

SALES EDUCATION Annual 2015

Funded by:

SEF

Sales Education
Foundation

Elevating the Sales Profession
Through University Education

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

Pg. **6**

2015 TOP UNIVERSITIES FOR PROFESSIONAL SALES EDUCATION

See the large variety of choices for undergraduate, graduate, executive training programs, sales specialties, competitions and internships.

Pg. **01**

Letter from the Editor

The evolving role of inside sales impacts overall sales efforts.

Pg. **02**

Inside Sales: What's Going on and How it's Professionalizing

Trish Bertuzzi, guest contributor, shares insights on how sales development has transformed the traditional sales process.

Pg. **04**

Sales Skills Critical to Inside Teams

Bob Nadeau, Director of the Professional Sales Program at Plymouth State University shares specific strategies for inside sales success.

Pg. **21**

University Sales Competitions

A list and description of competitions as well as student perspectives on their experience competing.

Pg. **24**

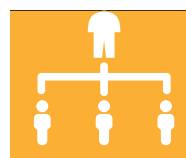
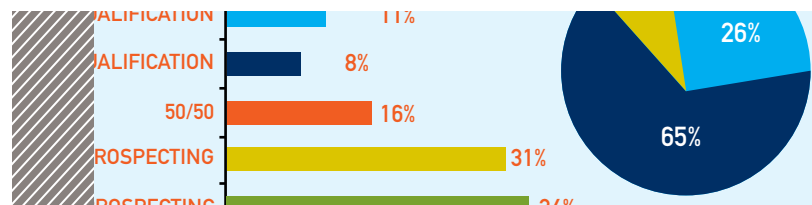
The Career Development Program

Hear from students on how they have benefited from SEF's Career Development Program.

Pg. **25**

Sales Educators' Academy

Learn more about this unique academic opportunity.





ELEVATING THE SALES PROFESSION⁷

What we do:

The Sales Education Foundation provides education programming and materials to university sales programs and their students. SEF promotes these programs through this ANNUAL magazine and the widely recognized “Top Universities for Professional Sales Education” listing. SEF assists hiring organizations by connecting them to top sales students and forging key relationships with top sales programs:

- **WORKING WITH RECOGNIZED UNIVERSITIES** to define and offer in-depth sales education as part of their business curriculum and publicize these offerings.
- **ALIGNING AND IMPROVING EMPLOYMENT CHOICES** by networking high performance sales candidates with high performance organizations.
- **FOSTERING AND ADVOCATING CAREER-LONG, PROFESSIONAL SALES PRACTICES** through ongoing education, networking and fundraising efforts.

THANK YOU FROM SEF⁷

A SPECIAL THANK YOU TO THESE INDIVIDUALS, UNIVERSITIES AND SALES ORGANIZATIONS WHO SUPPORT THE SEF! THROUGH THESE DONATIONS, WE ARE ABLE TO PRODUCE THIS 9TH EDITION OF THE ANNUAL AND CONTINUE OUR EDUCATIONAL PROGRAMS.

UNIVERSITY OF CENTRAL FLORIDA,
PROFESSIONAL SELLING PROGRAM

FOSTER SCHOOL OF BUSINESS,
UNIVERSITY OF WASHINGTON

INDIANA UNIVERSITY,
KELLEY SCHOOL OF BUSINESS

CHALLY GROUP,
A GROWTHPLAY COMPANY

CISCO SYSTEMS, INC.

KANSAS STATE UNIVERSITY

UNIVERSITY OF DAYTON

KENNESAW STATE UNIVERSITY
FOUNDATION, INC

NEWS-PRESS & GAZETTE COMPANY

MR. & MRS. JON M. HAWES

MR. & MRS. HOWARD STEVENS

THE UNIVERSITY OF TOLEDO

OHIO UNIVERSITY

MR. DICK CANADA

MR. C.J. TRYBUS

THE STEVIE AWARDS, INC

RACKHAM FOUNDATION, LTD.

TTI, INC.

ROBERT NADEAU

TRISH BERTUZZI,
THE BRIDGE GROUP, INC.



Sales Education Foundation
Elevating the Sales Profession Through University Education

Be a part of it

www.salesfoundation.org
800.776.4436



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

FROM THE EDITOR¹

THE FOCUS OF THIS YEAR'S ANNUAL IS THE EVOLVING
ROLE OF INSIDE SALES AND ITS INCREASING
CONTRIBUTION TO THE OVERALL SALES EFFORT, AS
WELL AS THE INCREASED PRODUCTIVITY IT PROVIDES.
MANY ORGANIZATIONS NOW HAVE SOPHISTICATED
BUSINESS DEVELOPMENT GROUPS TASKED WITH
IMPROVING THE LEAD GENERATION AND QUALIFYING
PROCESSES FOR THE FIELD SALES PEOPLE.

At the other end of the spectrum, organizations have brought their entire sales function "inside" with a highly professional sales and service function that has the total responsibility for customer acquisition and retention. Inside sales has grown dramatically - from being a reactive support arm for the outside sales team into the competent resource customers have learned to expect from a field person.

In its' ninth edition, the 2015 Sales Education ANNUAL "Top Universities for Professional Sales Education" lists the variety of programs available. The past year has seen the efforts of many universities develop into successful programs, with "Other Notables" emerging along the process. We are gratified to see the collaboration of seasoned programs providing insight and support to these dedicated academics with a vision to deliver quality sales education to their committed students.

Top sales organizations should consider developing partnerships with these programs who are educating the next generation of professional sales people.

I encourage you to spend a few moments reviewing this year's Annual, and more importantly, to keep the ninth edition for reference during the next twelve months. Experience first-hand what SEF is all about. If you share our vision for the future of sales education and the sales profession, including its' importance and potential, I hope you will consider supporting SEF.

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

SALLY C. STEVENS



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
SEF Executive Director &
Co-Founder
Dick Canada
Indiana University
Jon M. Hawes
Indiana State University
Irina Haydon
Century Payments, Inc.
Mike Jenkins
AT&T Global Business Solutions
Jason Jordan
Vantage Point Performance
Connie Resendes
Morningstar, Inc.
Jack Rhodes
University of Washington
Howard Stevens
Co-Founder, SEF

ADVISORY BOARD

Leff Bonney
Florida State University
Dawn Deeter-Schmelz
Kansas State University
Mike Kunkle
GE Capital, Americas
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 I
The Revenue Accelerator
Ron Schreiber
NAW Institute for
Distribution Excellence
Jane Sojka
University of Cincinnati
Rosann Spiro
Indiana University,
Professor Emeritus
Jeremy Tudor
AT&T

INSIDE SALES: What's Going On and How It's Professionalizing

WHAT'S GOING ON?

The following excerpts are attributed to Trish Bertuzzi, CEO of The Bridge Group, Inc. We appreciate the opportunity to share her insights into the professionalization of the Inside Sales role. Thanks to Trish for her willingness to share this information with our ANNUAL readers.

**Reprinted with permission from Forbes.com article The Biggest Trend In Sales Today: This Thing Called Sales Development*

THE BIG SHIFT

What's new is something called "sales development." In the past 10 years, technology companies in particular have led a transformation of the traditional sales process, creating a new function and a new paradigm for generating and qualifying leads.

Trish Bertuzzi, CEO of The Bridge Group, a sales development consulting firm for tech companies, agrees sales development is a new and powerful phenomenon. "People have been using the term 'sales development' since the 1980s," she says. "But only in the past four years or so has it become reality." For many of us who have been in this field since the early 90's this is so exciting. Quota carrying reps always got the glory and now the business world is recognizing the contribution of those who start the sales process.

...traditional "Cold calling is dead," says Bertuzzi. "The term implies that you're not using available technology to find out whether somebody is in your 'sweet spot' before you call them." Enter the new discipline of "sales development," which combines data analysis tools, email nurturing and phone prospecting teams, what Bertuzzi calls the marriage of "technology, process and people." Sales development, in its purest form, isn't about selling. It's a specialized process that is only about qualifying leads and setting appointments.

Sales development addresses the most important question for sales organizations today—How do I get the right people in front of my "closers" at the lowest possible cost? ▲

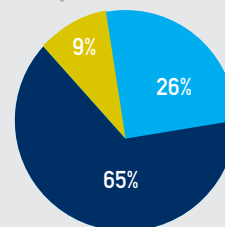
**Reprinted with permission*

SDR GROUPS COME IN

"INSIDE SALES IS ALL ABOUT—BUILDING RELATIONSHIPS AND

LET ME SET THE STAGE WITH A FEW THOUGHTS:

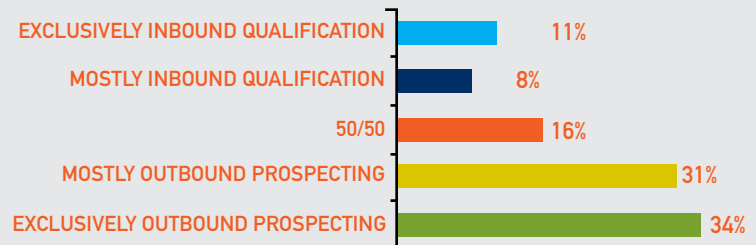
1. The Sales Development function is all grown up and owns the front end of the sales process. Companies of all sizes and stripes are embracing this role.
2. Two-thirds of internal SDR groups are 'Generating Qualified Opportunities' as opposed to 'Appointment Setting' for their sales counterparts.



- APPOINTMENT SETTING
- GENERATING QUALIFIED OPPS
- BOTH/OTHER

3. A large majority of SDR groups are outbound-focused. While Inbound Marketing is certainly a critical component of success, outbound SDR teams remain prevalent.

HOW WOULD YOU DESCRIBE THE GROUP'S FOCUS?



David Case | President | Advastar Inc.

WHAT IS THE BENEFIT YOU SEE IN HIRING SALES PROGRAM GRADUATES?

These employees have gained valuable sales specific exposure and perspective. New hires understand that Sales is often relationship driven and that communication and persistence are key aspects of being successful. Having new graduates with this experience helps to increase the internal learning curve and we're thus able to reach our goals much more quickly.

MANY FLAVORS

FINDING SOLUTIONS, ONE CALL AT A TIME."

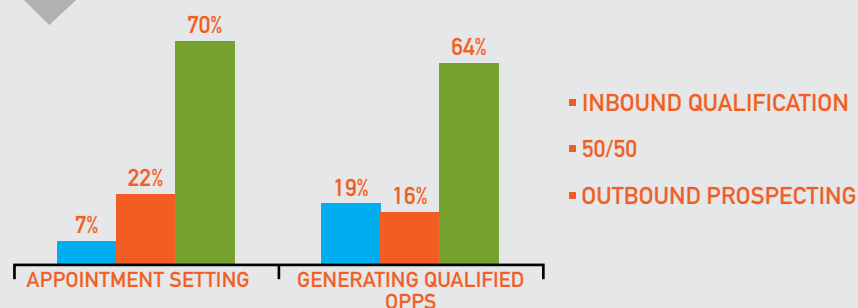
-Nathan Beucler

Louie DeLeon | Division Manager | Consolidated Electrical Distributors

HOW IS INSIDE SALES CHANGING YOUR BUSINESS?

Inside sales is not necessarily changing our particular business. However, the ever increasing speed of technology is changing what our inside sales team is expected to get done. The speed at which inside sales people can research and access information is leveraging the amount of sales support a single inside sales person can offer. In our business inside sales people are primarily support for the outside sales people. The products we sell, even different brands, are often indistinguishable from what our competitors sell. Therefore the only differentiation is the quality and reliability of our inside sales team relative to theirs. I often tell our outside sales people the actual product they are selling day to day is the ability of our inside staff to service the customer's needs.

4. One thing is clear, the SDR function mean different things to different people. Though we found very few 'Inbound | Appointment Setting' groups, they do exist. The vast majority of 'Appointment Setting' teams are focused on outbound prospecting.



Nathan Beucler | Sales Manager | Burkett Restaurant Equipment

WHAT IS THE BENEFIT YOU SEE IN HIRING SALES PROGRAM GRADUATES?

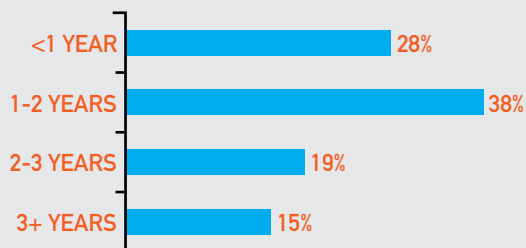
The graduates have a mindset of consultative selling—they understand how to ask the right questions. They ramp up significantly faster in the process which is continuous (learning new products/training). It is easier to train graduates because they already comprehend the process. I agree that the turn-over rate is 50% less.

DEMAND FOR SDR TALENT FAR OUTSTRIPS SUPPLY

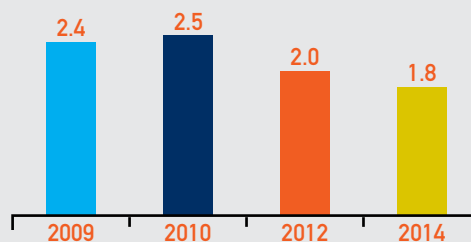
Demand for SDR candidates has risen steadily since 2010. At the same time, we've tracked a steady decline minimum sales experience requirements for SDR roles.

THIS YEAR, WE FOUND AVERAGE 'SALES EXPERIENCE PRIOR TO HIRE' TO BE 1.8 YEARS. THAT IS AN ALL-TIME LOW.

WHAT DO YOU REQUIRE AS EXPERIENCE WHEN HIRING?



AVERAGE REQUIRED EXPERIENCE TRENDING

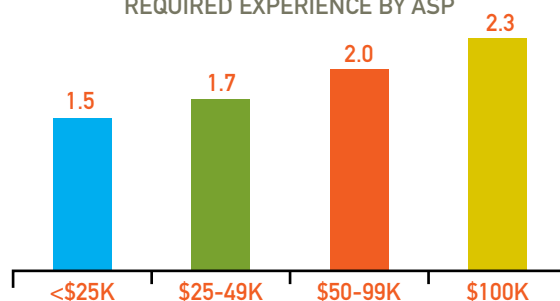


Three times as many companies require 'Less than 1 year's sales experience' in 2014 as did in 2010.

A point worth mentioning is that required experience rises along with a company's average sales price. Companies with ASPs of less than \$25K.

Complex solutions require complex conversations and often occur higher up in prospect organizations. It takes time and experience to achieve comfort at that level of selling.

REQUIRED EXPERIENCE BY ASP



SALES SKILLS CRITICAL TO INSIDE SALES TEAMS

BY BOB NADEAU

As more organizations grow their inside sales teams, the need to develop those particular sales skills is critical for success. Historically inside sales roles have suffered from high turn-over due to burnout, call rejection, and limited mobility. As the market for inside sales roles grows, there will be more prospecting phone work, more e-mail and less traditional in-person networking, for example, outside sales professionals who attend after-hour sessions, trade shows, or visit companies in person.



SUCCESSFUL ORGANIZATIONS NEED TO ARM THEIR TEAMS WITH SKILLS IN THESE 3 CRITICAL AREAS: LINKEDIN NETWORKING, VOICE MAIL AND COLD CALL STRATEGIES. DEVELOPING THESE SKILLS WILL LEAD TO INCREASED REVENUES FOR THE COMPANY WHILE PROVIDING REPS WITH HIGHER INCOMES, IMPROVED PRODUCTIVITY, AND LOWER TURNOVER.

PART 01 USING LINKEDIN

TO HELP TAKE THE “COLD” OUT OF CALLING. AN INSIDE SALES REP CAN DO THEIR HOMEWORK ON A PROSPECT, AND INFLUENCE CONNECTIONS THEY CAN POTENTIALLY LEVERAGE FOR A WARM INTRODUCTION—THAT IS WORKING SMARTER. BUT LINKEDIN CAN BE MUCH MORE THAN JUST GAINING INTRODUCTIONS. FOR EXAMPLE:

- One of the biggest obstacles a rep faces when trying to make a sale is overcoming their prospects “status-quo”, the prospects current vendor. One of the best times to approach a prospect is when they are fairly new to their position. These prospects aren’t “married” to the current vendor and have a greater propensity to take your call, and make a change. You can “save searches” on LinkedIn for specific job titles and get notified when someone changes jobs.
- Develop your 4 to 5 most common buyer personas. What are their job titles? For example, a “saved search” on Director of IT might be beneficial to a rep in high tech sales. The titles VP of Sales, or Director of Sales might be the decision makers for a rep selling Sales Training services, or a CRM, etc.
- Every change in a position creates 2 additional prospects. One is the person your 1st connection replaced, and the other is the person who replaced your 1st connection. As you congratulate your 1st connection, you should ask them who took their prior position, and also where did their predecessor go.

PART 02 VOICE MAIL

STOP AND CONSIDER THAT SOME 90% OF CALLS GO INTO VOICE-MAIL. MOST ORGANIZATIONS DON’T HAVE ESTABLISHED BUSINESS PROCESSES FOR LEAVING VOICEMAILS. BASED ON RESEARCH OF 600,000 VOICE MAILS, THE BIGGEST LIFT IS ON THE 4TH VOICE-MAIL SPACED OUT EVERY 3 TO 4 DAYS, ANY CLOSER AND YOU WOULD APPEAR DESPERATE.

REMEMBER: Sales is a game of inches. If you developed a voice mail process for 10 better voice mail messages per day, and got one callback, then over 250 working days – it would make a big difference in your results. Depending on the type of business, and your close ratio, this alone could generate another 10 to 20 sales a year.

When it comes to frequency of attempts to make a sale, there are many studies out there. While the numbers are all over the place, directionally they indicate more quality attempts generate more results. I’ve seen numbers that state 80% of sales are made after the 5th attempt, yet 90% of reps never get that far.

CONTINUING HIS SKILLS-THEMED ARTICLES FROM 2013 AND 2014, SEF WOULD LIKE TO THANK BOB NADEAU FOR HIS LATEST ARTICLE ON SKILLS CRITICAL TO SUCCESSFUL INSIDE SALES TEAMS.

PART 03 COLD CALLING STRATEGIES
YOU NEED TO NAIL THE FIRST 20 SECONDS OF A COLD CALL.
PROSPECTS DON'T CARE ABOUT YOU OR YOUR COMPANY AT THIS POINT.

THERE ARE 3 KEY ELEMENTS TO A SCRIPT:

1. Who are you? Introduce yourself and your company.
2. Why are you calling? Do not present a product or features, this will trigger your prospects flight response, and they will shut down. Prospects don't want to be sold. Example: We've helped (companies like yours-or-name a couple of companies like theirs) decrease their energy costs by 12%.
3. What's in it for them? Focus your call on how you can help them achieve critical business goals. Example: I know there's pressure on lowering expenses in your industry. I'd like to ask you a few questions to see if we can help you. (it's disarming and won't trigger the prospects flight response)

Even when you get a "no" you should try and overcome it—at least once. Why not, you've already done a fair amount of work to get to that "no." The prospects guard is up, so try to empathize, this will give you an opportunity to reconnect. You could say, "I can understand your hesitation, you don't know anything about me or my company and you can't see why this (call or meeting) could be worth your time."

Then ask an unexpected question. Inexperienced sales people typically want to ask "Why not listen to my offer?" But that causes the prospect to dig in on their position—not to continue with you. This moves the call down the wrong path. On the other hand, an unexpected question surprises the buyer and shows them you understand their business or industry. So you must have a set of unexpected questions prepared BEFORE your calls, and use the right question.

YOUR UNEXPECTED QUESTION MIGHT REFER TO:

INDUSTRY TREND OR NEWS

Example—if you were selling insurance:

"I understand recent legislation in regards to affordability and accessibility has the attention of legislators...if these bills pass, how prepared are you to deal with that?"

NEWS ABOUT THEIR COMPANY

Example—if you were selling technology:

"I read a recent press release announcing the upcoming acquisition of XYZ...so how concerned are you about integrating their data with your ERP system?"

Do you need a script? Yes, and absolutely yes. Most reps don't like them. The problem is, they sound like a script. Why? Because we tend to write in 20 or so word sentences...but we don't speak that way. Does an actor like Tom Hanks sound like he's reading a script in a movie? Of course not, he's a professional who sounds natural because he practices. So scripts take time to develop and practice to yield desired results.

IN THE END, it pays to revisit the fundamentals of solid and proven sales skills. Earlier this spring our favorite baseball teams were in "Spring Training" in sunny Florida. They too are professionals whose careers are measured by wins and losses, like ours in sales. Why do professional baseball players, even those destined to eventually be in the hall fame have to practice the fundamentals? Because it's what professionals do. ▲



PROFESSOR BOB NADEAU

Professor Nadeau is the Director of the Professional Sales Program at Plymouth State University teaching marketing, sales, and sales management. His career as a Senior Manager for a Fortune 100 company earned him multiple awards, keynote speaking engagements, and a reputation as a results-driven consultant. Nadeau is in the top 1% most viewed in the world on LinkedIn. He has facilitated training workshops with clients like Comcast, DHL, Gartner, Ricoh and Staples as well as regional companies, and universities. In his spare time, Professor Nadeau teaches motorcycle courses for Harley-Davidson. For more information, you can reach him at 603-854-0886. ▲

A 3-PART STRATEGY TO EFFECTIVE VOICE-MAIL

1. SELL THE NEXT CALL.

This isn't the right time to focus on your features and benefits. You're not selling your product yet...you're selling your prospect on taking your next call.



2. LEAVE SOME THINGS OUT.

Too much information equals no reason to return your call. A little mystery is good. Use talking points like:

- I have a question about...
- I have an idea I'd like to share...



3. MAKE IT ABOUT THE BUYER.

Your prospect is interested in themselves right now... not what you're selling. Show them you understand their priorities, find something unique about them. LinkedIn will help you with this. For example: "I noticed you implemented a new ERP system at your prior company...will you be considering that at ABC?"





2015 SEF TOP UNIVERSITIES FOR PROFESSIONAL SALES EDUCATION

TOP NORTH AMERICAN SALES SCHOOLS:

	Graduate Program	Specialty Area	Competition Participant	Sales Internship Required	Total Faculty	% of Job Placement	Has a Sales Lab
Auburn University		▲			3	*	*
Aurora University			▲		2	95	
Ball State University	▲	▲	▲		4	95	▲
Baylor University			▲	▲	5	100	▲
Bowling Green State University		▲	▲	▲	3	*	*
Bradley University	▲		▲		3	100	▲
Bryant University	▲		▲	▲	2	*	▲
California State University, Chico		▲	▲		5	90	▲
California State University, Fullerton		▲	▲		5	90	▲
Central Michigan University			▲	▲	6	100	▲
Clemson University	▲		▲		4	100	▲
College of New Jersey, The			▲		2	90	
Concordia University—St. Paul			▲	▲	*	*	*
DePaul University	▲	▲		▲	17	82	*
Douglas College		▲	▲		*	90	
Duquesne University			▲		3	92	*
Elon University		▲	▲	▲	2	100	▲
Ferris State University		▲	▲		11	85	
Florida International University		▲	▲		3	90	
Florida State University	▲	▲	▲	▲	4	96	▲
Georgia Southern University		▲	▲		5	100	▲
Georgia State University	▲	▲	▲		6	80	*
Illinois State University		▲	▲		5	98	▲
Indiana State University	▲	▲			3	85	▲
Indiana University		▲	▲	▲	3	99	▲
Kansas State University			▲		4	100	▲
Kennesaw State University		▲	▲		6	98	*
Kent State University		▲	▲	▲	8	99	▲
Louisiana State University			▲		13	100	▲
Metropolitan State University of Denver			▲		3	80	▲
Michigan State University		▲	▲	▲	3	100	▲

*Information not provided

	Graduate Program	Specialty Area	Competition Participant	Sales Internship Required	Total Faculty	% of Job Placement	Has a Sales Lab
Missouri State University			▲		3	90	
Morehouse College			▲		2	*	▲
Nicholls State University		▲	▲		1	95	▲
North Carolina A&T State University			▲		4	100	▲
North Dakota State University		▲	▲	▲	5	*	
Northern Illinois University			▲		5	100	*
Northwest University				▲	4	*	
Nova Southeastern University	▲	▲	▲		8	*	*
Ohio University			▲	▲	5	98	*
Plymouth State University	▲		▲	▲	4	*	*
Purdue University	▲	▲	▲	▲	11	99	▲
Sonoma State University		▲			8	*	▲
Southern New Hampshire University			▲		3	*	
Southern University Baton Rouge			▲		6	78	*
St. Catherine University		▲	▲	▲	6	98	*
St. Cloud State University			▲		4	*	▲
Texas State University—San Marcos			▲	▲	7	95	▲
Tuskegee University			▲		6	80	
University of Akron	▲	▲	▲	▲	6	100	▲
University of Alabama	▲		▲		5	100	*
University of Alabama at Birmingham		▲			7	90	*
University of Arkansas at Little Rock			▲		2	85	
University of Central Florida			▲		5	100	*
University of Central Missouri			▲		2	90	▲
University of Central Oklahoma		▲	▲		7	90	*
University of Cincinnati	▲	▲	▲		13	99	▲
University of Connecticut		▲	▲	▲	2	100	
University of Dayton		▲	▲		5	93	▲
University of Georgia		▲	▲	▲	2	100	▲
University of Houston	▲		▲		11	98	*
University of Louisville		▲	▲		2	*	▲

TOP NORTH AMERICAN SALES SCHOOLS CONT.:

	Graduate Program	Specialty Area	Competition Participant	Sales Internship Required	Total Faculty	% of Job Placement	Has a Sales Lab
University of Memphis		▲		*	*	*	
University of Missouri	▲	▲	▲	▲	8	90	
University of Nebraska at Kearney (IDSP)		▲	▲	▲	4	100	▲
University of Nebraska at Kearney (PBSMP)					6	62	
University of Nebraska at Lincoln			▲		4	*	▲
University of New Hampshire		▲	▲		1	*	*
University of New Haven, The		▲	▲	▲	3	100	*
University of North Alabama		▲	▲		7	100	▲
University of North Carolina: Kenan-Flagler Business School	▲	▲	▲		2	90	*
University of Southern Mississippi, The		▲			2	*	▲
University of Texas at Arlington	▲				3	*	*
University of Texas at Dallas	▲	▲	▲		4	100	▲
University of Toledo	▲	▲	▲	▲	10	100	▲
University of Washington		▲	▲	▲	3	93	
University of Wisconsin—Eau Claire		▲	▲		9	90	*
University of Wisconsin—Oshkosh		▲			1	*	
University of Wisconsin—Parkside	▲	▲	▲		3	90	*
University of Wisconsin—River Falls					11	85	▲
University of Wisconsin—Whitewater		▲	▲		14	100	▲
Virginia Tech University			▲		3	100	*
Washington State University—Vancouver		▲	▲		4	95	
Weber State University			▲	▲	20	100	*
West Virginia University		▲	▲	▲	4	100	
Western Carolina University		▲	▲		*	*	*
Western Kentucky University			▲		5	*	*
Western Michigan University			▲		4	95	▲
Widener University			▲		1	90	
William Patterson University		▲	▲		7	90	*
Winona State University			▲	▲	3	94	
Xavier University of Louisiana			▲		2	70	*

*Information not provided

TOP INTERNATIONAL SALES SCHOOLS:

	Graduate Program	Specialty Area	Competition Participant	Sales Internship Required	Total Faculty	% of Job Placement	Has a Sales Lab
Aalen University of Applied Sciences (Germany)	▲	▲	▲		14	80	*
Athens University of Economics & Business (Greece)	▲	▲			18	90	*
Dublin Institute of Technology (Ireland)	▲		▲		3	60	
ESB Business School—Reutlingen University	▲	▲	▲	▲	14	100	▲
Euridis—Ecole	▲	▲	▲		21	93	*
FHWien—University of Applied Sciences (Austria)	▲	▲	▲		20	95	*
HAAGA-HELIA University of Applied Sciences (Finland)	▲	▲	▲	▲	28	100	
Oslo School of Management					10	87	
Portsmouth Business School (United Kingdom)	▲		▲		6	93	▲
Turku University of Applied Sciences		▲	▲		16	100	▲
Universita Bocconi	▲				4	95	*
University College of Dublin	▲				7	100	*
University of Applied Sciences in Wiener Neustadt (Austria)	▲	▲	▲		33	92	▲

*Information not provided



SEF TOP SALES UNIVERSITIES

THE FOLLOWING UNIVERSITY PROGRAMS PREPARE STUDENTS FOR PROFESSIONAL SELLING CAREERS. LISTED PROGRAMS REQUIRE A MINIMUM OF THREE SALES-SPECIFIC COURSES, THE OFFERING OF SALES INTERNSHIPS, AND UNIVERSITY RECOGNITION FOR INDIVIDUALS UPON PROGRAM COMPLETION. THESE SCHOOLS PROVIDED SEF WITH THE DETAILS OF THEIR PROGRAMS AND STUDENT OFFERINGS.

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

AALEN UNIVERSITY OF APPLIED SCIENCES

<http://www.htw-aalen.de/studium/vu/?lang=en>

Arndt Borgmeier
arndt.borgmeier@htw-aalen.de
Beethovenstr. 1
Aalen, Germany 73434
++49 7361 576 2210

Students: 60
Start Year: 2000

Accreditation(s): GSSI, ZEVA
Program Type(s): **UMJ, USP, GF, ET**
Focus Option(s): Communication/
Broadcast Sales, Entrepreneurship,
Industrial Distribution, International
Business, Sales Management, Tech-
nology, 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.

ATHENS UNIVERSITY

www.executivement.aueb.gr

George Avlonitis
avlonitis@aueb.gr
Evelpidon 47 & Leykados 33,
Office 706
Athens, Greece 11362
+302108203665

Students: 25
Start Year: 2003

Accreditation(s): GSSI
Program Type(s): **UCE, EC**
Focus Option(s): Communication/
Broadcast, Industrial Distribution,
Technology

The concentration requires four sales courses. The certificate, in partnership with the Greek Sales Institute, is open to students/practitioners.

AUBURN UNIVERSITY

<http://business.auburn.edu/academics/undergraduate/marketing>

Avery Abernethy
abernav@auburn.edu
415 West Magnolia Avenue
201 Lowder Business Building
Auburn, AL 36849-5246

334-844-8544

Students: 120
Start Year: 2013

Accreditation(s): AACSB
Program Type(s): **UCO, ET**
Focus Option(s): Supply Chain Sales

This exciting new program offers exposure to training in real property sales or supply chain sales.

AURORA UNIVERSITY

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

Shawn Green, PhD
sgreen@aurora.edu
Dunham School of Business
347 S. Gladstone Ave.
Aurora, IL 60506
630-844-5527

Students: 40-60
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

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

Students: 250
Start Year: 1996

Accreditation(s): AACSB, GSSI,
USCA full member, PSE
Program Type(s): **UMJ, UMN, GC, GF**
Focus Option(s): Communication/
Broadcast, Entrepreneurship,
Insurance

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. The program will be available on-line soon.

BAYLOR UNIVERSITY

www.baylor.edu/business/selling

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

Students: 468
Start Year: 1985

Accreditation(s): AACSB, USCA
full member, PSE, AMA Sales SIG,
AMS, GSSI
Program Type(s): **UEM, UMJ, USP, GF, ET**

Baylor's ProSales majors complete a seven-course major, sales internship, professional development program, internal sales competition, and at least one external sales competition. This highly selective major is limited to 18 students per program year. Students with the ProSales emphasis leverage two+ sales courses to supplement a nationally-recognized humanities-based, business major.

BOWLING GREEN UNIVERSITY

www.bgsu.edu/business/marketing

Christine Seiler
cseiler@bgsu.edu
248 Business Administration
Bowling Green State University
Bowling Green, OH 43403
419-372-7269

Students: 70
Start Year: 2002

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

BRADLEY UNIVERSITY: THE FOSTER COLLEGE OF BUSINESS

www.bradley.edu/academic/departments/marketing/programs/sales/
Dr. Mark C. Johlke
mjohnke@bradley.edu
Foster College of Business
1501 W. Bradley Ave.
Peoria, IL 61625
309-677-3947

Students: 20
Start Year: 2004

Accreditation(s): AACSB, USCA
full member

Program Type(s): **UCO, UMN**

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

BRYANT UNIVERSITY

<http://nisc.bryant.edu/>

Dr. Stefanie Boyer
sboyer@bryant.edu
1150 Douglas Pike
Smithfield, RI 02917
401-232-6475, 813-857-1947

Students: 35
Start Year: 2013

Accreditation(s): AACSB, PSE
Program Type(s): **UMN, GF, ET**

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

CALIFORNIA STATE UNIVERSITY, CHICO

www.csuchico.edu/cob/psp/index.shtml

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

Students: 180
Start Year: 2008

Accreditation(s): AACSB, USCA
associate member
Program Type(s): **UCE**
Focus Option(s): Entrepreneurship,
Financial Services, International
Business

The certificate program consists of five required classes, one prerequisite, and one elective. Students in the Advanced Topics in Professional Sales course, work for an external sales organization and experience "real-world" selling situations. Chico State also

The Foster Professional Sales Program

Foster School of Business



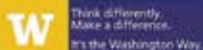
National Champions of the National Team Selling Competition,
2014 Indiana University.

*Where Sales Education
Meets Real World Application*

For more information, call 206.685.1913

or email salesprg@uw.edu

Visit us online at foster.washington.edu/sales_program



hosts the annual Western States Collegiate Sales Competition and Sweet 16 Sales Challenge.

CALIFORNIA STATE UNIVERSITY, FULLERTON

www.CSUFsalesleadership.com

Mark Mantey, Director
mjstate@gmail.com

PO Box 6848
Fullerton, CA 92854
805-455-3920

Students: 65
Start Year: 2008
Accreditation(s): AACSB, USCA
associate member, PSE

Program Type(s): **UCE, UEM, ET**
Focus Option(s): Communication/
Broadcast Sales, Entrepreneurship,
Financial Services, Industrial Dis-
tribution, Insurance, International
Business, Medical/Healthcare Sales,
Consumer Products

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

[http://mkt.cba.cmich.edu/
salesconcentration/](http://mkt.cba.cmich.edu/salesconcentration/)

Dr. Concha Allen
neele1cr@cmich.edu;
ken.cherry@cmich.edu

105 Smith Hall
Mt. Pleasant, MI 48859
989-774-2827

Students: 150
Start Year: 2008
Accreditation(s): AACSB, PSE
Program Type(s): **UCO, UCE, UMN**
Central Michigan University's Sales
Program is available to all students
at the University. Participants are
required to complete an internship.
Due to a partnership with Carew
International Inc., all students
received Carew International
Certification in Dimensions of
Personal Selling, Advanced
Positional Selling/Negotiation
and Enterprise Selling.

CLEMSON UNIVERSITY

[http://www.clemson.edu/cbbs/
departments/marketing/academics/
sales-certificate.html](http://www.clemson.edu/cbbs/departments/marketing/academics/sales-certificate.html)

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

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

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

THE COLLEGE OF NEW JERSEY

[http://business.pages.tcnj.edu/
departments-programs/management-marketing-interdisciplinary-
business/](http://business.pages.tcnj.edu/departments-programs/management-marketing-interdisciplinary-business/)

Dr. Alfred Pelham
Pelham@tcnj.edu

Department of Marketing
2000 Pennington Rd.
Ewing, NJ 08628-0718
609-771-3027

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

TCNJ is ranked by U.S. News &
World Report as the number
one (masters program) public
college in the country's northern
region. The TCNJ Business School
was ranked 63rd in the nation by
Business Week. TCNJ students won
first place in the Pi Sigma Epsilon
regional sales competition 4 times
in the last 5 years and the national
sales competition twice in the last
5 years. TCNJ typically places in the
top third of competitors in national
sales competitions. The TCNJ sales
program is one of the few that
is housed in a top 100 business
school.

CONCORDIA UNIVERSITY, ST. PAUL

www.csp.edu

Dr. Bruce Corrie
corrie@csp.edu

1282 Concordia Avenue
Saint Paul, MN 55104
651-641-8226

Students: 5
Start Year: 2012
Accreditation(s): ACBSP
Program Type(s): **UMN**

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

DEPAUL UNIVERSITY

www.salesleadershipcenter.com

Daniel P. Strunk
dstrunk@depaul.edu

1 East Jackson Blvd.
Suite 7500
Chicago, IL 60604
312-362-7250

Students: 900
Start Year: 2005
Accreditation(s): AACSB, USCA
full member, PSE
Program Type(s): **UCO, UMN, GF, ET**

Focus Option(s): Entrepreneurship,
Financial Services, Industrial
Distribution, Insurance, Sales
Management, Technology,
Category Management
DePaul University has both
undergraduate and graduate
sales education programs.
Undergraduates can participate
regardless of major and must
complete at least five sales focused
classes and one internship. In
addition, DePaul offers an MBA with
a Sales Leadership Concentration.

DOUGLAS COLLEGE

www.douglas.bc.ca

David Moulton
moultond@douglas.bc.ca

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

Students: 75-100
Start Year: 1990
Accreditation(s): Degree Quality
Assessment Board
Program Type(s): **UCE**

Focus Option(s): Financial Services
Douglas offers three sales courses-
Personal Selling, Professional
Selling, and Sales Management.
The student graduates with a
marketing diploma. The majority
of graduates find their careers in
sales. The Peter Legge International
Institute for Sales Excellence was
established in 2012.

DUBLIN INSTITUTE OF TECHNOLOGY

www.dit.ie

Laura Cuddihy
laura.cuddihy@dit.ie

College of Business
Aungier Street
Dublin, Ireland 2
+35314027085

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

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

DUQUESNE UNIVERSITY

www.duq.edu

Dr. Dorene Ciletti
ciletti@duq.edu

600 Forbes Avenue
Rockwell Hall 456
Pittsburgh, PA 15282
412-396-4875

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

Duquesne's recently-launched
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.



UNIVERSITY of DAYTON

Fiore Talarico
Center For Professional Selling

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

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

ELON UNIVERSITY

www.elon.edu/salescenter

Michael Rodriguez
mrodriguez4@elon.edu
Chandler Family Professional
Sales Center
2075 Campus Box
Elon, NC 27244
336-278-5942

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

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

ESB BUSINESS SCHOOL REUTLINGEN UNIVERSITY

www.esb-business-school.de
Dr. Tobias Schuetz
tobias.schuetz@reutlingen-university.de
ESB Business School
Alteburgstr. 150
Reutlingen
Baden-Wuerttemberg,
Germany 72762

+49 (7121) 271 9601

Students: N/A
Start Year: 2011
Accreditation(s): FIBAA
Program Type(s): **GCE**
Focus Option(s): Information
Technology

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

EURIDIS-ECOLE

www.euridis-ecole.com
Bernard Hasson
b.hasson@euridis-ecole.com

32 Place St Georges
Paris, France 75009
+33 6 71 65 47 06

Students: 75
Start Year: 1992
Accreditation(s): CNCP
Program Type(s): **UCE, GCE, EC**
Focus Option(s): Technology

Students are evaluated on the real-
world competencies required to
be successful in a business career.
Special attention is paid to the skills
required to understand what the
customer needs and communicate
the appropriate benefits.

FERRIS STATE UNIVERSITY

<http://www.ferris.edu/>
Chester Trybus
Chet2011fsu@gmail.com
College of Business
Marketing Department
7635 Woodvale Street, SE
Big Rapids, MI 49546
616-822-2928

Students: 230
Start Year: 1998
Accreditation(s): AACSB
Program Type(s): **UCE, UMN**
Focus Option(s): Communication/
Broadcast Sales, Industrial
Distribution, Medical/Healthcare,
Technology

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

FHWIEN: UNIVERSITY OF APPLIED SCIENCES

[www.fh-wien.ac.at/marketing-
salesmanagement/](http://www.fh-wien.ac.at/marketing-salesmanagement/)
Marina Prem
marina.prem@fh-wien.ac.at
Institute for Marketing and
Sales Management
Wahringer Gurtel 97
Vienna, Austria 1180
+431476775850

Students: 70
Start Year: 1997
Accreditation(s): GSSI, FIBAA
Program Type(s): **UMN**
Focus Option(s): International
Business, Sales Management
Austria's first sales program began
in 1997 at FHWien-Studiengänge
der WKW. A Bachelor's option was
added in 2007 and a Master's in
2008. The combination of marketing
and sales addresses topics ranging
from product introduction to sales
and customer retention.

FLORIDA INTERNATIONAL UNIVERSITY

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

Students: 40
Start Year: 2008
Accreditation(s): AACSB
Program Type(s): **UMN**
Focus Option(s): Technology
FIU Sales Society is a student
organization focusing on
developing sales professionals
beyond the classroom. Spring
Sales Tournament.

FLORIDA STATE UNIVERSITY, THE SALES INSTITUTE

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

Students: 500
Start Year: 2002
Accreditation(s): AACSB, USCA
full member
Program Type(s): **UMJ, GC, GF, ET**
Focus Option(s): Entrepreneurship,
Financial Services, Industrial
Distribution, Sales Management,
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
Institute, which is responsible
for sales-related research and
executive training programs.

GEORGIA SOUTHERN UNIVERSITY

<http://coba.georgiasouthern.edu/cse>
Dr. Linda Greef Mullen
lgmullen@georgiasouthern.edu
PO Box 8154
Statesboro, GA 30460
912-536-3597

Students: 200
Start Year: 2006
Accreditation(s): AACSB, USCA
full member, GSSI
Program Type(s): **UEM**
Focus Option(s): Entrepreneurship,
Financial services, Industrial
Distribution, Technology.

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>
Chris Lemley
clemley@gsu.edu
Robinson College of Business
PO Box 3991
Atlanta, GA 30302-3991
404-413-7668

Students: 95
Start Year: 2007
Accreditation(s): AACSB
Program Type(s): **UCE, UCO, GCE, ET**

Focus Option(s): Communication/
Broadcast Sales, Entrepreneurship,
International Business,
Sales Management
Distinguishing characteristics
of this program include a skills-
based class teaching role playing,
corporate oral and written team
presentations, direct marketing
techniques in selling, detailed
learning modules with an
emphasis on interactive learning.
MBA program with a career track
in sales.

HAAGA-HELIA UNIVERSITY OF APPLIED SCIENCES

www.haaga-helia.fi

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

Students: 40
Start Year: 2007
Accreditation(s): GSSI
Program Type(s): GC
Focus Option(s): International Business

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

ILLINOIS STATE UNIVERSITY

<http://www.cob.ilstu.edu/profsales/>

Michael C. Boehm
mboehm@ilstu.edu
Department of Marketing
Campus Box 5590,
College of Business
Normal, IL 61790-5590
309-438-2954

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

The 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 but with on-campus selling opportunities with 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.

INDIANA STATE UNIVERSITY

www.indstate.edu/business/sales

Dr. Jon M. Hawes
jon.hawes@indstate.edu
Sales and Negotiations Center
Scott College of Business,
Room 912
30 North Seventh St.
Terre Haute, IN 47809
812-870-0214

Students: 115
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. The ISU Sales Resume eBook promotes our students as they seek internships and later full time employment in sales. 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
1309 E. Tenth St., BU328
Bloomington, IN 47405
812-855-1084

Students: 150
Start Year: 1996
Accreditation(s): AACSB, USCA full member, PSE, GSSI
Program Type(s): UMJ
Focus Option(s): Entrepreneurship, Financial Services, Industrial Distribution, Insurance

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

KANSAS STATE UNIVERSITY

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

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

Students: 250
Start Year: 2010
Accreditation(s): AACSB, USCA full member, PSE
Program Type(s): UCE, UEM
Sold on Sales! is the official blog of the National Strategic Selling Institute at Kansas State University and can be found at <https://blogs.k-state.edu/nssi/>. Blog posts are written by the director and the students. The National Strategic Selling Institute celebrates the sales professional each year with K-State Sales Week, a week-long event that includes a sales competition, professional development events, a career fair, and keynote speakers.



ANNOUNCING THE FIRST The University of Toledo Invitational Sales Competition (UTISC)

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

February 25-27, 2016 • Toledo, Ohio

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

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

Businesses – Enjoy the benefits of earlier identification of top talent and higher probability for acceptance of your internship/job offer!

For sponsorship opportunities and team eligibility, contact:

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



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

KENNESAW STATE UNIVERSITY

<http://coles.kennesaw.edu/cps>

Dr. Terry W. Loe
tloe@kennesaw.edu
Coles College of Business
1000 Chastain Rd., MD 0406,
Bldg. 4, Room 281
Kennesaw, GA 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.

KENT STATE UNIVERSITY

www.kent.edu

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

Students: 325
Start Year: 2009
Accreditation(s): AACSB, PSE

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

The program has close ties with the KSU Sales Advisory Board which offers mentoring, shadow opportunities and internships for the students. We utilize a variety of sales experts, primarily from our Sales Advisory Board, to augment our teaching material. The Entrepreneurship and Managerial Marketing students receive specialized sales training specific to their major areas of study. The Managerial Marketing program is unique to our university and structured to develop students with a managerial focus.

LOUISIANA STATE UNIVERSITY

www.lsu.edu

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

Students: 30
Start Year: 2014
Accreditation(s): AACSB
Program Type(s): UCO

The program is off to a great beginning with three solid courses in sales as well as opportunities for internships. It is expected to double in size within a year.

METROPOLITAN STATE UNIVERSITY OF DENVER

www.msudenver.edu/marketingu
Scott Sherwood
sherwoos@msudenver.edu
PO Box 173362
Campus Box 079
Denver, CO 80110
303-352-4499

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

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

MICHIGAN STATE UNIVERSITY

<http://salesleader.msu.edu>

Jennifer Rumler
rumlerj@msu.edu
404 Wilson Rd., Room 183
East Lansing, MI 48824
517-355-9659

Students: 120
Start Year: 2009
Accreditation(s): AACSB, USCA associate member
Program Type(s): UCO, UMN, ET
Focus Option(s): Communication/Broadcast Sales, Entrepreneurship, Financial Services, International Business, Medical/healthcare,

Technology

The Sales Communication Specialization at Michigan State University 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. Students with a wide variety of majors participate, completing a minimum of 500 hours of experiential learning, including a 300 hour professional sales internship.

MISSOURI STATE UNIVERSITY

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

Students: 160
Start Year: 2005
Accreditation(s): AACSB
Program Type(s): UCO
Missouri State boasts the largest business school in a six state area, with 750 Marketing majors alone. Of that group, 200 take advantage of the Professional Sales emphasis.

MOREHOUSE COLLEGE

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

Students: 15
Start Year: 2014
Accreditation(s): AACSB
Program Type(s): UMN

The program is introducing students to Salesforce.com as a sales tool and encouraging them to get Admin certified. A give-back sales project in the Principles of Professional Selling class is required. Speakers each semester will be in the areas of the majors of the students in the sales classes. Ex: science major can expect a speaker in a science-related sales position. The goal is for this interdisciplinary minor to show students that their major can also be utilized in a sales role.

NICHOLLS STATE UNIVERSITY

<http://www.nicholls.edu/marketing/professional-sales-initiative/>
Dr. R. Charles Viosca, Jr.
chuck.viosca@nicholls.edu
PO Box 2015
906 E. First St.
Thibodaux, LA 70310
985-449-7016

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

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

NORTH CAROLINA A&T STATE UNIVERSITY

<http://www.ncat.edu/~sbe/centerins/fslp.htm>

Dr. Linda Silver-Coley
lscoley@ncat.edu
Merrick Hall Room 325
1601 East Market Street
Greensboro, NC 27411
336-285-3340

Students: 50
Start Year: 2005
Accreditation(s): AACSB, PSE
Program Type(s): UCE, UCO, UMN
NCA&TSU is a Historically Black University and offers a concentration and a minor in Professional Selling within the Bachelor of Science in marketing program. It offers a professional networking and role-practice facility used to enhance the sales and behavioral skills of students 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 a minor in Professional Sales such as supply chain majors, management majors, engineering majors, and fashion design majors.

Many of our 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
811 2nd Ave N
 Fargo, ND 58102
701-231-7844

Students: 40
Start Year: 2013
Accreditation(s): AACSB, USCA associate member
Program Type(s): UCE
Focus Option(s): International Business

As the only academic center dedicated to developing the sales skills of North Dakota's students, NDSU's Center for Professional Selling and Sales Technology offers a certificate in professional selling that enables students across the university to develop their sales competencies. The Center combines a highly-engaged advisory committee, a group of committed corporate partners with an academically qualified teaching staff possessing industry experience. Other items of note: The Center for Professional Selling and Sales Technology resides within North Dakota State University, which is ranked by the Carnegie Commission on Higher Education among the top 108 public and private universities in the country. NDSU is in the elite category of "Research Universities/Very High Research Activity," with several programs ranked in the Top 100 by the National Science Foundation.

NORTHERN ILLINOIS UNIVERSITY

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

Students: 200
Start Year: 1988
Accreditation(s): AACSB, USCA full member, PSE, GSSI
Program Type(s): UCE, GF
Northern Illinois is 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/>
Cori Hartje
cori.hartje@northwestu.edu
5520 108th Ave. NE
Kirkland, WA 98033
425-889-5290

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



KELLEY SCHOOL OF BUSINESS

Center for Global Sales Leadership



Professional Sales Major

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



National Team Selling Competition

October 29-30, 2015

kelley.iu.edu/globalsales



Program Type(s): UMN

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. Activities are grounded in practical exercises of B2B selling, focusing on solution selling, role play, and challenger sales. A sales internship is included in the Professional Sales minor program.

NOVA SOUTHEASTERN UNIVERSITY

www.huizenga.nova.edu, or www.nsusales.com

Dr. John Riggs
John.riggs@nova.edu

Dennis Dannacher
dannachr@nova.edu

H. Wayne Huizenga School of Business & Entrepreneurship
The Carl DeSantis Bldg.
3301 College Ave.
Fort Lauderdale, FL 33314-3755
954-262-5030

Students: 80
Start Year: 2010
Accreditation(s): SACS
Program Type(s): UCO, UMJ, UMN, UEM, GE, GF, ET
Focus Option(s): Entrepreneurship, Financial Services, Insurance, International Business

Partnership with Sandler Sales Training created a practically based component to the sales program, and advanced, state-of-the-art technology provides students with an opportunity to practice presentations and hone sales skills. Students are trained in various CRMs (Salesforce and Netsuite).

OHIO UNIVERSITY

www.scheysalescentre.com

Greg DiPasquale
dipasqug@ohio.edu

The Ralph and Luci Schey Sales Centre
Copeland Hall 201
Athens, OH 45701-2979
615-400-2110

Students: 200
Start Year: 1997
Accreditation(s): AACSB, USCA full member, SMT
Program Type(s): UCE, ET

Companies partner with the Schey Sales Centre (a selective entry sales program) because they know they are hiring college graduates who have had real sales readiness training and real sales experience in college plus a pre-determination to sell. All Ohio University undergraduates may apply to this certificate program.

OSLO SCHOOL OF MANAGEMENT

<http://www.mh.no/en/>

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

Students: 225
Start Year: 2011
Accreditation(s): NOKUT
Program Type(s): UMJ

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

PLYMOUTH STATE UNIVERSITY

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

Students: 175
Start Year: 2009
Accreditation(s): USCA associate member

Program Type(s): UMN, UCE

Students in Professional Sales II experience real world business projects which are completed outside the classroom. They are required to do presentations, prospecting, cold calls and networking. Approximately 40% of their grade comes from how well they complete these assignments. The projects are selected to help non-profits in local communities.

PORTSMOUTH BUSINESS SCHOOL

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

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

Portsmouth offers opportunities for undergraduates and postgraduates on business pathways to take options on personal selling, account management and sales management. In addition, Portsmouth pioneered a specialist postgraduate program for account managers and sales managers. Assessments focus on developing a best practice in the sponsoring organization.

PURDUE UNIVERSITY

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

Students: 250
Start Year: 2010
Accreditation(s): USCA associate member, PSE

Program Type(s): UMJ, ET

Focus Option(s): Communication/Broadcast Sales, Entrepreneurship, Industrial Distribution, Medical/Healthcare Sales, and Technology
The Purdue Center for Professional Selling trains and showcases students who seek a professional career in sales. Complementing the College of Health and Human

Sciences' Selling and Sales Management degree program, the center partners with companies whose support helps students become even more career-ready through practical experiences in sales competitions, resume critiques and mock interviews, speed selling contests, business networking events and much more. Through the mentorship of the center, students graduate with practical, enriching experiences in sales leadership that enable them to contribute faster and more meaningfully as they start their careers.

SONOMA STATE UNIVERSITY

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

Students: 15
Start Year: 2013
Accreditation(s): AACSB
Program Type(s): UMJ, ET
Focus Option(s): Wine and Spirits

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

SOUTHERN NEW HAMPSHIRE UNIVERSITY

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

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

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

SOUTHERN UNIVERSITY BATON ROUGE

www.subr.edu
George Kirk
george_kirk@subr.edu
College of Business
252 TT Allain Hall
Baton Rouge, LA 70813
225-771-5977

Students: 20
Start Year: 2002
Accreditation(s): AACSB

Program Type(s): UCO

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

ST. CATHERINE UNIVERSITY

www.stskate.edu/sales
Mary Jacobs
mjjacobs@stskate.edu
2004 Randolph Avenue
MS 4124
St. Paul, MN 55105
651-690-8762

Students: 50
Start Year: 1998
Accreditation(s): USCA associate member, PSE
Program Type(s): UCE, UMJ, UMN, EC, ET

Focus Option(s): Entrepreneurship, Medical/Healthcare Sales
The Center of Sales Innovation conducts original research and offers continuing education programs to study the complexity of sales. Candidates include traditional and nontraditional students interested in changing careers or reentering the workforce. The Center offers leadership development programs to advance women sales leaders in organizations.

ST. CLOUD STATE UNIVERSITY

www.stcloudstate.edu/mkbl/programs.asp
Dennis Bristow
dbristow@stcloudstate.edu
Rajesh Gulati
rgulati@stcloudstate.edu
720 4th Avenue South
St. Cloud, MN 56301-4498
320-308-2057

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

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

TEXAS STATE UNIVERSITY-SAN MARCOS

<http://txstsalescenter.com/>

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

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

The action-oriented curricula includes developing a series of specific skills: role-playing, writing sales communications based on the sales process and making high level business-to-business corporate presentations. The faculty members work with national companies on various projects

WHERE SALESPEOPLE ARE *MADE*

Kennesaw State University's BBA in Professional Sales



Graduates receive
real-world experience
while in school through:

- State-of-the-art facilities to record and evaluate sales calls
- Advanced level classes where students are required to prospect new clients, make live sales calls, and close deals to meet semester quotas
- Networking opportunities with regional & national sales professionals during on-campus events, sales competitions, and Corporate Partner sponsored events

Home of the
National Collegiate
Sales Competition &
2014 Individual
Champion



www.ncsc-ksu.org



Coles College of Business
Center for Professional Selling

For more information:
Dr. Terry Loe, Director
tloe@kennesaw.edu
470-578-2017

teaching prospecting, marketing, and building brand awareness. We have a very strong and active corporate partners' program. Industry days are a new edition to the program, and some of the corporate partners participate in Business Leadership Week.

TURKU UNIVERSITY OF APPLIED SCIENCES

www.turkuamk.fi
Marjo Kumpula
marjo.kumpula@turkuamk.fi
Sepänkatu 1
Turku, South-West Finland 20700
+358505985564

Students: 70
Start Year: 2008
Accreditation(s): GSSI, Ministry of Education
Program Type(s): UCE, UMJ, UMN, EC, ET

Focus Option(s): Financial Services, Industrial Distribution, Insurance, International Business, Real Estate
The project is developing a new type of sales training concept where higher education institutions and companies are in close collaboration to develop sales know-how. The objective is a system extending to all of Europe, with companies joining in at all stages of sales training: planning, implementation and evaluation of the skills of students.

TUSKEGEE UNIVERSITY

www.tuskegee.edu/
Anthony Freeman
afreeman@mytu.tuskegee.edu
Brimmer College of Business and Information Sciences, Management Department, Sales and Marketing Program
2 Benjamin Drive (Office 307)
Tuskegee, AL 36088
354-727-8707

Students: 85
Start Year: 1996
Accreditation(s): AACSB, PSE
Program Type(s): UCE, UMJ

Tuskegee University offers a certificate and major in sales through their College of Business and Information Sciences. Students participate in competitions both on campus and at the national level. The Professional Selling course incorporates CRM training and requires an internship.

UNIVERSITA' BOCCONI

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

Students: 110
Start Year: 2003
Accreditation(s): GSSI
Program Type(s): UEM, GF

For a century, Bocconi has played a leading role in Italy's social and economic modernization. It has remained true to its founding values of being a major research university, with democratic values and open to the world, as well as financially and politically independent. Sales

strategy focus is on consultative selling in 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 COLLEGE DUBLIN

<http://www.ucd.ie/research/people/business/drsusigeiger>
Susi Geiger
susi.geiger@ucd.ie
Lochlann Quinn School of Business
Belfield
Dublin 4, Ireland
+35317164813

Students: 30
Start Year: 2006
Accreditation(s): AACSB, AMBA, EQUIS

Program Type(s): GF, ET

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

UNIVERSITY OF AKRON: FISHER INSTITUTE FOR PROFESSIONAL SALES

<http://www.fishersalesinstitute.com>
Dr. Chris Plouffe
Plouffe@uakron.edu
Fisher Institute for Professional Selling
College of Business Administration
259 S. Broadway Street
Akron, OH 44325
330-972-6191

Students: 120
Start Year: 1992
Accreditation(s): AACSB, USCA full member, SMT, PSE
Program Type(s): UCE, UMJ, UMN, ET
Focus Option(s): Financial Services, International Business, Medical/Healthcare Sales

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

UNIVERSITY OF ALABAMA

www.uasalesprogram.com
Joe Calamusa IV
jcalamus@cba.ua.edu
The Sales Program
Culverhouse College of Commerce & Business

Administration
361 Stadium Drive
Tuscaloosa, AL 35406
205-348-8923

Students: 300
Start Year: 2007
Accreditation(s): USCA full member
Program Type(s): UCE, USP, EC, ET

The UA Sales Lab is an 8-room facility featuring nationally benchmarked sales training technology, allowing students to examine, assess, and adjust processes for maximum improvement. In addition, students connect with corporate recruiters and mentors through networking events with over 100 regional, national, and global organizations.

UNIVERSITY OF ALABAMA AT BIRMINGHAM

www.uab.edu/business/degrees-certificates/professional-sales-certificate

John D. Hansen
jdhansen@uab.edu
School of Business
1150 10th Avenue South, BEC 218D
Birmingham, AL 35294-4460
205-934-8849

Students: 75
Start Year: 2008
Accreditation(s): AACSB
Program Type(s): UCE
Focus Option(s): Entrepreneurship, Industrial Distribution, Medical/Healthcare Sales, Social Media

The Professional Sales Program at the University of Alabama at Birmingham offers a wide range of possible classes in Sales Leadership and Personal Selling on an as demanded basis.

UNIVERSITY OF APPLIED SCIENCES IN WIENER NEUSTADT

Einheiten/Fachbereiche/
Marktkommunikation-Vertrieb
Dr. Karl Pinczolis
fb-mv@fhwn.ac.at

Johannes Gutenberg Strasse 3
Wiener Neustadt, Austria A-2700
0043 2622 89 084 ext 313

Students: 90
Start Year: 1994
Accreditation(s): GSSI
Program Type(s): UMJ, USP, GF, ET

Focus Option(s): International Business, Technology

The program aims to combine academic sales studies with a more practical orientated education, which would be specifically suited to the business and technology sectors of today. With the establishment of the bachelor and master programs in business consultancy with focus in sales the University hopes to further its reputation and international connections, as well as provide students with the opportunity of a truly unique and international degree.

UNIVERSITY OF ARKANSAS AT LITTLE ROCK

www.ualr.edu/marketing/
Mark Funk
mffunk@ualr.edu
2801 South University Avenue
Little Rock, AR 72204-1099
501-569-8862

Students: 20
Start Year: 2007
Accreditation(s): AACSB
Program Type(s): UCE, UEM, UMN

Students participate in the program's "Professional Edge" placement activities, including speed mixers and networking events with employers.

UNIVERSITY OF CENTRAL FLORIDA

www.bus.ucf.edu/marketing
Dr. Ronald E. Michaels
ronald.michaels@ucf.edu
Department of Marketing,
College of Business
4000 Central Florida Blvd.
Orlando, FL 32816-1400
407-823-2875

Students: 30
Start Year: 2005
Accreditation(s): AACSB, SACS
Program Type(s): UCE

Of the 700 students enrolled in UCF professional selling classes annually, only approximately 30 are admitted into the exclusive Professional Selling Program where each student signs a "Commitment to Sales Professionalism." The UCF program boasts a high-tech sales lab consisting of a main classroom and eight role-play rooms.

UNIVERSITY OF CENTRAL MISSOURI

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

Students: 20
Start Year: 2008
Accreditation(s): AACSB
Program Type(s): UCO
UCM hosts the annual State Farm Marketing and Sales Competition in The State Farm Sales Lab. All marketing majors and minors complete a Professional Sales course. Students from the sales classes may compete for sales scholarships and the chance to represent the University at the National Collegiate Sales Competition.

UNIVERSITY OF CENTRAL OKLAHOMA

www.uco.edu
Bob Kaiser
rkaiser@uco.edu
Thatcher Hall, Room 130
100 North University Drive
Edmond, OK 73034
405-974-5266

Students: 160
Start Year: 2009
Accreditation(s): USCA associate member, ACBSP
Program Type(s): UMJ, UMN, EC
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.



WE TRANSFORM STUDENTS INTO SALESPEOPLE.

Through real sales readiness training, mandatory sales internships, and professional development.

Find out how you can access our outstanding sales candidates to take advantage of faster on-boarding and better retention:

GREG DIPASQUALE, EXECUTIVE DIRECTOR

615.400.2110 or dipasqug@ohio.edu
business.ohio.edu/schey

RALPH AND LUCI SCHEY
**SALES
CENTRE**
AT OHIO UNIVERSITY

UNIVERSITY OF CINCINNATI

<http://business.uc.edu/centers/sales-center.html>

Dr. Jane Sojka
jane.sojka@uc.edu
Carl H. Lindner
College of Business
422 Lindner Hall
PO Box 210145
Cincinnati, OH 45221-0145
513-556-7149

Students: 300
Start Year: 2011
Accreditation(s): AACSB, PSE, USCA associate member
Program Type(s): UCO, UEM, UMN, GCE

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

UNIVERSITY OF CONNECTICUT

www.business.uconn.edu/psl
William M. Ryan
william.ryan@business.uconn.edu
2100 Hillside Road
Unit 1041
Storrs, CT 06269-1041
860-951-1775

Students: 85
Start Year: 2001
Accreditation(s): AACSB, PSE
Program Type(s): UCE, UMN
Focus Option(s): Communication/Broadcast Sales, Financial Services, Industrial Distribution, Insurance, Medical/Healthcare Sales, Technology, Media/Entertainment

The University of Connecticut School of Business Marketing Department offers a Minor in Professional Sales, the only professional sales certificate program in New England at a leading research university. Students are taught in an experiential learning environment that incorporates real-world situations, speakers and internships. Partner companies interact with students in the classroom, at networking events, and at panel discussions. Partner companies also provide students with sales internships to receive practical hands on experience.

UNIVERSITY OF DAYTON

<http://www.udayton.edu/business/index.php#3>

Anthony (Tony) Krystofik
akrystofik1@udayton.edu
300 College Park
Dayton, OH 45469-2271
937-229-3796

Students: 250
Start Year: 2005
Accreditation(s): AACSB
Program Type(s): UEM
Focus Option(s): Medical/
Healthcare Sales, Technology

The Center for Professional Selling, launched in 2010, will support the sales program at UD. It provides student support, sales related activities, and outreach to corporations interested in hiring world-class sales professionals. Students in the Principles of Selling course must conduct simulated sales calls that are held outside of class in a state-of-the-art sales lab.

UNIVERSITY OF GEORGIA

<http://www.terry.uga.edu/directory/profile/jhulland/>
John Hulland
jhulland@uga.edu

Terry College of Business
104 Brooks Hall
Athens, GA 30602
706-542-3763

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

UNIVERSITY OF HOUSTON

www.salesexcellence.org

Carl Herman
cherman@uh.edu
Sales Excellence Institute
4800 Calhoun MH334
Houston, TX 77204
713-305-7755

Students: 700
Start Year: 1995
Accreditation(s): AACSB, USCA full
member
Program Type(s): UCE, UCO,
UMN, GE, EC, ET

On an annual basis the program
touches over 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/sales

P.S. Raju
psraju@louisville.edu
College of Business
Louisville, KY 40292
502-852-4860

Students: 75
Start Year: 2000
Accreditation(s): AACSB
Program Type(s): UEM
Focus Option(s): Entrepreneurship
All 200 marketing majors complete
Professional Relationship Selling.
Students may compete in five
sales competitions each year,
attend Louisville Sales Leaders
meetings, serve in the Student
Sales Network, participate in a
sales mentorship program, and
complete a sales internship.

UNIVERSITY OF MEMPHIS

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

Students: 40
Start Year: 1990
Accreditation(s): AACSB
Program Type(s): UCE
Focus Option(s): Entrepreneurship
All PS minor provides students with
an understanding of key concepts
and principles for building
longterm relationships through
a customer centric philosophy.

UNIVERSITY OF MISSOURI

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

Students: 250
Start Year: 2011
Accreditation(s): AACSB, PSE
Program Type(s): UCE
Focus Option(s): Communication/
Broadcast Sales, Entrepreneurship,
Financial Services, Industrial
Distribution, Medical/Healthcare
Sales, Technology
This certificate prepares
undergraduate students for careers
in the highly professional and
dynamic field of sales. Through the
certificate's required coursework
and internship, students acquire
vital skills as well as knowledge of
current best practices in the sales
profession and sales management.

**UNIVERSITY OF NEBRASKA
AT KEARNEY**

Industrial Distribution Sales Program
www.unkid.org
Scott Jochum
JochumSL@unk.edu
Industrial Distribution Program
Otto Olsen Building, Room 130C
2508 12th Ave.
Kearney, NE 68849
308-865-8693 or 308-865-8345

Students: 200
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.

**UNIVERSITY OF NEBRASKA
AT KEARNEY**

Professional Business Sales
Marketing Program
www.unk.edu
Marsha Yeagley
yeagleym@unk.edu
West Center W241 West Hwy 30
Kearney, NE 68845
308-865-8345

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

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

**UNIVERSITY OF NEBRASKA
AT LINCOLN**

<http://cbatest40.unl.edu/academic-programs/programs-and-degrees/sales-center/>
Ravi Sohi, PhD
ravisohi@unl.edu
512 N. 12th Street.
Lincoln, NE 68588
402-472-2316

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

This program will graduate its first
class in 2015.

UNIVERSITY OF NEW HAMPSHIRE

<https://paulcollege.unh.edu>
Catherine Blake
catherine.blake@unh.edu
Peter T. Paul College of
Business & Economics
10 Garrison Avenue
Durham, NH 03824
603-828-7312
Students: 45
Start Year: 2010
Accreditation(s): AACSB
Program Type(s): USP
Focus Option(s): Entrepreneurship,
Financial Services, International
Business
Paul College Center for Sales
Excellence, Launch Date-Fall,2013:

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 that bring field
experience into the classroom
enabling executives to contribute
to the professional development
of students. This innovative
program combines the disciplines
the business curriculum with
marketing, sales, etiquette and
leadership to groom students
for a professional selling career.
The Sales Club and Sales
Competition provide opportunities
for students to extend their
academic experience beyond the
classroom and experience mock
presentations, negotiations, and
strategy with business executives.

THE UNIVERSITY OF NEW HAVEN

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

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

UNIVERSITY OF NORTH ALABAMA

www.unasalescenter.com
Jerome M. Gafford
jmgafford@una.edu
Box 5116
1 Harrison Plaza
Florence, AL 35632
256-765-5240

Students: 75
Start Year: 2011
Accreditation(s): PSE, ACBSP,
USCA associate member
Program Type(s): UCE, UCO, UMJ,
UMN, USP
Focus Option(s): Communication/
Broadcast Sales, Entrepreneurship,
Financial Services, 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: KENAN FLAGLER
BUSINESS SCHOOL**

www.kenan-flagler.unc.edu
David Roberts
dave_roberts@unc.edu
Center for the Integration
of Marketing and Sales
McColl Building
Campus Box 3490
300 Kenan Center Dr.
Chapel Hill, NC 27599-3490
919-962-3658

Students: 55
Start Year: 2010
Accreditation(s): AACSB
Program Type(s): UEM, GF, ET
Focus Option(s): Entrepreneurship,
Financial Services, International
Business, Medical/Healthcare
Sales, Technology, Channel Sales
The program integrates sales
strategy and skills through
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 full-
and part-time MBA programs.

**THE UNIVERSITY OF
SOUTHERN MISSISSIPPI**
www.usm.edu

Dr. Mike Wittmann
mike.wittmann@usm.edu
118 College Dr. #5091
Hattiesburg, MS 39406
601-266-4969

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**

www.uta.edu/marketing/undergrad
Larry Chonko
jaramillo@uta.edu
College of Business
Department of Marketing
Box 19469
701 S. West Street, Room 232
Arlington, TX 76019
871-272-0264

Students: 137
Start Year: 2013
Accreditation(s): AACSB
Program Type(s): UCE
The Sales Certificate program
is built on a strong theoretical
background but emphasizes
applications and practice. The Sales
Certificate Program is available to
both business and non-business
majors. The Professional Sales
Program Code of Ethics is adopted
by each student in the program.

**THE UNIVERSITY OF TEXAS
AT DALLAS**

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

Students: 150
Start Year: 2012
Accreditation(s): AACSB, USCA
associate member
Program Type(s): UCE, UCO, UEM,
GF
Focus Option(s): Entrepreneurship,
Financial Services, Insurance,
International Business, Technology
Students in the professional
sales concentration benefit from
involvement of industry-leading
corporate partners, a faculty
dedicated to their students'
education—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
Edward Schmidt School of
Professional Sales
2801 W. Bancroft St.
UT COBI MS #103
Toledo, OH 43606
419-530-6133, 419-530-2978

Students: 420
Start Year: 1990
Accreditation(s): AACSB, USCA full
member, GSSI, PSE, AMA, NCSM
Program Type(s): UCO, UMJ, UMN,
GCE, GF, ET
Focus Option(s): Communication/
Broadcast Sales, Entrepreneurship,
Financial Services, Insurance,
International Business, Medical/
Healthcare Sales, Technology
There are several unique
differentiators of UT's program:
It has an integrated curriculum
requiring students to interact,
role play and do projects across
courses. Also, all of the faculty have
sales experience of some sort to
bring to the table. The program
routinely brings in business
speakers to classrooms, hosts a
corporate partner speaker series,
a networking night event, and an
internal sales competition with mini
job fair. Further, a variety of online
recruiting tools including role play
catalogs, elevator pitch catalogs,
a recruiter catalog, live casting of
interviews and more are available.

UNIVERSITY OF WASHINGTON

www.foster.washington.edu/aca-
demic/sales/Pages/sales.aspx
Jack Rhodes
rhodesj@uw.edu or salesprg@uw.edu
Michael G. Foster School of Business
PACCAR Hall Box 353226
458 PACCAR Hall
Seattle, WA 98195-3226
206-685-1913 or 206-616-6134



UCF PROFESSIONAL SELLING PROGRAM STUDENTS...

Well-Positioned!

International Collegiate Sales Competition
Champions (2014).

Students from our exclusive
Professional Selling Program graduate
with an **unfair advantage**. Find out why.

business.ucf.edu/professional-selling

#UCFBusiness
COLLEGE OF BUSINESS ADMINISTRATION

Students: 187
Start Year: 2001
Accreditation(s): AACSB
Program Type(s): UCE
Focus Option(s): Communication/
Broadcast Sales, Entrepreneurship,
Financial Services, Industrial Distri-
bution, Insurance, Medical/Health-
care Sales, Technology
All students in the program either
declared a major within The Foster
School of Business or completed a
core set of business foundation
courses. Each student's internship
is customized to his/her area of
interest such as media, sports
marketing, distribution, commercial
real estate, financial services, or
pharmaceutical sales. 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.

**UNIVERSITY OF WISCONSIN-
EAU CLAIRE**

http://www.uwec.edu/COB/sales-
center/index.htm
Dr. Bob Erffmeyer
erffmerc@uwec.edu
Department of Management
and Marketing
Schneider Social Science Hall 215
105 Garfield Avenue
Eau Claire, WI 54701
715-836-4644
Students: 125
Start Year: 1995
Accreditation(s): AACSB, USCA
associate member, PSE

Program Type(s): UEM
Focus Option(s): Services, Market-
ing Analytics, Entrepreneurship,
Financial Services and 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 (http://www.uwec.edu/cob/
sales/), giving students hands-on
selling experience and feedback
from sales professionals.

**UNIVERSITY OF WISCONSIN
OSHKOSH**

www.uwosh.edu
Dr. Bryan Lilly
lilly@uwosh.edu
College of Business
800 Algoma Blvd.
Oshkosh, WI 54901
920-424-7201
Students: 25
Start Year: 2012
Accreditation(s): AACSB
Program Type(s): UEM
Focus Option(s): Entrepreneurship,
Financial Services, Industrial
Distribution, Insurance
Students improve their ability
to leverage their natural skills
so they can pursue job/career
opportunities where they are
likely to succeed because they
learn how to deal with various

TRANSFORMING STUDENTS INTO SALESPeOPLE

KANSAS STATE UNIVERSITY NATIONAL STRATEGIC SELLING INSTITUTE

- STATE OF THE ART SALES LABS
- REAL SALES EXPERIENCE
- PROFESSIONAL DEVELOPMENT
- WELL-PREPARED TALENT

DAWN DEETER, DIRECTOR
785.532.6880 OR DDEETER@K-STATE.EDU
CBA.K-STATE.EDU/NSSI

 [@KSTATE_NSSI](https://twitter.com/KSTATE_NSSI)

KANSAS STATE UNIVERSITY College of Business Administration
Department of Marketing

types of buyers and apply the appropriate sales process steps to meet their needs. The program involves high participation with area sales professionals via a Sales Conference, a Career Symposium, field trips, Ride-Alongs, and Role Play interactions coached by professionals.

UNIVERSITY OF WISCONSIN-PARKSIDE

www.uwp.edu/departments/business/sales/certificate/index.cfm

Dr. Peter Knight
knighthp@uwp.edu

School of Business and Technology
Molinaro 353
900 Wood Road
Kenosha, WI 53141-2000
262-595-2415

Students: 28
Start Year: 2010
Accreditation(s): AACSB
Program Type(s): UCE
Focus Option(s): Entrepreneurship, Financial Services, International Business

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

UNIVERSITY OF WISCONSIN-RIVER FALLS

<http://www.uwrf.edu/cbe>

Ozcan Kilic
ozcan.kilic@uwrf.edu

College of Business and Economics
410 S. Third Street
River Falls, WI 54022
715-425-3335

Students: 30
Start Year: 2013
Accreditation(s): AACSB
Program Type(s): UCE, 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.uwwatersales.org

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

Students: 160
Start Year: 2011
Accreditation(s): AACSB, PSE, USCA full member, AMA

Program Type(s): UCE, UEM, UMN
Focus Option(s): Entrepreneurship, Financial Services, 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 350 students 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.

VIRGINIA POLYTECHNIC INSTITUTE AND STATE UNIVERSITY

www.marketing.pamplin.vt.edu

Dr. Richard E. Buehrer
rebuehre@vt.edu

3050 Pamplin Hall
#0236
Blacksburg, VA 24061
540-231-9621

Students: 120
Start Year: 2011
Accreditation(s): AACSB, PSE, GSSI, USCA associate member
Program Type(s): UCE, UCO, UMN

The Virginia Tech professional sales program came on-line in fall 2012. Every marketing major (approximately 750) must take the basic sales course.

WASHINGTON STATE UNIVERSITY-VANCOUVER

www.vancouver.wsu.edu/prosales

Dr. Ronald W. Pimentel
ron.pimentel@vancouver.wsu.edu
CL 308G
14204 NE Salmon Creek Ave.
Vancouver, WA 98686-9600
360-546-9339

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

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

WEBER STATE UNIVERSITY

www.universitysalescenteralliance.org/

Desiree Cooper Larsen
Dcooper@weber.edu
Alan E. Hall Center for Sales Excellence
Sales and Service Technology
1503 University Circle
Ogden, UT 84408
801-626-8844

Students: 450
Start Year: 1985

Accreditation(s): AACSB, USCA full member

Program Type(s): UMJ, UGE

This new 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 user-driven 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

PO Box 6025
Morgantown, WV 26506
304-293-7960

Students: 60
Start Year: 2010
Accreditation(s): AACSB, USCA associate member
Program Type(s): UEM, UCO, UCE
Focus Option(s): Entrepreneurship

Two of the faculty have multiple publications in the Journal of Personal Selling & Sales Management, and both are on the Editorial Review Board. Included in the courses is an online course that emphasizes using digital media for sales as well as the latest in CRM technology. The dean of the college has a PhD in marketing and is a former vice president of Johnson & Johnson, one of the premier sales organizations in the world.

WESTERN CAROLINA UNIVERSITY

www.marketingdept@wcu.edu

Dr. Zahed Subhan
zsubhan@email.wcu.edu

387 Centennial Drive
209 CAT(Center for Applied Technology)
Cullowhee, NC 28723
828-227-2220

Students: 250
Start Year: 2002
Accreditation(s): AACSB
Program Type(s): UMJ, UMN, USP
Focus Option(s): Communication/Broadcast Sales, Entrepreneurship, International Business

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

WESTERN KENTUCKY UNIVERSITY

www.wku.edu/gfcb/cps

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

Students: 250
Start Year: 2007
Accreditation(s): AACSB, USCA
full member

Program Type(s): **UMJ, UMN**

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

WESTERN MICHIGAN UNIVERSITY

www.hcob.wmich.edu/mktg

Dr. Steve Newell
steve.newell@wmich.edu

Haworth College of Business
Department of Marketing
Kalamazoo, MI 49008-5430
269-387-6166

Students: 250
Start Year: 1999

Accreditation(s): AACSB
Program Type(s): **UMJ**

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

WIDENER UNIVERSITY

www.widener.edu

Dr. Mary E. Shoemaker
meshoemaker@widener.edu

One University Place
Chester, PA 19013
610-499-4331

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

Widener University offers an emphasis in sales for 30 students. The program requires Professional Personal Selling, Sales Management, and Customer Relationship Management. All classes provide connections with industry professionals, and students complete an additional six hours of personal interaction with sales professionals. All students have significant interaction with sales professionals in performing role-plays, interviewing sales people, and required networking events. Sales program alumni provide mentoring.

WILLIAM PATERSON UNIVERSITY

www.wpunj.edu/rbisales

Dr. Prabakar (PK) Kothandaraman
kothandaramanp@wpunj.edu

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

Students: 250
Start Year: 2003
Accreditation(s): AACSB, USCA
full member, PSE, GSSI
Program Type(s): **UMJ, UMN**

Focus Option(s): Financial Services,
Medical/Healthcare Sales,
Technology

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

WINONA STATE UNIVERSITY

www.winona.edu

Marianne Collins
mcollins@winona.edu

Somsen 109
175 W. Mark Street
Winona, MN 55987
507-457-5196

Students: 75
Start Year: 2011
Accreditation(s): AACSB, GSSI,
PSE, USCA associate member
Program Type(s): **UMN**

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

XAVIER UNIVERSITY OF LOUISIANA

www.xula.edu/business

Dr. Joe M. Ricks, Jr.
jmricks@xula.edu

Division of Business
1 Drexel Drive
New Orleans, LA 70115
504-520-7505

Students: 30
Start Year: 2002
Accreditation(s): ACBSP
Program Type(s): **UCO, UMN**

The business program offers a number of dynamic and exciting programs for undergraduate students and prepares them well to take leadership roles in corporate America.

NEW ENTRIES TO THE "TOP LISTING" AT PRESS TIME

HUSSON UNIVERSITY COLLEGE OF BUSINESS

www.husson.edu

Bill Watson
watsonw@husson.edu

1 College Circle
Bangor, ME 04401
207-941-7147

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

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

TEXAS A&M UNIVERSITY

WEBSITE UNDER CONSTRUCTION

Andrew Loring
aloring@mays.tamu.edu

220 Wehner Building

4112 TAMU
College Station, TX 77843
979-845-2958

Students: 180
Start Year: 2014
Accreditation(s): AACSB, PSE
Program Type(s): **UCE**

This program hosts its own Sales Competition with students from the Business School, Agriculture School and Industrial Distribution program. A&M is in phase one of a three phase process to develop a Sales Center.

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.

BLOOMSBURG UNIVERSITY OF PENNSYLVANIA

www.bloomu.edu

Monica Favia, PhD
mfavia@bloomu.edu
400 E. Second Street
Bloomsburg, PA 17815
570-204-5232

This program is expecting to be formally recognized in 2015.

BRIGHAM YOUNG UNIVERSITY

www.byu.edu

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

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

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

www.bcit.ca

Glenna Urbshadt
Glenna_Urbshadt@bcit.ca
3700 Willingdon Ave
Brigham Young University
Barnaby, British Columbia, Canada
V5G 3H2
604-224-5479

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.

BUTLER UNIVERSITY

www.butler.edu

Daniel McQuiston
dmcquist@butler.edu
College of Business
Indianapolis, IN 46208
317-940-9474

Butler University implemented an undergraduate sales emphasis in 2012. The program has 60 students. Students will be required to take Introductory Sales, Advanced Sales, Marketing Communications, and a sales-related internship. All students are required to take two internships. It is a class they take for credit. An innovative teaching method is also employed using storytelling that is transformed into "storyselling" assigned to two students each class.

EURIDIS BUSINESS SCHOOL

www.euridis-ecole.com

Bernard Hasson
b.hasson@euridis.net

62 Rue du Landy
Saint Denis, Ile de France
France 93210
+33 1 55 99 98 30

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

LOYOLA MARYMOUNT UNIVERSITY

<http://www.lmu.edu/>

Mark Leach
mleach@lmu.edu

College of Business Administration
1 LMU Drive
Los Angeles, CA 90045
310-338-1896

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

MARKETING CENTER MUENSTER

[http://www.marketingcenter.de/
ifm/en/index.phpmar](http://www.marketingcenter.de/ifm/en/index.phpmar)

Dr. Manfred Krafft
mkrafft@uni-muenster.de

Am Stadtgraben 13-15
Muenster, Germany 48143
+49 251 83 25025

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

MARQUETTE UNIVERSITY

www.marquette.edu

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

Marquette will be accepting sales students into its new sales emphasis program in mid to late 2015.

MIDDLE TENNESSEE STATE UNIVERSITY

www.mtsu.edu/sales

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

Students may join a sales team that participates in national sales competitions. They have the opportunity to complete sales internships, sales courses and other preparatory programs. To encourage sales skill development and participation in national competitive events, a corporate-sponsored competition across all sections of Personal Selling was created. There are cash prizes and grade incentives as rewards for performance in the two-round competition.

NORTHEASTERN UNIVERSITY

<http://damore-mckim.northeastern.edu>

Jay Mulki, PhD
j.mulki@neu.edu
360 Huntington Avenue
Marketing Group
Boston, MA 02140
617-373-5740

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

NORTHERN ARIZONA UNIVERSITY

<http://franke.nau.edu/>

Kevin Trainor
kevin.trainor@nau.edu
The W.A. Franke College of Business
P.O. Box 15066
Flagstaff, AZ 86011-5066
928-523-7369

This new program has received approval, with the first classes scheduled for the fall of 2016. A sales concentration will be offered.

PURDUE UNIVERSITY CALUMET

purduecal.edu

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

This is a brand new program starting with one course.

REINHARDT UNIVERSITY

<http://www.reinhardt.edu/>

Walter Beck
whb@reinhardt.edu
7300 Reinhardt College Circle
Waleska, GA 30114
770-720-5600

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

SAINT LOUIS UNIVERSITY

www.slu.edu/x28873.xml

Dr. Drew Stevens
dsteve12@slu.edu
3840 Lindell Blvd.
Saint Louis, MO 63108
636-938-4486

Sales Leadership at Saint Louis University is offered online, on ground and hybrid. Courses are eight weeks in length and available to adult learners who work full time and can attend school wherever, however and whenever they can. Our professional sales program has just come on-line this fall semester. However, every marketing major (approximately 750) must take the basic sales course.

SAMFORD UNIVERSITY

www.samford.edu/business

C. Clifton Eason
ceason@samford.edu
800 Lakeshore Drive
DBH 317
Birmingham, AL 35229
205-726-2677

This program is seeking recognition from the university in early 2015. It is starting with 18 students and expecting to offer an undergraduate concentration in Sales.

SAN DIEGO STATE UNIVERSITY

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

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

TEXAS CHRISTIAN UNIVERSITY

www.teeley.tcu.edu

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

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

UNIVERSITY OF MINNESOTA, DULUTH

<http://www.d.umn.edu/~scastleb/>
Dr. Stephen Castleberry
scastleb@d.umn.edu
Dept. of Marketing
1318 Kirby Drive
Duluth, MN 55812
218-726-6314

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

UNIVERSITY OF MISSISSIPPI

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

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

UNIVERSITY OF SOUTH AUSTRALIA

<http://www.unisanet.unisa.edu.au/staff/>

John Wilkinson
john.wilkinson@unisa.edu.au
City West Campus
GPO Box 2471
Adelaide, SA Australia 5051
+61 8 8302 0995

Approximately 225 students per year take the sales course that is offered.

VILLANOVA UNIVERSITY

www.villanova.edu/business/
Greg Bonner
greg.bonner@villanova.edu
Department of Marketing and Business Law
Bartley Hall, Room 3023
800 Lancaster Ave.
Villanova, PA 19085
610-519-4349

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. ▲



HOW YOU CAN PARTICIPATE

Each year, typically in late October/early November, SEF sends an invitation link to participate in our annual data collection survey for the "Top Sales Universities" listing. While much effort is put into connecting with everyone, each year we discover new programs. Accuracy is paramount, so please respond to your invitation and complete the survey, or update your information.

PROGRAMS NOT LISTED

If you have a sales program in place, or are offering/plan to offer some type of sales classes, please connect with us by email: info@salesfoundation.org. ▲

UNIVERSITY SALES COMPETITIONS–

Unique opportunities for sales students and hiring organizations

University sales competitions attract many top sales programs and their students. While some competitions are internal, or focus on regional attendance, many have become national and international in nature, attracting students from all over the world. Sales competitions, varied in format, have also become a venue for top sales organizations to network with the future generation of sales professionals. Competing students use these events as opportunities to refine their classroom skills in highly competitive environments. Many competitions include corporate mixers, career fairs and networking events. To find out more about sales competitions, contact the listed individuals at the various events. ▲

TEXAS A&M COLLEGIATE SALES COMPETITION TEXAS A&M UNIVERSITY		http://salescontest.tamu.edu
Our competition is three rounds and brings together three colleges at Texas A&M that each teach sales courses (Business, Agriculture, and Industrial Distribution)	DATE (OR MONTH) HELD ANNUALLY:	March
	YEAR FOUNDED:	2011
	CONTACT:	Andrew Loring, aloring@mays.tamu.edu ; or Kerry Litzenberg, litz@tamu.edu ; or Norm Clark, clark@entc.tamu.edu
ADDITIONAL EVENTS: We offer 30 minute company spotlight and networking opportunities to our gold and platinum sponsors.		
SWEET 16 SALES CHALLENGE CALIFORNIA STATE UNIVERSITY, CHICO		http://www.csuchico.edu/cob/students/beyond-classroom/professional-sales/professional-sales-competitions.shtml
The Sweet 16 Sales Challenge is a local sales competition open to all students in Marketing 473, Strategic Personal Selling. Students compete in a series of role plays during the semester that utilize cases provided by corporate partners. The "Top 16" students then compete in a live role play judged by our 22 corporate partners to determine the "Top 4."	DATE (OR MONTH) HELD ANNUALLY:	1st Friday in December
	YEAR FOUNDED:	2011
	CONTACT:	Bill McGowan, BMcGowan@csuchico.edu
ADDITIONAL EVENTS: The competition is preceded by a corporate mixer and speed interviewing event on Thursday evening.		
BALL STATE UNIVERSITY REGIONAL SALES COMPETITION BALL STATE UNIVERSITY		http://salescenter.wix.com/bsu-competition
The BSU Regional Sales Competition is a warm-up for the National Collegiate Sales Competition (NCSC). In addition to selling the same product used in the 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).	DATE:	Friday, October 16, 2015
	YEAR FOUNDED:	2003
	CONTACT:	Dr. Scott Inks, sinks@bsu.edu or Michele Bartlett, salescenter@bsu.edu
ADDITIONAL EVENTS: BSU Regional Sales Competition offers a Networking and Recruiting Career Fair as well as a speed selling event.		
NATIONAL TEAM SELLING COMPETITION (NTSC) INDIANA UNIVERSITY		http://kelley.iu.edu/GlobalSales/competition/page15623.html
The NTSC is a team selling competition. It attracts top teams of undergraduate sales students from America's leading universities who wish to pursue high-level, complex sales and to practice team selling simulations. Altria Group Distribution Company and 3M Corporation employees develop the case, role-play as buyers and senior management, and also serve as judges. And, there are cash prizes: \$3,000 for first place, \$2,000 for second, and \$1,000 for third.	DATE:	October 29 & 30, 2015
	YEAR FOUNDED:	2006
	CONTACT:	Andrea Roberts, asr2@indiana.edu
ADDITIONAL EVENTS: Sales career fair, networking reception for all participants		
INTERNATIONAL COLLEGIATE SALES COMPETITION (ICSC) FLORIDA STATE UNIVERSITY		http://fsusalesinstitute.com/icsc
Held in Orlando, FL, the ICSC competition is one of the largest of the sales competitions. The 2015 competition will feature 120 students from 60 schools competing in the selling competition and 80 students from 40 schools competing in the country's only sales management case competition. ICSC hosts 40+ companies recruiting students for sales positions. All competitors and faculty coaches enjoy a complimentary day at an Orlando theme park after the competition.	DATE (OR MONTH) HELD ANNUALLY:	November
	YEAR FOUNDED:	2011
	CONTACT:	Pat Pallentino, ppallentino@fsu.edu
ADDITIONAL EVENTS: Both B-2-C and B-2-B Selling Scenarios; 4 Rounds of Role-play Competition; Sales Management Case Competition; Career Fair with over 40 Recruiting Companies; Complimentary Tickets to Theme Park for Students and Coaches		

NATIONAL COLLEGIATE SALES COMPETITION (NCSC) KENNESAW STATE UNIVERSITY	www.NCSC-ksu.org
NCSC is the largest and oldest collegiate sales competition that includes universities from North America and parts of Europe. The format is an elimination style tournament with 20 minute Sales Call Role-Plays. The competition has an opening, wildcard, quarter-final, semi-final and Championship Rounds. Industry professionals and sales experts from academia participate as judges and industry professionals participate as the prospects/buyers throughout the event. Prior to the event sponsors are provided resumes of all participating sales candidates and access to all competition recordings post event for a limited time.	DATE (OR MONTH) HELD ANNUALLY: March or April
	YEAR FOUNDED: 1999
	CONTACT: Dr. Terry W. Loe, tloe@kennesaw.edu or Ms. Mary Foster, mfoster@kennesaw.edu
	ADDITIONAL EVENTS: NCSC begins with an informal golf-outing for all participants. A sponsor exclusive Sales Career Expo runs with the competition the first two days. An informal networking event is also held. The Final Four competitors are announced at the networking event. The final day includes the Championship Round and the NCSC Awards Banquet.
NATIONAL SALES CHALLENGE WILLIAM PATERSON UNIVERSITY	http://rbisaleschallenge.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 Sales Labs and the awards ceremony takes place aboard a cruise ship off New York City. Sponsored by leading corporations, the event also features corporate presentations and job interviews.	DATE (OR MONTH) HELD ANNUALLY: November
	YEAR FOUNDED: 2007
	CONTACT: Tim Werkley, werkleyT@wpunj.edu ; Prabakar 'PK' Kothandaraman, kothandaramanp@wpunj.edu
	ADDITIONAL EVENTS: Table Talk, featuring 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.
WESTERN STATES COLLEGIATE SALES COMPETITION (WSCSC) CALIFORNIA STATE UNIVERSITY, CHICO	http://www.csuchico.edu/cob/students/beyond-classroom/professional-sales/professional-sales-competitions.shtml
The WSCSC is an energetic and exciting venue for students, recruiters and faculty. Student competitors are among the best sales students from universities across the U.S., and are offered a chance to showcase their skills to 22 corporate partners/recruiters that make the event possible. The live "role plays" this year feature Salesforce and ADP. There will be 15 universities competing this year including Baylor, Kansas State, Ball State and Arizona State to name just four.	DATE (OR MONTH) HELD ANNUALLY: 4 th Friday in April
	YEAR FOUNDED: 2005
	CONTACT: Bill McGowan; BMcGowan@csuchico.edu
	ADDITIONAL EVENTS: The competition is preceded by a corporate mixer and speed interviewing event on Thursday evening.
UNIVERSITY OF TOLEDO INVITATIONAL SALES COMPETITION (UTISC) UNIVERSITY OF TOLEDO	http://www.utoledo.edu/business/ESSPS/ESSPSUTISCNational.html
The UTISC is for juniors, sophomores, and freshmen (no seniors). Corporations can find tomorrow's top talent today. Think interns! Better insight with separate divisions for juniors and sophomores/freshmen. Quarter Finalist Breakfast is exclusively for the best students who make it to quarter finals and the top 5 sponsors. Coaching/Interviewing sessions in between the competition rounds for most sponsor levels. Online tools and role play room naming opportunities. Channel selling and distribution focus with competition rounds on selling to distributors, dealers, and business end users.	DATE (OR MONTH) HELD ANNUALLY: February 25-27, 2016
	YEAR FOUNDED: 2016
	CONTACT: Deirdre Jones, Director, deirdre.jones@utoledo.edu
	ADDITIONAL EVENTS: Coaching/Interviewing sessions in-between the competition rounds, exclusive Quarter Finalist Breakfast, concurrent career fair, and awards reception.
THE GREAT NORTHWOODS SALES WARM UP UNIVERSITY OF WISCONSIN-EAU CLAIRE	http://www.uwecsaleswarmup.com/
The Great Northwoods Sales Warm Up is a small and highly personal competition. Because our space is limited, only 60 students (20 universities) compete at our event. Due to the reputation of the UW-Eau Claire sales program, student competitors come from some of the best sales programs in the country. Every student competitor at The Warm-Up is passionate about sales as a profession. We work hard but we also like to have fun. Students participate in two role plays and receive immediate feedback from sponsor judges. The Warm Up includes a one day career fair.	DATE (OR MONTH) HELD ANNUALLY: October 23-24, 2015
	YEAR FOUNDED: 2007
	CONTACT: Bob Erffmeyer, effmerc@uwec.edu or Jerry Kollross, kollrogm@uwec.edu
	ADDITIONAL EVENTS: The Warm-Up includes a one day career fair.
NORTHEAST INTERCOLLEGIATE SALES COMPETITION BRYANT UNIVERSITY	http://nisc.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, with sessions in improv-training to promote adaptive selling, tapping into social media to keep the connection alive between well-trained sales students and the exceptional employers they meet at the competition, and providing many opportunities for students to connect with professionals in meaningful ways.	DATE (OR MONTH) HELD ANNUALLY: November 13, 2015
	YEAR FOUNDED: 2012
	CONTACT: Stephanie Boyer sboyer@bryant.edu
	ADDITIONAL EVENTS: Social media contest, elevator pitch competition, networking/recruiting lunch, networking reception, full day of skill-building sessions and faculty break-out sessions to advance sales education.

PRO-AM SELL-A-THON®
PSE REGIONAL LOCATIONS

www.pse.org

The Pro-Am Sell-a-Thon® is open to collegiate members of Pi Sigma Epsilon. The competition is held at five regional conferences and the national convention. Students competing at both are part of the year-long competition, but receive prizes for first and second place at each regional. Competing students must review modules from Carew International and set appointments that are scored. Carew also provides additional training for students and coaches. Vector Marketing, Pro-Am sponsor for over 12 years, is the featured product at either regionals or the national competition. All are business-to-business role plays.

DATE (OR MONTH) HELD ANNUALLY: Regional conferences held five consecutive Fridays beginning with last week of October; National Convention competition is March-April of each year.

YEAR FOUNDED: 1952

CONTACT: Ann Devine, ann.devine@pse.org

ADDITIONAL EVENTS: Regional conferences—1.5 hour career fair between the morning coaching and afternoon judging. National competition: 3 hour career fair as part of the convention.

Q&A

with Sales Students

WHAT DID YOU TAKE AWAY FROM THE EXPERIENCE OF COMPETITION?



MELANIE WOOD

A I learned an entirely new product and industry, under a time constraint, and was able to sell it to a buyer in under 20 minutes. Where else can a college student get this kind of real life experience? I gained confidence in my ability to learn and had the opportunity to collaborate on a team. I also further developed skills in sales presentation, product knowledge, and needs assessment. The most unique lesson I learned from the sales competition is to listen to the buyer! I had the opportunity during a role play to be the buyer for my teammate while training. When I was on the other side of the table, I realized how crucial it is to listen to the buyer, because they are dropping you helpful clues which you can use to leverage the sales. I have become a better sales person from my experience at the NISC 2014 sales competition. ▲



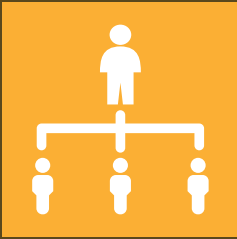
ANTHONY PIANA

A My professional student organization, the American Marketing Association put on a sales contest during our regional conference late last year. The company whose product the contestants were selling was actually a company I interned with last summer. I had to be certified on the products, so I already did a sales scenario with the product the contestants were trying to sell. I was then able to become a judge for the competition. It was a very enlightening experience since I was on the other end of the process this time around. It was great for my fellow classmates to see what I did last summer for my internship, along with the different types of products I was introduced to. ▲

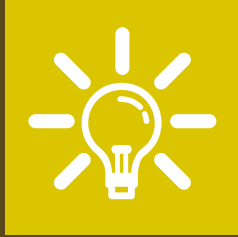


MEGAN ANDERSON

A Throughout the three experiences I have had in competitions, I have been able to sharpen my sales skills in a unique way. I learned how to shorten pitches to fit a certain time frame, how to manage the time I have allotted for a call, and have been able to pick up on nonverbal and discrete communication much more than I was able to before. I have also developed a greater appreciation for the lessons taught in my sales classes. Everything I learned at UD was so invaluable and became second nature to me during each competitive sales call. Finally, I feel that I gained a better admiration for my teammates. It was so helpful to get constant feedback and to be able to practice calls regularly with such a talented group of individuals. ▲



The Career Development Program



An integral part of the SEF's overall mission "to elevate the sales profession through university education" is exemplified by the SEF's Career Development Program. Through a partnership with Chally Group, A GrowthPlay Company this program provides students the opportunity to participate in a predictive assessment. By exploring personalized results, students learn where their areas of strength lie. Incorporating sections of their results into resumes, can help showcase their skills in job interviews and career fairs. Since 2007, over 11,000 students from over 65 university sales programs have participated. ▲



KEVIN CARPENTER

WHAT WAS YOUR PERSONAL EXPERIENCE WITH OUR VIRTUAL CAREER DEVELOPMENT PROGRAM PRESENTATION?

"Thank you for speaking to my class...and giving us the use of the (Chally) assessment. Many of these types of test (Myers-Briggs, Strength Finder, etc.), do not have the feel that this one does, nor do they produce the volume of applicable information and opportunities related to the results."

Kevin Carpenter

HAVE YOU USED YOUR CHALLY ASSESSMENT RESULTS? IF SO, HOW?

"I have used my Chally assessment results in a few different ways. I have used them to answer the dreaded "greatest strength/weakness" question, as well as to speak intelligently about my sales capabilities in interviews, and I have also used them to identify and explore areas of sales in which I can improve myself."

Megan Anderson

"I was having a hard time deciding if I would be better fit for a career in new business development or business retention. My Chally assessment results have helped me to direct my career in finding the best sales role for my personality."

Melanie Wood

4th ANNUAL SALES EDUCATORS' ACADEMY

**ROLLINS COLLEGE,
ORLANDO, FLORIDA
JUNE 24-26, 2015**

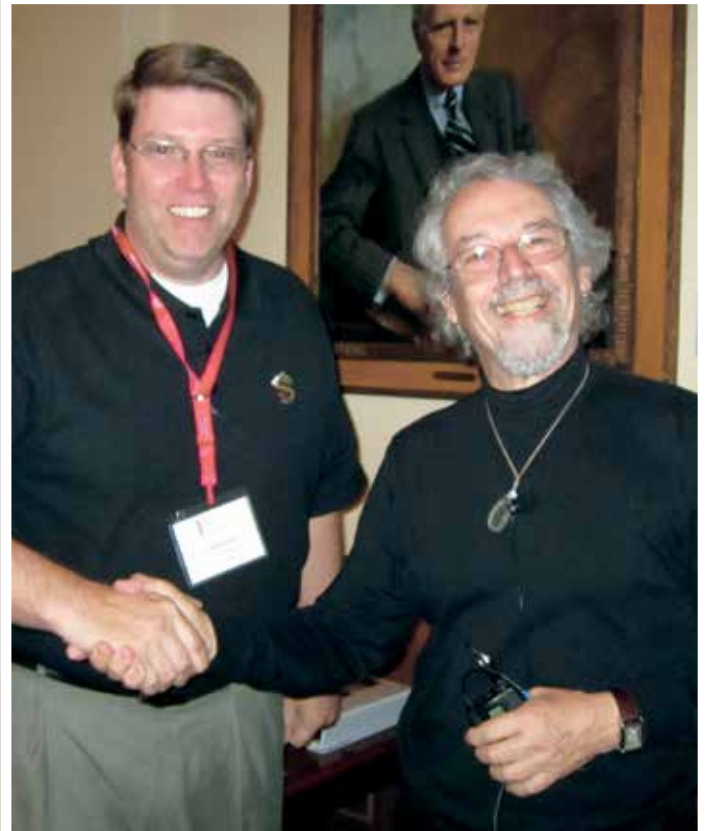
Sales education is becoming increasingly important for today's college graduates. According to a study from Chally Group Worldwide, 82% of all marketing majors and 66% of ALL college of business students are headed for a sales related job.

"THE BEST PART... WAS THE DISCUSSIONS FOLLOWING THE PRESENTATIONS ("HOW WOULD YOU TEACH THAT SUBJECT") WITH ITS RICH EXCHANGE OF BEST CLASSROOM IDEAS FOR THE TOPIC."

—2012 PARTICIPANT

The 4th Annual Sales Educators' Academy, June 24-26, hosted by Florida State University in partnership with Rollins College and the Sales Education Foundation, seeks to help sales educators of ALL experience levels improve their ability to teach sales students the skills and knowledge that these students will need upon graduating from business school. The academy was developed by Leff Bonney, Ph.D., Florida State University, Greg Marshall, Ph.D., and Mark Johnston, Ph.D., from Rollins College.

The SEA is not a traditional conference but features a hands-on approach to each session. Day one includes an evening cocktail reception and the Kick-Off dinner features guest speaker, Neil Rackham, well known author of SPIN Selling.



Specifically, the Sales Educators' Academy is targeted for:

- Experienced sales educators seeking to re-tool their course curriculum
- Clinical faculty who may have valuable sales experience but who would like to learn more about how to leverage this experience in the college classroom
- Faculty new to sales teaching
- Faculty who are considering starting or who have recently started a sales center at his/her university
- Adjunct faculty who teach sales on a part time basis ▲

For more information or to register for the event, visit:
saleseducatorsacademy.com or contact Dr. Leff Bonney, lbonney@fsu.edu



**JUST
HIRED**

**COLLEGE-TRAINED SALES
PROFESSIONALS ARE**

**ONE
STEP
AHEAD**

THE CAREER DEVELOPMENT PROGRAM

Chally Group, a GrowthPlay Company, is proud to support the SEF by providing materials and technical expertise for the Career Development Program. Students in sales programs are given the opportunity to participate in the Chally assessment and receive free feedback and support materials highlighting their predicted strengths in the professional sales space.

WWW.CHALLY.COM

For more information:

Call 800.254.5995

© Copyright 2015 Chally Group Worldwide

Chally Group
A GrowthPlay Company