differently, and I know I have the support to work through the problem."



The University Sales Center Alliance (USCA) is a consortium of sales centers connecting university faculty members with many different backgrounds and areas of expertise.

Together, these credible and innovative educators advocate for the continuing advancement of the sales profession through teaching, research and outreach.

Associate Members

Arkansas State University
 Eastern Michigan University
 Edinburgh Napier University
 HAN University of Applied Science
 High Point University
 LaSalle University
 Louisiana State University
 Metropolitan State University
 Plymouth State University
 Purdue University
 St. Ambrose University
 St. Catherine University
 Texas A&M University
 University of Arkansas at Little Rock
 University of Central Florida
 University of Central Oklahoma
 University of North Alabama
 University of North Carolina - Wilmington
 University of Wyoming
 Virginia Polytechnic Institute and State University
 Winona State University

Our Mission is to advance the selling profession through setting and monitoring sales program standards, sharing best practice, enhancing sales curricula, and preparing students for a career in sales.

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

Membership in the USCA is open to universities with an existing business-to-business sales center or an interest in establishing a business-to-business sales center.

Full Members

Ball State University
 Baylor University
 Bradley University
 California State University - Chico
 California State University - Fullerton
 DePaul University
 Elon University
 Florida State University
 Georgia Southern University
 Illinois State University
 Indiana State University
 Indiana University
 James Madison University
 Justus Liebig University
 Kansas State University
 Kennesaw State University
 North Dakota State University
 Northern Illinois University
 Salisbury University
 Texas State University
 University of Akron
 University of Texas-Dallas
 University of Toledo
 University of Wisconsin - Eau Claire
 University of Wisconsin - Whitewater
 Weber State University
 West Virginia University
 Western Kentucky University
 William Paterson University