

# SALES EDUCATION Annual 2019

Funded by: **SEF**

**Sales Education  
Foundation**

Elevating the Sales Profession  
Through University Education

University Sales Education | Career Selection & Alignment | Sales Research Grants

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



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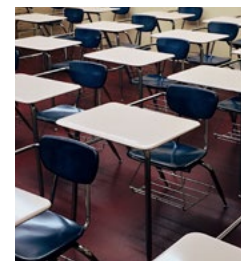
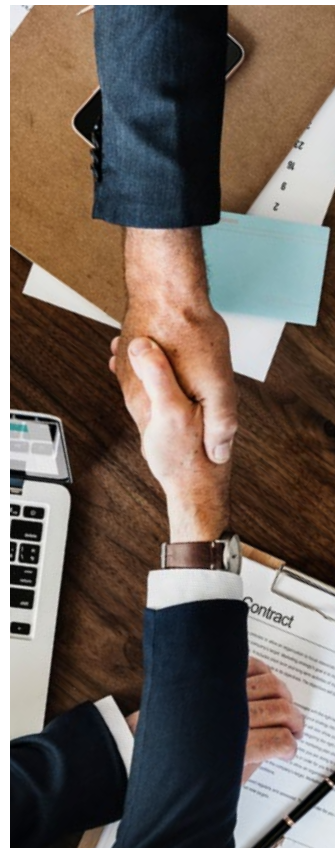
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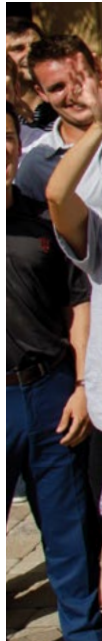
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**Glassdoor**  
Best Places to Work, Employees' Choice 2013, 2014, 2015, 2016

**Human Rights Campaign Corporate Equality Index**  
Best Places to Work for LGBT Equality 2018

**Join the conversation!**





Sally C. Stevens  
Executive Director



Marty Holmes  
Associate Director

**FROM THE EDITORS<sup>1</sup>**

OUR 13TH EDITION OF THE SEF ANNUAL INCLUDES A VARIETY OF ARTICLES OF INTEREST TO DIVERSE AUDIENCES. ONE CENTRAL THEME EMERGED THROUGH MANY OF OUR GUEST AUTHORS—**ACADEMIC RESEARCH IS CRITICAL**—encouraging the rise of Ph.D. candidates in Sales and supporting the professional community by providing access to research from innovative thinkers. Readers will enjoy our feature article on a “triple fit” approach to hiring, as well as articles on research as it fits into what professionals need in order to better hire, retain and train. Additional topics include interesting research on sales methodologies, techniques used in the classroom and new curriculum opportunities for sales students. The ANNUAL continues to provide space for other sales-based educational organizations who share their passions and stories.

The main focus of our ANNUAL magazine remains the Top Sales Universities within the pages of our listing. The very first SEF listing featured 27 universities who met basic criteria. Fast forward 13 years and you'll find 134 North American universities in the 2019 listing. In addition there are 16 International universities featured. We continue our tradition of collecting, analyzing and sharing data on these universities who provide high quality professional sales education to their students. Explore the information and connect with the contacts listed to learn what each unique program is doing.

We thank those involved in professional sales education—whether an educator, administrator or sponsoring company—each are responsible for helping this discipline gain recognition. We have seen tremendous growth during the past 13 years and are proud of everyone's accomplishments.

This edition, just like others in the past, will be one you'll want to refer to throughout the year! ▲

*Sally C. Stevens*

SALLY C. STEVENS

*Marty Holmes*

MARTY HOLMES

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

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# STRENGTHS, STYLES & SKILLS:

## TRIPLE FIT APPROACH TO SALES TALENT



“SALES ORGANIZATIONS ARE STRUGGLING WITH WHO TO HIRE, HOW TO FIND THEM AND HOW TO DEVELOP AND SUPPORT THEM.”

This quote comes from the CSO Insights 2018 Sales Talent Study released this fall. In fact, the study reports that only 16% of sales leaders say they are confident that they have the talent they need to succeed in the future.

So, what should you do if you are a sales leader in the other 84%? First and foremost, recognize that assembling the right sales team can be a complicated equation. Our guess is that you have multiple roles within your sales organization. Each of these roles may require different profiles, competencies, and skillsets to truly drive success for individuals and teams. People who don't work in sales often lump all sales jobs and all salespeople into one category, resulting in generic hiring and development practices that don't always help you drive long-term revenue and growth. To build and execute an effective talent strategy, you need to customize processes, training, and tools in a way that addresses the unique and complex nature of sales.

The good news is that complex doesn't mean it has to be hard. At GrowthPlay, we've developed our Triple Fit approach to acknowledge the multi-faceted nature of getting sales talent right while simplifying the complexity.

### GROWTHPLAY'S TRIPLE FIT APPROACH TO SALES TALENT MANAGEMENT

If you are looking to improve your odds of attracting, selecting and retaining top performers, we suggest that you use this framework to launch conversations among sales leaders, HR, L&D and sales enablement colleagues.

HERE'S A QUICK PRIMER ON THE THREE ELEMENTS



## SELLER STRENGTHS

Optimizing your sales force requires you to put people into roles that align with their natural strengths. Just as baseball has very specific roles—pitchers, outfielders, catchers and short stops—sales has many different and unique roles. And you will find, as they do with baseball, not many people can successfully play multiple roles effectively.

Our 45+ years of research and experience have shown that different sales roles require different strengths. For example, new business developers selling cutting-edge offerings need strengths in networking, qualifying prospects, and problem-solving. Account managers, on the other hand, need to possess the aptitude to educate customers, solicit feedback, and get things done on behalf of their clients or customers. It is extremely rare to find one person who has the natural capacity to perform both jobs well. In fact, it's so rare that we call these people "purple unicorns" – meaning stop looking for something that does not exist! Instead, get clear on what roles you need based on your market and sales approach and then focus on finding people with the potential to succeed in those sales roles.

## SELLER STYLES

In a nutshell, any version of personality style is simply a way of capturing the pattern of differences in our habits, motivations, and preferred approaches to life. When viewed this way, it makes sense to recognize that a person's patterns (aka style) can influence the kinds of jobs they will be attracted to and will be energized by. Someone who is extroverted and theatrical will likely prefer a sales job that is action oriented and has a short sales cycle. On the other hand, someone with a quiet, patient, and people-oriented personality will likely be drawn to selling roles that require a relationship approach.

Research pioneered by the Chally Group Worldwide (now part of GrowthPlay) revealed that there is no one best sales approach. In fact, our studies show that there are four main sales approaches, each of which best fits four different market types. And fascinatingly, it seems that certain personality styles best align with these four different sales approaches.

Of course, there is a big caveat when it comes to making style part of your talent management strategy. A person can like doing something but not be good at it. As a result, hiring and placement decisions based on style alone can backfire. So don't stop at styles. You need to formally evaluate strengths and skills.

## SELLER SKILLS

The last piece of the equation is seller skills. Skills is the term GrowthPlay uses to convey the quality with which sellers demonstrate desired behaviors on the job. Potential strengths are often only fully realized (turned into demonstrated skills) when they are intentionally developed through self-study, coaching, training, and practice.

While strengths may carry across from one firm to the next for similar roles or job families, the skills your company needs will vary depending on how you design your sales organization, how you clarify responsibilities and measure success or KPIs, and how you design your sales process. As Frank Cespedes writes in his book, *Aligning Strategy and Sales*, "You need to develop salespeople so that they are good at executing the sales tasks that are aligned with your specific strategy, not what they learned at another company that made a different set of strategic choices."

Other mistakes to avoid in the skills arena include attempting to fix talent gaps through training alone and/or sending everyone to the same training regardless of their skill level or role. We suggest getting clear on the skills you require and expect, assessing how well your sellers demonstrate those skills, and taking action to address the skill gaps that matter most to achieving outcomes such as revenue growth, client satisfaction, and retention.

## THE POWER OF TRIPLE FIT

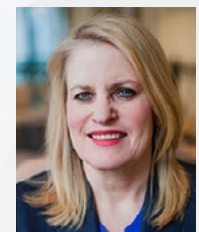
Patti McCord, the former Chief Talent officer at Netflix became well-known and respected for her revolutionary approaches to talent management. She famously sums up her approach by asking one simple question, "Are your people doing the work they love doing and that they are extraordinarily good at?" We believe the Triple Fit approach provides you with the guidance you need to answer "yes" to that question.

Styles can give you a sense of what your sellers love doing. Strengths indicate each person's natural fit for a specific sales role. Skills tell you what activities your sellers have mastered and where they may need help to become extraordinarily good. Combine the three and what started as a complex puzzle becomes as easy as putting the right pegs into the right holes. ▲

GrowthPlay's blog features tools and tips you can use. Learn more and sign up for the blog at <https://growthplay.com/>



Wendy Mack  
GrowthPlay



Tracey Wik  
GrowthPlay



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# WHY YOU SHOULD

## ADD HUMOR TO YOUR SALES TRAINING PROGRAM

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## WANT TO GIVE YOUR SALES TEAM AN EDGE?

Companies and universities are turning to humor for high performance

Adaptability training through improv games and activities helps sales trainees overcome barriers in communication and in connecting with others. Given its humorous nature, this type of training creates a safe environment for trainees to build competencies in recognizing and monitoring emotions, gaining empathy, recognizing bias, listening, and improving confidence and decision-making under pressure—all while having fun. When was the last time you attended sales training where trainees were engaged, smiling, and at times, laughing?

When I first started teaching sales, I noticed during training that students would stop in the middle of their first role play, look up at me stunned, and say, "I don't know what to say." This was frustrating, so I turned to Melissa Bowler, founder of Providence Improv Guild, to help me teach students to adapt with confidence and think on their feet, rather than feeling like a deer caught in headlights. Each semester, we started with a session on adaptability training and students breezed through role plays. We didn't understand exactly what was changing, but we noticed students were performing well and employers started coming to campus asking if there was something in the water at Bryant because our graduates were performing so well in sales. We started conducting research and found something very interesting. Before adaptability training, females reported lower confidence than males in their ability to make decisions, think during

stressful situations, and adapt to new information. After just one training session, we saw lasting improvements for both males and females, but what shocked us was that just one training increased the female group confidence levels to the same as their male counterparts. At that point, we knew we had something special.

Dr. Robert Peterson, Associate Professor of Marketing and Editor of Journal of Selling, uses adaptability training in his B2B class each week at

**"NO ONE WAKES UP IN THE MORNING AND IS HANDED A SCRIPT FOR THE DAY. IT'S ALL ABOUT IMPROVISATION, BUT THE GOAL IS NOT TO BE FUNNY, BUT VALUABLE."**

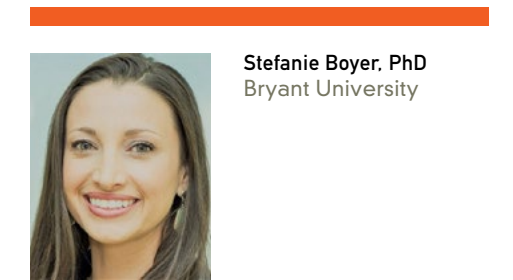
Northern Illinois University. Peterson explains that in sales, "No one wakes up in the morning and is handed a script for the day. It's all about improvisation, but the goal is not to be funny, but valuable." Peterson takes his class to Second City in Chicago for training once a semester and has noticed a marked difference in student listening skills and confidence. He uses improv in class as a teaching tool and has found lessons in improv have expanded his teaching ability, "If spontaneity, creativeness, collaboration, and listening are important business skills, then improv is the perfect training tool. In fact, I am taking my 7th formal class myself at Second City and it has broadened my classroom teaching significantly."

**"IF SPONTANEITY, CREATIVENESS, COLLABORATION, AND LISTENING ARE IMPORTANT BUSINESS SKILLS, THEN IMPROV IS THE PERFECT TRAINING TOOL."**

Dr. Andrea Dixon at Baylor University hosts an entire boot camp before the semester starts each fall including improv training. Dr. Howard Dover at the University of Texas at Dallas conducts improv sessions for mixed

groups of students and corporate partners. Dr. David Fleming at Indiana State University incorporates improv games to train students on presenting the features, advantages, and benefits of products and services, and uses improv as a tool to engage students in a world of digital disruption. Companies are using adaptability training to adapt to changes in the marketplace. For instance, Nick Valeri at Toast notes that adaptability and improv training have helped him make connections with customers.

Dr. Ellen Pullins at the University of Toledo found a huge theory and practice gap during her research in Journal of Marketing Theory and Practice. She found that, "Salespeople clearly know they should adapt. They report it as a critical skill and something that they do in interviews on best practice, but their customers tell a different story—one where the same salesperson walks in with a canned presentation, listens intently to the customer needs, signals agreement and understanding, and then pulls out the canned or preplanned PowerPoint." It is common sense to use adaptability training and apply it in sales; it is just not common practice yet. If you want your sales team to win more business and connect with customers more effectively, then give improv a shot. ▲



## PAST AWARD RECIPIENTS



# SEF RESEARCH GRANTS CONTINUE TO YIELD PRACTICAL INSIGHTS

Since 2011, the Sales Education Foundation has awarded more than \$100,000 in research grants through the generous support of Neil Rackham and others. A key criterion in the judging of each year's grant applications is the practicality of the research topic. In other words, we want to promote sales research that not only advances the body of knowledge, but also provides valuable insights to the millions of sales practitioners around the world.

In 2018, three award recipients published their completed research projects. We are thrilled to highlight the insights from these projects and to congratulate the authors on their success.

## ENGAGE YOUR SELLERS IN THEIR OWN GOAL SETTING

### RAGHURAM BOMMARAJU—2014 GRANT RECIPIENT

Incentive compensation plays a large role in motivating and rewarding salespeople's performance. In their research paper *Self-Selected Sales Incentives*, Raghuram Bommaraju of Iowa State University and a colleague examined the impact of letting salespeople self-select their own sales targets and rewards. In a series of experiments, sellers were given a menu of incentive schemes from which they could choose a single option. For example, a seller could choose among a \$1,000 bonus for a 5% sales growth, \$2,000 for 12.5% growth, and \$4,000 for 20% growth. Other salespeople were assigned a uniform target and reward by their managers, which is the typical management approach.

They discovered that the salespeople who self-selected their incentive plans dramatically outsold those who were assigned a uniform quota and bonus. They suggest that this is because the sellers took greater ownership in their goals, since they played a role in setting them. The managerial implication here is powerful: You should not treat all of your salespeople identically when it comes to goal setting and incentives. Different sellers perform at different levels, and they are more motivated and productive when they set goals in which they have confidence and ownership.

## CAREFULLY MANAGE ROLES THAT BOTH SELL AND SERVICE CUSTOMERS

### RAJ AGNIHOTRI—2014 GRANT RECIPIENT

Many salespeople play two distinct roles: 1) servicing existing customers 2) proactively upselling and cross-selling those customers. In the research paper *Salesperson Ambidexterity and Customer Satisfaction*, Raj Agnihotri from the University of Texas at Arlington and his colleagues examined the impact of these dual roles on salespeople's behavior and effectiveness. More specifically, they set out to discover whether sellers who were required to play both roles were better at adapting to their customers' needs, and whether the stress of playing dual roles led to job dissatisfaction.

Their research concluded that salespeople who played both roles were in fact much more adaptable to their customers' buying needs. However, they also discovered that the dual roles caused conflict for the sellers. The implications for sales leaders are many. Companies that employ such dual roles must not only clearly define expectations for the roles, they must also enable both behaviors through specialized training and support. Finally, management must be alert to the challenges of such dual roles to ensure that employees are not conflicted, which could have a negative impact on their customers.

## BEWARE: TURNOVER IN A SALES FORCE IS CONTAGIOUS

### V. KUMAR—2015 GRANT RECIPIENT

Involuntary turnover is a killer of sales force productivity; however, most sales leaders consider it an unavoidable reality. In the research paper *Why Do Salespeople Quit?*, V. Kumar from Georgia State University and his colleagues investigated the actual underlying causes of avoidable sales force turnover. Not only did they look at factors related to the salesperson, such as relative sales performance, customer satisfaction, and goal attainment...They also looked at the influence of their peer's behaviors, such as the variance in peer performance and the turnover of their colleagues.

Interestingly, the research revealed that the peer factors mentioned above had a greater impact on salesperson turnover than the performance of the sellers themselves. In other words, while a salesperson's poor performance might foretell their departure, an even stronger indicator might be the behavior of their peers. The implication is that sales leaders need to pay close attention to their sales force as a whole, because once turnover takes place (both voluntary and involuntary), the probability increases that more defections are coming.

## STAY TUNED

If you are a sales professional, we encourage you to continue paying close attention to the great insights being uncovered by the community of university researchers. Visit the SEF website's Sales Research page (<https://salesfoundation.org/elevating-sales/sales-research/>) periodically to see recent additions.

If you are a researcher looking for additional resources, don't forget SEF funds two annual research grants. Information on this is also available on the Sales Research page of the SEF website. ▲



Jason Jordan  
Director of Research, SEF  
Vantage Point Performance

# HOW THE USCA CONTRIBUTES TO SALES RESEARCH



As noted in the Sales Education Foundation (SEF) Annual Magazine, sales education continues to be an important area of academic inquiry and its reach is broadening. The Sales Education Foundation (SEF) has developed a strong base of support at the university level through its funding of sales research for enhancing business practices and educational reforms. A key goal of these efforts focuses on “bridging the gap between academia and industry.” The University Sales Center Alliance (USCA) shares the SEF’s mission of promoting academic and business research that enhances how academia prepares students for a career in sales and how industry practices the art and science of sales.

The University Sales Center Alliance (USCA) is a consortium of sales centers and institutes connecting university faculty members with many different backgrounds and areas of expertise. Launched in 2001, the USCA has grown to over 50 sales centers and institutes in four countries (and growing). Our mission is “To advance the selling profession through setting and monitoring sales program standards, sharing best practice, enhancing sales curricula, and preparing students for a career in sales.” Together, our members advocate for the continuing advancement of the sales profession through teaching, research and outreach. In past SEF articles we discussed how the USCA helps students prepare for a sales career, either through entering the professional workforce or seeking doctoral degrees in sales. Here, we focus on how the USCA encourages and supports sales research.

The Academic Resources Committee (ARC) oversees the majority of the USCA’s research activities. ARC’s charge is to identify ways that the USCA can support this mission with the resources at our disposal. The USCA values academic research that (1) advances sales as both an academic and applied discipline, (2) enhances sales pedagogy and (3) creates the next generation of sales leaders in higher education. Towards that end, each year the ARC develops a list of projects that we feel meet those goals.

The USCA supports sales research in five interrelated areas: (1) Editing and Sponsoring Academic Journals, (2) Funding Doctoral Dissertations, (3) Best Journal Articles, (4) Academic Conference Support, and (5) USCA member research.

Overall the USCA through the efforts of the ARC hope to see the continued rise of the sales discipline in academic research circles, create stronger sales educators, create research that matters to both academics and practitioners, and encourage the growth of more sales academics for the future of the discipline. If you have any questions, please feel free to call (262-472-5474) or email (peltierj@uw.edu) Jimmy Peltier to learn more about what we do at the USCA. You can also visit our website (<http://www.universitysalescenteralliance.org/>). We look forward to hearing from you! ▲

## ACADEMIC CONFERENCE SUPPORT

Academic conferences are one of the most important mechanisms for the sharing of research ideas. The USCA has long been an active sponsor of such endeavors. In the past five years the USCA has allocated funds (best papers, educators, receptions etc.) at a wide range of conferences, including the Global Sales Science Institute, the National Conference for Sales Management, AMA Sales SIG, AMA Collegiate Conference, the Sales Management Association, and the PHD Project. To encourage research collaboration amongst member institutions in research the ARC is developing a USCA research symposium to coincide with our bi-annual meetings.

## BEST JOURNAL ARTICLES

Recognizing and supporting high-level sales research through published journal articles and academic conferences is a key component of the USCA’s mission.

Beginning in 2019, the USCA will also be sponsoring a Best Application Paper with a corporate partner in the Journal of Selling. The Journal of Selling’s “objective is to provide a focus for collaboration between practitioners and academics for the advancement of education and research in selling.” For more information, contact Editor Rob Peterson (peterson@niu.edu) or visit their website. <https://cob.niu.edu/academics/marketing/certificates/journal-of-selling/index.shtml>

## FUNDING DOCTORAL DISSERTATIONS

The USCA has placed high priority on identifying the next generation of sales academics and researchers. In pursuit of this goal, the USCA sponsors two dissertation-related research activities: (1) The National Conference of Sales Management Doctoral Student Awards and (2) the AMA Sales SIG Doc Proposal Awards. Winners included Shashank Vaid and Manuel Berkmann.

## ACADEMIC JOURNALS

Since 2012, USCA leaders Andrea Dixon, Dawn Deeter and Jimmy Peltier have edited five special issues in academic journals: the Journal of Marketing Education, the Journal of Research in Interactive Marketing, and the Journal for Advancement of Marketing Education. The USCA is once again editing another special issue on sales in the Journal of Marketing Education: “Special Issue Call for Papers: Sales Education and Training 2.0.” (<https://journals.sagepub.com/doi/full/10.1177/0273475318811708>). The submission deadline is February 1, 2020. Please contact Co-editors Dawn Deeter (Ddeeter@ksu.edu) or Jimmy Peltier (peltierj@uw.edu) for more information.

The USCA is also committed to continuing these efforts as well as expanding our global influence on sales research. The ARC has plans to offer a best sales paper of the year award through the European Journal of Marketing. A significant number of citations have emerged from these journal sponsoring activities.

## USCA MEMBER RESEARCH SUPPORT

The largest project that the ARC is currently working on is the creation of a research grant program for researchers at USCA member schools. The goal of this effort is to incentivize the USCA membership to create cutting edge research in the sales domain that has a strong likelihood of high level journal publication. In a related measure, the ARC is working to develop a point of connection for researchers at member institutions to find research partners with similar interests or necessary skill sets to advance research projects.



Dr. Jimmy Peltier  
USCA President  
University of Wisconsin-Whitewater



David Fleming, ARC Chair  
Indiana State University

# 2019 SEF TOP UNIVERSITIES FOR PROFESSIONAL SALES EDUCATION

## TOP NORTH AMERICAN SALES SCHOOLS

University	Online Course	Specialty Area	CRM	Sales Internship Required	% of Job Placement	Has a Sales Lab	University	Online Course	Specialty Area	CRM	Sales Internship Required	% of Job Placement	Has a Sales Lab	
Appalachian State University	▲				4	90	Nicholls State University	▲				95	▲	
Arizona State University	▲			▲	3	90	North Carolina A&T State University				*	80	▲	
Arkansas State University	▲	▲	▲	▲	3	95	North Dakota State University			▲	▲	100	▲	
Auburn University	▲	▲	▲		5	95	Northern Arizona University					*	100	▲
Aurora University	▲	▲	▲	▲	3	95	Northern Illinois University	▲				8	100	▲
Baill State University	▲	▲	▲	▲	6	95	Northwest University			▲	▲	3	100	
Baylor University		▲	▲	▲	5	100	Ohio University	▲				8	100	▲
Bentley University		▲	▲	▲	3	100	Plymouth State University			▲	▲	6	*	▲
Bloomsburg University of Pennsylvania		▲	▲	▲	4	95	Purdue University	▲		▲	▲	10	995	▲
Bowling Green State University	▲	▲	▲		4	*	Purdue University Northwest					2	*	▲
Bradley University					3	100	Ryerson University	▲	▲	▲	5	*	▲	
Brigham Young University	▲	▲	▲	▲	2	100	Salisbury University			▲	▲	4	100	▲
British Columbia Institute of Technology				▲	3	100	Samford University			▲	▲	2	100	▲
Bryant University		▲	▲	▲	3	*	Sonoma State University					9	*	▲
Butler University		▲	▲	▲	3	98	Southeast Missouri State University	▲	▲	▲	2	*	▲	
California State University, Chico		▲	▲	▲	9	100	Southeastern Louisiana University			▲		4	*	
California State University, Fullerton		▲	▲	▲	7	95	Southern New Hampshire University				2	100	▲	
Central Michigan University	▲	▲	▲	▲	8	95	St. Ambrose University			▲		5	100	▲
Clemson University					4	100	St. Catherine University			▲	▲	8	95	▲
Cleveland State University				▲	3	*	St. Cloud State University					8	100	▲
University of North Carolina	▲													
University of North Texas		▲	▲											
University of San Diego, The		▲												
University of South Carolina, The		▲												
University of South Florida, The		▲												
University of Southern Mississippi, The		▲												
University of Texas at Arlington, The		▲												
University of Texas at Dallas, The		▲												
University of Toledo		▲												
University of Washington		▲												
University of Wisconsin - Eau Claire		▲												
University of Wisconsin - Oshkosh		▲												
University of Wisconsin - Parkside		▲												
University of Wisconsin - River Falls		▲												
University of Wisconsin - Whitewater		▲												
University of Wyoming														
Utah State University		▲												
Virginia Commonwealth University		▲												
Virginia Polytechnic Institute and State University		▲												

College of New Jersey, The	▲				2	100	Stetson University					4	*	▲
DePaul University	▲	▲	▲		19	95	Temple University	▲	▲			6	87	
Douglas College		▲	▲		8	90	Texas A&M University					6	*	▲
Duquesne University		▲	▲	▲	4	91	Texas State University			▲	▲	6	95	▲
East Carolina University		▲	▲	▲	4	*	The Citadel			▲	▲	5	100	▲
Eastern Kentucky University		▲	▲	▲	3	*	Tuskegee University					4	68	▲
Eastern Michigan University		▲	▲	▲	3	90	University of Akron	▲	▲	▲	▲	7	100	▲
Elon University		▲	▲	▲	3	95	University of Alabama	▲	▲	▲	▲	6	100	▲
Ferris State University		▲	▲	▲	8	*	University of Alabama at Birmingham	▲	▲	▲	▲	6	90	▲
Florida International University	▲	▲	▲	▲	5	80	University of Arkansas Little Rock	▲	▲	▲	▲	2	95	▲
Florida State University	▲	▲	▲	▲	6	100	University of Central Florida	▲	▲	▲	▲	7	100	▲
Georgia Southern University	▲	▲	▲	▲	5	98	University of Central Missouri	▲	▲	▲	▲	2	*	▲
Georgia State University	▲	▲	▲	▲	6	80	University of Central Oklahoma	▲	▲	▲	▲	5	90	▲
High Point University	▲	▲	▲	▲	7	98	University of Cincinnati	▲	▲	▲	▲	15	99	▲
Hodges University	▲	▲	▲	▲	4	*	University of Connecticut	▲	▲	▲	▲	2	100	
Husson University	▲	▲	▲	▲	3	100	University of Dayton	▲	▲	▲	▲	6	98	▲
Illinois State University	▲	▲	▲	▲	5	99	University of Florida	▲	▲	▲	▲	2	*	
Indiana State University	▲	▲	▲	▲	5	99	University of Georgia	▲	▲	▲	▲	2	100	▲
Indiana University	▲	▲	▲	▲	3	99	University of Houston	▲	▲	▲	▲	13	98	▲
Iowa State University	▲	▲	▲	▲	4	*	University of Kansas	▲	▲	▲	▲	2	90	▲
James Madison University	▲	▲	▲	▲	10	95	University of Louisiana at Lafayette	▲	▲	▲	▲	1	100	▲
Kansas State University	▲	▲	▲	▲	6.5	100	University of Louisville					2	*	▲
Kennesaw State University	▲	▲	▲	▲	7	98	University of Missouri	▲	▲	▲	▲	8	90	
Kent State University	▲	▲	▲	▲	6	100	University of Nebraska at Kearney	▲	▲	▲	▲	3.5	100	▲
La Salle University	▲	▲	▲	▲	4	95	University of Nebraska at Kearney	▲	▲	▲	▲	2	89	
Louisiana State University		▲	▲	▲	15	100	University of Nebraska-Lincoln	▲	▲	▲	▲	4	99	▲
Marian University				▲	3	100	University of Nebraska-Omaha					4	*	
Marquette University				▲	3	100	University of New Hampshire	▲	▲	▲	▲	1	99	▲
Metropolitan State University of Denver	▲	▲	▲	▲	3	80	University of New Haven, The	▲	▲	▲	▲	2	90	
Michigan State University	▲	▲	▲	▲	6	100	University of North Alabama					2	100	▲
Missouri State University	▲	▲	▲	▲	3	90	University of North Carolina at Greensboro	▲	▲	▲	▲	4	90	
Morehouse College				▲	2	90	University of North Carolina at Wilmington	▲	▲	▲	▲	2	865	▲

## TOP INTERNATIONAL SALES SCHOOLS

Washington State University Vancouver	▲	▲	▲		3	95	Aalen University of Applied Sciences	▲	▲	▲	▲	145	90	▲
Weber State University	▲	▲	▲		21	99	Athens University of Economics and Business					2	50	▲
West Virginia University	▲	▲	▲		5	100	Dublin Institute of Technology	▲	▲	▲	▲	*	80	
Western Carolina University		▲	▲		2	*	Edinburgh Napier University	▲	▲	▲	▲	7	100	
Western Kentucky University	▲	▲	▲		3	*	Eindhoven University of Technology					9	95	
Western Michigan University					5	99	EURIDIS Business School	▲	▲	▲	▲	26	97	▲
Widener University		▲	▲		1	95	Haaga-Helia University of Applied Sciences	▲	▲	▲	▲	24	99	
William Patterson	▲	▲	▲		5	90	Justus Liebig University					7	100	▲
Winona State University		▲	▲		3	100	Kristiania University College					11	93	
Xavier University of Louisiana	▲	▲	▲		2	70	Reutlingen University					14	100	▲
Youngstown State University	▲	▲	▲		4	86	Turku University of Applied Sciences	▲	▲	▲	▲	18	100	▲
University of Applied Sciences							Universidad de Chile	▲	▲	▲	▲	18	95	
University of Economics and Business							Università Bocconi					4	95	
University of Applied Sciences in Wiener Neustadt							University of Applied Sciences in Wiener Neustadt	▲	▲	▲	▲	53	93	▲
University of Applied Sciences							University Clermont Auvergne	▲	▲	▲	▲	22	90	▲
University of Portsmouth							University of Portsmouth					6	80	▲





**KENNESAW STATE UNIVERSITY**  
Coles College of Business Professional & Competitive  
Center for Professional Selling

**KENNESAW STATE UNIVERSITY**  
BBA in Professional Sales

Home of the  
National Collegiate Sales Competition

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For more information:  
Dr. Terry Loe, Director  
tloe@kennesaw.edu  
(470) 578-2017  
coles.kennesaw.edu/selling

@ksuselling  
ncsc-ksu.org



Jesse N. Moore  
jessem@clemson.edu  
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.

**CLEVELAND STATE UNIVERSITY**  
https://www.csuohio.edu/business/sales/bernie-moreno-center-for-sales-excellence

Paul Mills, Ph.D.  
p.mills@csuohio.edu  
Cleveland, OH 44212  
216-687-4724

Students: 30  
Start Year: 2017  
Accreditation(s): AACSB  
Program Type(s): UCE

This program puts emphasis on hands-on data analysis and interpretation, Corporate engagement leading to experiential learning, recruitment, and collaboration on impactful research.

**THE COLLEGE OF NEW JERSEY**  
http://business.pages.tcnj.edu/departments-programs/management-marketing-interdisciplinary-business/

Dr. Aniefre Eddie Inyang  
inyanga@tcnj.edu  
Ewing, NJ 08628-0718  
609-771-3027

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

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

**THE COLLEGE OF SAINT ROSE**  
www.strose.edu

Dr. John F. Dion  
dionj@strose.edu  
Albany, NY 12203  
774-420-0438

Students: n/a  
Start Year: 2018  
Accreditation(s): ACBSP  
Program Type(s): UCO, UMN

The College of Saint Rose will admit it's first class for this program in the Fall of 2019.

**DEPAUL UNIVERSITY**  
www.salesleadershipcenter.com

Dr. Richard Rocco  
rocco1@depaul.edu  
Chicago, IL 60604  
312-362-8655

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, Medical/healthcare, Technology, Category Management, Sports

Students can prepare themselves for careers in consumer-packaged goods (CPG) sales through participating in the consumer-packaged goods sales track featuring category management classes. Students learn the following technologies, Nielsen and IRI category management suites, JDA space planning and assortment, and Infitnet(Spectra). Students can graduate with over 600 hours of work experience. Placement rates for these students is 100%.

**DOUGLAS COLLEGE**  
www.douglas.bc.ca

David Moulton  
moultond@douglas.bc.ca  
New Westminster, BC  
Canada V3L 5B2  
604-527-5456

Students: 75-100  
Start Year: 1990  
Accreditation(s): Canadian Professional Sales Association (CPSA), Canadian Society for Marketing Professional Services (CSMPS)  
Program Type(s): UCE, UCO  
Focus Option(s): Financial Services, International Business

Douglas offers three sales courses—Personal Selling, Professional Selling, and Sales Management. The Peter Legge International Institute for Sales Excellence was established in 2012. The Upper Level Sales class involves actual sales activities on behalf of organizations with actual prospects and customers.

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

Dr. Anthony Buckley  
anthony.buckley@dit.ie  
Dublin, Ireland 2  
+35314027114

Students: 115  
Start Year: 1994  
Accreditation(s): Sales Institute of Ireland, AMBA  
Program Type(s): UCE, UMN, GF, EC, ET  
Focus Option(s): Entrepreneurship, International Business

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 Buckley.

**DUQUESNE UNIVERSITY**  
www.duq.edu

Paul Caswell  
caswellp@duq.edu  
Pittsburgh, PA 15282  
412-396-4875

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

Duquesne's professional sales minor demonstrates a commitment to growing sales offerings, supporting both student learning and career opportunities. The program combines fundamental selling principles with negotiation, sales management, and revenue generation courses to develop sales-ready graduates who are well-prepared to meet the demands of the marketplace.

**EAST CAROLINA UNIVERSITY**  
http://www.ecu.edu/cs-bus/

Jason Rowe  
rowew@ecu.edu  
Greenville, NC 27858-4353  
252-737-4342

Students: 50  
Start Year: 2017  
Accreditation(s): AACSB  
Program Type(s): UCE  
Focus Option(s): Communication/Broadcast Sales, Entrepreneurship, Financial Services, Industrial Distribution, International Business, Technology

The professional selling certificate prepares students to effectively use established sales processes, sales automation tools, and selling techniques. The certificate also prepares students to identify decision makers of prospective buying firms and engage in persuasive communication of the selling firm's value proposition.

**EASTERN KENTUCKY UNIVERSITY**  
www.eku.edu

Kevin Cumiskey  
kevin.cumiskey@eku.edu  
Richmond, KY 40475  
859-622-7016

Students: 75  
Start Year: 2016  
Accreditation(s): AACSB  
Program Type(s): UCE  
Focus Option(s): Entrepreneurship, Financial Services, International Business, Technology, Supply Chain Management

The Center for Professional Selling includes lab facilities launched in 2017.

**EASTERN MICHIGAN UNIVERSITY**  
https://www.emich.edu/cob/faculty/L\_hershey.php

Dr. Lewis Hershey  
lhershe1@emich.edu  
Ypsilanti, MI 48197  
734-487-3323

Students: 15  
Start Year: 2017  
Accreditation(s): AACSB, USCA associate member  
Program Type(s): UCE

All faculty have industry experience in sales.

**EDINBURGH NAPIER UNIVERSITY**  
www.edinburghnapierbusinessschool.co.uk

Dr. Tony Douglas  
T.Douglas@napier.ac.uk  
Edinburgh, Scotland EH14 1DJ  
+ 44 (0)131 455 4354

Students: 50  
Start Year: 2011  
Accreditation(s): GSSI, USCA associate member  
Program Type(s): UMN, GCE, GF, EC, ET  
Focus Option(s): Entrepreneurship, International Business

PG Marketing with Sales Management degree Programme (students study Professional Selling and Sales Strategies and International Sales management modules) PG Business management with Sales degree Programme (students study Professional Selling and Sales Strategies and International Sales management modules) MBA (Marketing and Sales) (students study International sales management module) New Online BA Sales Management degree programme is available.

**EINDHOVEN UNIVERSITY OF TECHNOLOGY**  
www.tue.nl

Dr. Michel van der Borgh  
w.v.d.borgh@tue.nl  
Eindhoven, Noord-Brabant  
Netherlands 5612 AS  
0031 (0)402472170

Students: 95 Graduate Students  
Start Year: 2009  
Accreditation(s): AACSB, GSSI  
Program Type(s): GF, ET  
Focus Option(s): Entrepreneurship, Industrial Distribution, Technology

The strong relationship between research and education within a graduate program ensures that the results of state-of-the-art research are naturally integrated into the education. Moreover, you see the same intrinsic focus in cooperation with industry.

**ELON UNIVERSITY**  
www.elon.edu/salescenter

Raghu Tadepalli, Ph.D.  
rtadepalli@elon.edu  
Chandler Family Professional Sales Center  
Elon, NC 27244  
336-278-5968

Students: 132  
Start Year: 2008  
Accreditation(s): AACSB, USCA full member  
Program Type(s): UCO, UMN  
Focus Option(s): Entrepreneurship, Financial Services, Industrial Distribution

Elon has been recognized as a Top Sales Program since 2011. RBI Sales Challenge Speed Selling and Role Play Champion - 2010, 2011, and 2012 and 2013; Overall Team Champion - 2010 and 2012 for RBI Sale Challenge, 2nd place 2013; NIU Competition - 2 finalist, Overall Winner, 2011; Overall Individual Champion at Wisconsin Eau-Claire, 2014 Finalist; and 1st Place in the BSU Regional Sales Competition, 2015.

**EURIDIS BUSINESS SCHOOL**  
www.euridis-ecole.com

Bernard Hasson  
e.bastrenta@euridis.net  
Saint Denis, Ile de France  
France 93210  
+33 7 57501887

Students: 100  
Start Year: 1998  
Accreditation(s): National Accreditation of the French Ministry of Education  
Program Type(s): UCE, GCE, ECE  
Focus Option(s): Communication/Broadcast Sales, Entrepreneurship, Industrial Distribution, International Business, Technology

All students follow a work-study program organized by the school where they spend 1 week in school and then 3 weeks working in a sales role within a company that in turn pays for the tuition—most of the faculty staff are experienced B2B sales professionals.

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

Barb Barney-McNamara  
barbarabarney@ferris.edu  
Grand Rapids, MI 49307  
231-591-2445

Students: 200  
Start Year: 1998  
Accreditation(s): AACSB  
Program Type(s): UCE, UMN  
Focus Option(s): Industrial Distribution, Technology

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

**FLORIDA INTERNATIONAL UNIVERSITY**  
globalsales.fiu.edu

Nancy Rauseo, D.B.A.  
xrauseon@fiu.edu  
Miami, FL 33199  
305-348-1929

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

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

**FLORIDA STATE UNIVERSITY**  
www.fsusalesinstitute.com/

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



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[business.ucf.edu/professional-selling](http://business.ucf.edu/professional-selling)



#UCFBusiness

Students: 500  
Start Year: 2008  
Accreditation(s): AACSB, USCA full member  
Program Type(s): UEM, UMJ, UMN, ET  
Focus Option(s): Entrepreneurship, Financial Services, Industrial Distribution, Insurance, International Business, Medical/healthcare Sales, Technology, Sports Management

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. FSU also offers a Ph.D. in Marketing with a focus in sales and sales management research.

**GEORGIA SOUTHERN UNIVERSITY**  
http://cob.georgiasouthern.edu/cse/

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

Students: 80  
Start Year: 2006  
Accreditation(s): AACSB, USCA full member, PSE  
Program Type(s): UEM  
Focus Option(s): Communication/Broadcast Sales, Entrepreneurship, Financial services, Insurance, International Business, Technology,

Logistics and Intermodal Transportation

Georgia Southern University is a public, Carnegie Doctoral/Research university. Their concentration in Sales & Sales Management is a key area of distinction. It reflects the University's culture of engagement that bridges theory with practice, extends the learning environment beyond the classroom, and promotes student growth and life success. GSU is the only university to award Huthwaite's Academic SPIN Selling Certification.

**GEORGIA STATE UNIVERSITY**  
http://gsu.edu

Carolyn Curasi or Bruce Piling  
ccurasi@gsu.edu  
Robinson College of Business  
Atlanta, GA 30303  
404-413-7650

Students: 125  
Start Year: 2007  
Accreditation(s): AACSB  
Program Type(s): UCE, UCO, GC, ET  
Focus Option(s): Communication/Broadcast Sales, Entrepreneurship, International Business

Distinguishing characteristics of this program include a skills-based class teaching role playing, corporate oral and written team presentations, direct mail techniques in selling, detailed learning modules with an emphasis on interactive learning.

**HAAGA-HELIA UNIVERSITY OF APPLIED SCIENCES**  
www.haaga-helia.fi  
Pirjo Pitkapaasi  
pirjo.pitkapaasi@haaga-helia.fi  
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.

**HIGH POINT UNIVERSITY**  
www.highpoint.edu

Larry Quinn  
lquinn@highpoint.edu  
High Point, NC 27262  
336-884-2714

Students: 250  
Start Year: 2014  
Accreditation(s): SACS  
Program Type(s): UMJ, UMN, GF, ET  
Focus Option(s): Communication/Broadcast Sales, Entrepreneurship, Financial Services, Insurance, International Business, Medical/healthcare, Technology

The program offers Extraordinary Learning Lab spaces. There is emphasis from the President to require EVERY University student to take at least one Sales course.

**HODGES UNIVERSITY**  
www.hodges.edu

Dr. Aysegul Timur  
atimur@hodges.edu  
Naples, FL 34119  
239-598-6138

Students: 13  
Start Year: 2016  
Accreditation(s): IACBE  
Program Type(s): UCE, UMJ, UMN

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

**HUSSON UNIVERSITY**  
www.husson.edu

Bill Watson and Susan Reisman  
watsonw@husson.edu  
Bangor, ME 04401  
207-659-6551

Students: 18  
Start Year: 2014

Accreditation(s): IACBE  
Program Type(s): UCE, UCO, ET

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

**ILLINOIS STATE UNIVERSITY**  
http://www.cob.ilstu.edu/profsales/

Michael C. Boehm  
mboehm@ilstu.edu  
Normal, IL 61790  
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, Insurance, International Business, Technology  
ISU students learn how to deliver a company's "value proposition". The sales faculty collaborates together and delivers a consistent message to students throughout all seven courses. Sales students gain invaluable B2B & B2C experiences in addition to summer internships with on-campus selling opportunities within our Athletic department, our alumni foundation and sales roles at both the campus radio/TV ad department and the Daily Vidette student newspaper (annual sales revenue is just over \$900,000)!

**INDIANA STATE UNIVERSITY**  
www.indstate.edu/business/sales

David Fleming, Ph.D.  
david.fleming@indstate.edu  
Scott College of Business  
Terre Haute, IN 47809  
812-264-1075

Students: 150  
Start Year: 2010  
Accreditation(s): AACSB, USCA full member  
Program Type(s): UCE, UCO, UMN  
Focus Option(s): Financial Services, Insurance

The tag line for Indiana State University is "There's more to Blue." This is carried out within the sales program through a strong focus on experiential learning. Sales students use the sales recording capabilities to complete skill practice exercises and receive formative feedback on their performance, with a goal of improving skills. Sales students develop their sales skills "more," so they can serve clients "more," and can provide "more" value to their employers sooner after graduation.

**INDIANA UNIVERSITY**  
www.kelley.iu.edu/globalsales

Dr. Charles Ragland  
cbraglan@indiana.edu  
Kelley School of Business  
Bloomington, IN 47405  
812-856-1084

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

Home of The National Team Selling Competition. Student teams participate in multiple role play format that explores the complex, value added sales process.

Each team is given a case that is developed, role-played, and judged by corporate sponsors. Twenty-one universities participate, sending five students and one coach. It teaches professionalism and sales skills, involving corporate sponsors in all of its activities. Offers major in professional sales and double major in professional sales and marketing.

**IOWA STATE UNIVERSITY**  
https://www.business.iastate.edu/undergraduate/majors-minors/marketing/

Raj Agnihotri  
raj2@iastate.edu  
Ames, IA 50014  
515-294-0475

Students: 200  
Start Year: 2018  
Accreditation(s): AACSB  
Program Type(s): UCE

This new program has four tenure track/tenured faculty members who conduct sales research. Out of these, three tenure track professors teach sales classes. There is also a PQ faculty member, full time who teaches sales classes. In the new building extension, space has been allocated for dedicated sales labs as well as conference rooms. Ivy Sales Consortium will have its own physical space.

**JAMES MADISON UNIVERSITY**  
http://www.jmu.edu/cob/marketing/center-for-professional-sales/index.shtml

Richard Tate  
taterm@jmu.edu  
Harrisonburg, VA 22807  
540-532-3233

Students: 150  
Start Year: 2014  
Accreditation(s): AACSB, GSSI, USCA full member, PSE  
Program Type(s): UCE, UCO  
Focus Option(s): Entrepreneurship

The mission of the Center for Professional Sales at James Madison University is to position the JMU College of Business as one of the leading institutes in undergraduate sales education, to promote professional selling as a rewarding lifelong career, to increase the visibility of JMU Marketing students to corporate partners, and to conduct research that advances the field of sales..

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

Dr. Alexander Haas  
Alexander.Haas@wirtschaft.uni-giessen.de  
Giessen, Germany 35394  
0049-641-9922401

Students: 30  
Start Year: 2013  
Accreditation(s): USCA full member  
Program Type(s): UCE, UCO, GF

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

**KANSAS STATE UNIVERSITY**  
http://cba.k-state.edu/nssi

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

Students: 250  
Start Year: 2010  
Accreditation(s): AACSB, GSSI, USCA full member, PSE  
Program Type(s): UCE, UEM, UMJ

The National Strategic Selling Institute celebrates the sales profession each year with K-State Sales Week, a week-long event that includes a sales competition, professional development events, career fair, and keynote speakers. Each spring the NSSI hosts a Benefit Auction to raise funds for sales student merit awards and a local charity; the auction is student-run, with students making sales calls (phone and F2F) to find auction items and sell tickets. Each year it nets approximately \$11,000 and develops students' selling skills.

**KENNESAW STATE UNIVERSITY**  
http://coles.kennesaw.edu/cps

Dr. Terry W. Loe  
tloe@kennesaw.edu  
Coles College of Business  
Kennesaw, GA 30144  
470-578-2017

Students: 250  
Start Year: 1988  
Accreditation(s): AACSB, USCA full member, GSSI, PSE  
Program Type(s): UCO, UCE, UMJ, UMN, ET  
Focus Option(s): Entrepreneurship, International Business

Host of the National Collegiate Sales Competition (NCSC): the oldest and longest running, Collegiate Sales Competition in the U.S. The NCSC has directly contributed more than \$5 million to university sales education since its inception. One of the oldest sales programs in the U.S. with a Sales Major offered continuously since 1989. Founding Member of the University Sales Center Alliance.

**KENT STATE UNIVERSITY**  
www.kent.edu/collegeofbusiness

Ellen Daniels  
edaniels@kent.edu  
Kent, OH 44242  
330-672-1271

Students: 375  
Start Year: 2009  
Accreditation(s): AACSB, PSE  
Program Type(s): UCE  
Focus Option(s): Entrepreneurship, Financial Services, International Business

The program utilizes a variety of sales experts, primarily from its Sales Advisory Board, to augment the teaching material. KSU Entrepreneurship and Managerial Marketing students receive specialized sales training specific to their major areas of study. The Managerial Marketing program is unique to KSU and structured to develop students with a managerial focus.

**KRISTIANIA UNIVERSITY COLLEGE**  
http://kristiania.no/english

Erik Mehl  
erik.mehl@kristiania.no  
Oslo, Norway 107  
+47 920 37 221

Students: 400  
Start Year: 2011  
Accreditation(s): NOKUT  
Program Type(s): UMJ

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

**LA SALLE UNIVERSITY**

http://www.lasalle.edu/business/#.ViaJaX6rQgs  
Michael DiPietro  
dipietro@lasalle.edu  
Philadelphia, PA 19141  
215-991-3577

Students: 60  
Start Year: 2015  
Accreditation(s): AACSB, USCA-associate member  
Program Type(s): UCE, UEM  
Focus Option(s): Communication/Broadcast Sales, Entrepreneurship, Financial Services, Industrial Distribution, Insurance, International Business, Medical/healthcare Sales, Technology

The program offers a curriculum that is a contemporary blend of theory and real-world practice, reflecting the central Lasallian value of learning by doing. The program also offers students salesforce.com sales representative and sales management training.

**LOUISIANA STATE UNIVERSITY**  
www.lsu.edu

Greg Accardo, MBA  
gaccardo@lsu.edu  
E.J. Ourso College of Business  
Baton Rouge, LA 70803  
225-578-8797

Students: 120  
Start Year: 2014  
Accreditation(s): AACSB, PSE  
Program Type(s): UCO

This program is highly focused on internships and the Sale Practicum class in order to develop skill sets for real-world selling.

**MARIAN UNIVERSITY**  
https://www.marian.edu/business

Lori Rumreich  
lrumreich@marian.edu  
Indianapolis, IN 46222  
317-955-6037

Students: 35  
Start Year: 2019  
Accreditation(s): IACBE  
Program Type(s): UCO

The Byrum School of Business is in a brand-new building designed to support our hands-on business program. Students begin practicing the basics of sales and marketing from their first semester of freshman year. For example, in BUS109 (a pre-req course), our

students develop a small business plan and pitch it to actual investors. Winning teams run their small business on-campus. The three faculty have significant real-world professional sales backgrounds at the executive level.

**MARQUETTE UNIVERSITY**  
www.marquette.edu

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

Students: 35  
Start Year: 2015  
Accreditation(s): AACSB  
Program Type(s): UEM  
Focus Option(s): Industrial Distribution, Medical/healthcare Sales, Technology, University & Professional Team Sales

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

**METROPOLITAN STATE UNIVERSITY OF DENVER**

www.msudenver.edu/center-for-professional-selling  
April Schofield  
aschofi3@msudenver.edu  
Denver, CO 80110  
303-615-0520

Students: 130  
Start Year: 2012  
Accreditation(s): AACSB, 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; students sell tickets for professional sport teams; only Sales Center in Colorado.

**MICHIGAN STATE UNIVERSITY**  
http://salesleader.msu.edu

Jennifer Rumler  
rumlerj@msu.edu  
East Lansing, MI 48824  
517-355-9659

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

The Sales Leadership Minor at MSU is the only program in the country that combines the efforts of two nationally-ranked Colleges, the Eli Broad College of Business and the College of Communication Arts and Sciences.

**MISSOURI STATE UNIVERSITY**  
www.missouristate.edu

Dr. Alex Hamwi  
AlexHamwi@missouristate.edu  
Springfield, MO 65897  
417-836-5494  
Students: 150  
Start Year: 2005

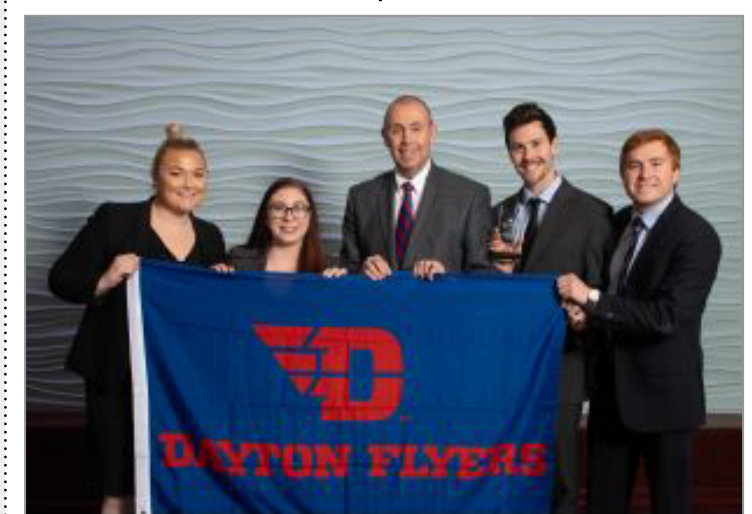


## PROFESSIONAL SALES DEGREE at Weber State University

- 50 years of sales education
- Advantage: 9 full-time faculty
- Over 3000+ sales alum spanning the nation
- 196 years of cumulative sales education
- 100% online and 100% in the classroom
- 175 years of cumulative sales industry experience



weber.edu/sales



UNIVERSITY of DAYTON  
Flora Talavico  
Center For Professional Selling

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

Tony Krystofik, Director | 937-371-4552 | krystofik1@udayton.edu



## Sales Leadership Institute

MAYS BUSINESS SCHOOL

**Developing future sales professionals and advancing the sales profession.** Students earn a BBA in Marketing with a concentration in Professional Selling and Sales Management. Students can also earn the Professional Distinction in Sales.

### Courses

- Professional Selling
- Advanced Selling
- Sales Leadership
- Negotiations
- Managing B2B Relationships

### Events

- Sales Career Fair
- Speed Networking
- Sales and Analytics Case Competition
- Company Informationals
- Texas A&M Collegiate Sales Competition

[mays.tamu.edu/sales](http://mays.tamu.edu/sales) | DR. JANET PARISH, director, [jparish@mays.tamu.edu](mailto:jparish@mays.tamu.edu) | ANDREW LORING, assistant director, [aloring@mays.tamu.edu](mailto:aloring@mays.tamu.edu)

Accreditation(s): AACSB  
Program Type(s): UCO, UMN  
Missouri State takes pride in application. The university provides students with an abundance of face time with professional salespeople from the business community.

**MOREHOUSE COLLEGE**  
[www.morehouse.edu](http://www.morehouse.edu)  
Dr. Cassandra Wells  
[drwellsmkg@gmail.com](mailto:drwellsmkg@gmail.com)  
Atlanta, GA 30314-3773  
470-639-0587

Students: 16  
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/>

Mrs. Laura Lott Valenti  
[Laura.Valenti@nicholls.edu](mailto:Laura.Valenti@nicholls.edu)  
Thibodaux, LA 70310  
985-448-4187

Students: 20  
Start Year: 2003  
Accreditation(s): AACSB  
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>  
Joseph R. Huscroft, Jr., PhD  
[jrhscroftjr@ncat.edu](mailto:jrhscroftjr@ncat.edu)  
Greensboro, NC 27411  
336-285-3386

Students: 50  
Start Year: 2005  
Accreditation(s): AACSB  
Program Type(s): UCE, UCO, UMN

NCA&TSU is a Historically Black University offering a concentration and a minor in Professional Selling within the Bachelor of Science in marketing program. It offers a professional networking and role-practice facility used to enhance the sales and behavioral skills of students in the program. NCA&TSU is attracting various majors within and outside of the business schools to obtain the minor. Many students are selected for internships in the renowned 3M Frontline Sales Program.

**NORTH DAKOTA STATE UNIVERSITY**  
<http://www.ndsu.edu/business/>  
[http://www.ndsu.edu/mgmt\\_mkt/sales/](http://www.ndsu.edu/mgmt_mkt/sales/)  
Rajani Ganesh Pillai  
[rajani.pillai@ndsu.edu](mailto:rajani.pillai@ndsu.edu)  
 Fargo, ND 58102  
701-231-5848

Students: 63  
Start Year: 2013  
Accreditation(s): AACSB, USCA  
Program Type(s): UCE  
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.

**NORTHERN ARIZONA UNIVERSITY**  
<http://franke.nau.edu/>  
Kevin Trainor  
[kevin.trainor@nau.edu](mailto:kevin.trainor@nau.edu)  
The W.A. Franke College of Business  
Flagstaff, AZ 86011-5066  
928-523-7369

Students: 75  
Start Year: 2015  
Accreditation(s): AACSB  
Program Type(s): UCE, UCO  
Sales classes are available to students pursuing a professional selling concentration within the marketing major or a certificate to non-marketing majors. As a Salesforce.com Academic Alliance partner, the program emphasizes CRM as a strategy and delivers Salesforce.com vendor approved training to students in the Sales Strategy and Technology class.

**NORTHERN ILLINOIS UNIVERSITY**  
[www.cob.niu.edu/sales](http://www.cob.niu.edu/sales)  
Chuck Howlett  
[chowlett@niu.edu](mailto:chowlett@niu.edu)  
DeKalb, IL 60115  
815-753-6219

Students: 350  
Start Year: 1988  
Accreditation(s): AACSB, USCA full member, PSE, GSSI  
Program Type(s): UCE

Founded in 1988, NIU was one of the original sales programs in the country and the only one to publish a journal (Journal of Selling), that bridges sales theory and practice. Students gain sales expertise via pre-call plans, constant role plays both in the principles and advanced sales classes, negotiations, shadow days, and an inside-sales call center with state-of-the-art software and curriculum.

**NORTHWEST UNIVERSITY**  
<http://www.northwestu.edu/academics/professional-sales/>  
Teresa Gillespie  
[teresa.gillespie@northwestu.edu](mailto:teresa.gillespie@northwestu.edu)  
Kirkland, WA 98033  
425-889-5290

Students: 20  
Start Year: 2014  
Accreditation(s): Accreditation Council for Business Schools  
Program Type(s): UCO, UMN  
A sales focus in any field will help the student improve their career options and opportunities. The concentration in Professional Sales is designed to help the student prepare for positions in sales and customer service. 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 concentration program.

**OHIO UNIVERSITY**  
[www.scheysalescentre.com](http://www.scheysalescentre.com)  
Adam Rapp, Ph.D.  
[rappa@ohio.edu](mailto:rappa@ohio.edu)  
Schey Sales Centre  
Athens, OH 45701-2979  
740-593-9328

Students: 600  
Start Year: 1997  
Accreditation(s): AACSB, SMT  
Program Type(s): UCE, GF, EC, ET  
Established by the Ohio University Board of Trustees in 1997 as one of the first ten collegiate sales programs in the country, the Schey Sales Centre's unique combination of: 1. Inside the classroom, real sales readiness training curriculum; 2. Outside the classroom self-discovery, personal growth and professional development; and 3. Practical experience helping run the Centre as a small "business" gives students a "fair-unfair" advantage getting the best sales jobs upon graduation and jump starts successful careers.

**PLYMOUTH STATE UNIVERSITY**  
[www.plymouth.edu](http://www.plymouth.edu)  
Bob Nadeau  
[ranadeau@plymouth.edu](mailto:ranadeau@plymouth.edu)  
Plymouth, NH 03264  
603-854-0886  
Students: 200  
Start Year: 2009  
Accreditation(s): USCA associate member

Program Type(s): UMN, UCE  
Focus Option(s): Medical/healthcare Sales

The program has a Sales Advisory Board made of 20 companies who represent IMM employees in aggregate. They meet on campus and provide advice on our curriculum to keep it relevant and cutting edge. For example, 10% of a student's grade in Sales I is based on their LinkedIn profile. They also help with sales internships, mentoring and networking events. Students in Professional Sales II make out-going new business development calls both in person and on the phone.

**PURDUE UNIVERSITY**  
[www.purdue.edu/proselling](http://www.purdue.edu/proselling)  
Dr. Anita Dale  
[DrADale@purdue.edu](mailto:DrADale@purdue.edu)  
West Lafayette, IN 47907-2060  
765-494-4860

Students: 250  
Start Year: 2010  
Accreditation(s): USCA associate member  
Program Type(s): UMI, ET  
Focus Option(s): Communication/Broadcast Sales, Entrepreneurship, Financial Services, Hospitality  
The program focuses on quantity and quality by providing 19 custom-tailored Sales Competitions per year that are sponsored by corporate Partners and delivered on the Purdue campus. The Purdue Center for Professional Selling enhances and extends what is learned in the sales classrooms with practical experiences, enabling students to contribute faster and more meaningfully in their internships and jobs.

**PURDUE UNIVERSITY NORTHWEST**  
[www.pnw.edu](http://www.pnw.edu)  
Claudia Mich  
[cmich@pnw.edu](mailto:cmich@pnw.edu)  
Hammond, IN 46323  
219-989-2776

Students: 45  
Start Year: 2016  
Accreditation(s): AACSB  
Program Type(s): UMN  
Focus Option(s): Communication/Broadcast Sales  
Faculty members are focused on student success and represent a diverse blend of scholars and distinguished business professionals who bring real-world experience to the classroom. Our location in the Northwest Indiana/Chicago corridor serves as a dynamic learning laboratory for the College. And the curriculum in the program is continuously updated to reflect recent trends in the global business world.

**REUTLINGEN UNIVERSITY**  
[www.esb-business-school.de](http://www.esb-business-school.de)  
Dr. Tobias Schuetz  
[tobias.schuetz@reutlingen-university.de](mailto:tobias.schuetz@reutlingen-university.de)  
ESB Business School Reutlingen  
Baden-Wuerttemberg, Germany  
72762  
+49 (7121) 271 3099  
Students: 21  
Start Year: 2011



### Training sales talent to generate revenue from day one

The Professional Sales Forum aims to fill the gap in professional sales recruitment by connecting top companies with emerging sales talent. Established in 2017, our growth has skyrocketed and our numbers speak for themselves:

- 25 corporate sponsors
- 500 students enrolled in program courses
- 75 in-class visits by our partners
- 4 Forum Conferences
- 200 students competed in local & national competitions
- 80 full time hires for our partners

Want to accelerate your organization's revenue from day one?  
Contact: Tom Van Dorselaer, Executive Director  
[tvandors@utk.edu](mailto:tvandors@utk.edu)

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).

**RYERSON UNIVERSITY**  
[ryerson.ca/tedrogersschool/htm](http://ryerson.ca/tedrogersschool/htm)  
Karen Peesker  
[karen.peesker@ryerson.ca](mailto:karen.peesker@ryerson.ca)  
Ted Rogers School of Management  
Toronto, Ontario, Canada M5B 2K3  
647 960 8803

Students: 55  
Start Year: 2018  
Accreditation(s): AACSB  
Program Type(s): UMN  
Focus Option(s): Entrepreneurship, Financial Services, International Business, Technology, Tourism & Hospitality

Applied professional skills are developed throughout research assignments, tutorials, case studies, simulations, an internship course and off-campus applied projects.  
**SALISBURY UNIVERSITY**  
<http://www.salisbury.edu/masmi>  
Dr. Amit Poddar  
[axpoddar@salisbury.edu](mailto:axpoddar@salisbury.edu)  
Perdue School of Business  
Salisbury, MD 21801

410-548-7756  
Students: 115  
Start Year: 2015  
Accreditation(s): AACSB, USCA full member  
Program Type(s): UMN  
Students are required to do a mandatory Internship in Sales. The internship is a faculty supervised internship.

**SAMFORD UNIVERSITY**  
<http://samford.edu/business/professional-sales-concentration>  
C. Clifton Eason  
[eason@samford.edu](mailto:eason@samford.edu)  
Birmingham, AL 35229  
205-726-2677  
Students: 36  
Start Year: 2015  
Accreditation(s): AACSB  
Program Type(s): UCO

The program prides itself on the low faculty-student ratio and its ability to connect students with quality internships, mentors, and job providers. There is also a very enthusiastic Advisory Board, comprised of distinguished sales professionals, for the program.

**SONOMA STATE UNIVERSITY**  
[www.sonoma.edu/sbe](http://www.sonoma.edu/sbe)  
Dr. Rich Campbell  
[campbric@sonoma.edu](mailto:campbric@sonoma.edu)  
Rohnert Park, CA 94928  
707-664-2377  
Students: 15  
Start Year: 2013  
Accreditation(s): AACSB  
Program Type(s): UCE

## AT TEXAS STATE UNIVERSITY OUR MISSION IS CLEAR!

Texas State wants to be one of the world's leading professional sales programs focused on sales education, research and industry collaboration.

512.245.3224 | txstsalescenter.com

### POINTS OF PRIDE:

- ▶ Strong innovative curriculum
- ▶ Bi-annual Interview Express event
- ▶ 60+ professional selling ambassadors
- ▶ Career Closet
- ▶ Successful sales internship program
- ▶ Award-winning student teams



Accreditation(s): USCA  
associate member  
Program Type(s): **UMJ, UMN**  
Focus Option(s): Medical/  
Healthcare Sales

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

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

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

Students: 40  
Start Year: 1998  
Accreditation(s): USCA associate  
member, PSE  
Program Type(s): **UCE, UMJ, UMN,  
EC, ET**

Focus Option(s): Entrepreneurship,  
Medical/Healthcare Sales

Students have minimum 6 hours personal interaction with sales professionals. Students are certified using Speak Easy software, learning the skills of making outbound sales calls. Students are required to complete a Business Practicum class before graduation.

**ST. CLOUD STATE UNIVERSITY**  
www.stcloudstate.edu/mkbl/  
programs.asp

Dennis Bristow; Rajesh Gulati  
dbristow@stcloudstate.edu  
St. Cloud, MN 56301-4498  
320-308-2057

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

The program features the Northwest Mutual Sales lab and emphasizes experiential learning via in-house sales competitions and shadowing of sales people and sales managers.

**STETSON UNIVERSITY**  
http://www.stetson.edu/business/  
sales/index.php

John Riggs  
jriggs@stetson.edu  
Deland, FL 32723  
386-822-7363

Students: 100  
Start Year: 2017  
Accreditation(s): AACSB  
Program Type(s): **UMN, UMJ**

The program was made possible by a donation from Stetson alumnus, Leopoldo Fernandez, in honor of his father, Genaro Fernandez Centurion. Leo Fernandez graduated in 1973 from the Stetson University School of Business Administration. He is the only entrepreneur in the Spanish market to lead two companies, Jazztel and Tele-Pizza, from start-up, or from near bankruptcy, into the IBEX 35.

This highly interactive course will guide participants through the entire sales process and incorporates the modern method of consultative/solutions selling.

**SOUTHERN NEW HAMPSHIRE  
UNIVERSITY**

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

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

As a general education course, Professional Selling attracts students from all majors. 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. Although there is a selective process for those wishing to minor in Professional Sales, all are strongly encouraged to become a member of the SNHU Student Professional Selling Association.

**ST. AMBROSE UNIVERSITY**  
www.sau.edu

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

Students: 15  
Start Year: 2016

**TEMPLE UNIVERSITY**  
http://www.fox.temple.edu/  
cms\_academics/dept/marketing-  
supply-chain-management/  
Mary Conran  
mconran@temple.edu

Fox School of Business & Management  
Philadelphia, PA 19122  
215-204-8152

Students: 75  
Start Year: 2012  
Accreditation(s): AACSB  
Program Type(s): **UMN, UMJ**  
Focus Option(s): Entrepreneurship,  
Financial Services, Insurance,  
International Business

Sales students are encouraged to participate in Professional Development through PSO (Professional Selling Organization). Fox's PSO offers professional sales training and hands-on role-play experience to fully understand and appreciate the nuances of the sales process.

**TEXAS A&M UNIVERSITY**  
http://mays.tamu.edu/  
professional-selling-initiative/

Andrew Loring  
aloring@mays.tamu.edu  
College Station, TX 77843  
979-845-2958

Students: 120  
Start Year: 2014  
Accreditation(s): AACSB, PSE,  
USCA associate member  
Program Type(s): **UCO**

This program hosts its own Sales Competition with students from the Business School, Agriculture School and Industrial Distribution program.

**TEXAS STATE UNIVERSITY**  
http://txstsalescenter.com/  
Vicki West  
vw03@txstate.edu

McCoy College of Business  
San Marcos, TX 78666  
512-245-3224

Students: 175  
Start Year: 2012  
Accreditation(s): AACSB, USCA full  
member, GSSI  
Program Type(s): **UCO**

The program has a very strong and active corporate partners' program. It also has professional selling student ambassadors. Industry days are a new edition to the program, and some of the corporate partners participate in Business Leadership Week. The program has a founding alumni advisory board of directors representing sales executives from around the country, and is also participating in research projects with our corporate partners.

**THE CITADEL**  
www.citadel.edu

Bob Riggie  
bob.riggie@citadel.edu  
Charleston, SC 29409  
843-953-6978

Students: 35  
Start Year: 2013  
Accreditation(s): AACSB, PSE  
Program Type(s): **UEM**

The program is up and coming. Student placement is consistently improving, and the program is

forging new relationships with companies every day. The cadets are hard workers and faculty strives daily to find new and different ways to challenge them.

**TURKU UNIVERSITY  
OF APPLIED SCIENCES**  
www.turkuamk.fi

Sirpa Hanti  
sirpa.hanti@turkuamk.fi

Turku, South-West Finland 20700  
+358505985675

Students: 70  
Start Year: 2008  
Accreditation(s): GSSI, Ministry  
of Education  
Program Type(s): **UCE, UMJ, UMN**  
Focus Option(s): Financial Services,  
Industrial Distribution, Insurance,  
International Business, Real Estate,  
Technology

The project is developing a new type of sales training concept where higher education institutions and companies are in close collaboration to develop sales 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  
Andrew F. Brimmer College of  
Business and Information Sciences  
Tuskegee, AL 36088  
334-727-8707

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

Students receive CRM training. Salesforce is the CRM platforms of choice. Sales Internships are provided by 3M, Altria, Graybar, Edward Jones, Otis Elevators-United Technologies, Rockwell Collins, P&G, and many others. Students receive SAP training. SAP GUI.

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

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

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

The Center for Management & Corporate Development (Centro de desarrollo gerencial) has as its mission to provide educational solutions to executives in Latin American organizations to maximize the human capital involved in their professional and business activities, thus increasing their contribution of value to the environment in the long term. 100% of the faculty has over 15 years of working experience as managers or VP level (practitioners).

**UNIVERSITA BOCCONI**  
www.sdabocconi.it

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

Students: 80  
Start Year: 2003  
Accreditation(s): UEM, GF, ET  
Program Type(s): **UEM, GF, ET**  
Focus Option(s): Industrial  
Distribution, Technology

Sales strategy focus is on consultative selling in the B2B marketplace, and channel management (B2B2B or B2B2C). Sales Management covers strategy of organization; recruitment; development; incentive; etc. Sales skills focus on essential consultative skills.

**UNIVERSITY CLERMONT  
AUVERGNE**

http://management.u-clermont1.fr  
Pascal Brassier  
pascal.brassier@esc-clermont.fr  
Clermont-Ferrand  
Auvergne, France 63008  
0033 4 73 17 78 04

Students: 130  
Start Year: 2017  
Accreditation(s): GSSI, IAE  
Network (French Business  
Administration Institutes)  
Program Type(s): **UCO, UMJ, UMN,  
USP, GCE, ET**  
Focus Option(s): Entrepreneurship,  
Industrial Distribution, International  
Business, Medical/Healthcare  
Sales, Technology

This program partners with a large network of universities and partner companies around the world promoting internships and study abroad. It has a teaching team renowned for its research and expertise in their discipline.

**UNIVERSITY OF AKRON**  
http://www.fishersalesinstitute.com

David Payne  
dpayne@uakron.edu  
Fisher Institute for Professional Selling  
Akron, OH 44325  
330-972-8084

Students: 240  
Start Year: 1992  
Accreditation(s): AACSB, USCA  
full member, PSE  
Program Type(s): **UCE, UMJ,  
UMN, EC, ET**

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

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 Calamus IV  
jcalamus@cba.ua.edu

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UC Center for Professional Selling  
Jennifer Barlow, 513-556-7375  
Jennifer.Barlow@uc.edu



business.uc.edu/womeninsales

Culverhouse College of  
Commerce & Business  
Administration  
Tuscaloosa, AL 35406  
205-348-8923

Students: 700  
Start Year: 2007  
Accreditation(s): AACSB  
Program Type(s): **UCE, UMN, USP,  
GE, GF**

The UA Sales Program features a robust Advisory Board of corporate supporter, employers, and mentors that contribute scholarships, jobs and internships, and curriculum tools. There are over 50 live selling projects per year, sponsored by corporate partners. The Program is also augmented by a UA Sales Lab featuring 8 technology-driven training spaces. The Sales Program's student staff includes over 50 graduate and undergraduate students who share in an annual scholarship pool of over \$300,000.

**UNIVERSITY OF ALABAMA  
AT BIRMINGHAM**  
www.uab.edu/business/degrees-  
certificates/professional-sales-  
certificate

John Hansen  
jdhansen@uab.edu  
Birmingham, AL 35233  
205-996-2069

Students: 75  
Start Year: 2008  
Accreditation(s): AACSB  
Program Type(s): **UCE**  
Focus Option(s): Entrepreneurship,

Industrial Distribution, Insurance,  
Medical/Healthcare Sales, Social  
Media

All professors in the program have real world sales, sales management and/or company leadership experience. Sell.Better.Faster (TM) breakfast series feature industry sales leaders. Very dynamic, practitioner oriented program.

**UNIVERSITY OF APPLIED SCIENCES  
IN WIENER NEUSTADT**

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

Students: 381  
Start Year: 1994  
Accreditation(s): GSSI, AASE  
Academic Association of Sales  
Engineering  
Program Type(s): **UMJ, USP, GF,  
EC, ET**

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





Wayne, NJ 07470  
973-720-3880

Students: 200  
Start Year: 2003  
Accreditation(s): AACSB, USCA full member, PSE, GSSI  
Program Type(s): UJM, UMN, ET  
Focus Option(s): Entrepreneurship, Financial Services, Industrial Distribution, Insurance, 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/strauss-center/default.asp  
Marianne Collins  
mcollins@winona.edu  
Winona, MN 55987  
507-457-5196  
Students: 115  
Start Year: 2011  
Accreditation(s): AACSB, GSSI, PSE, USCA associate member  
Program Type(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  
Amanda Helm  
ahelm@xula.edu  
New Orleans, LA 70115  
504-520-5044  
Students: 15  
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. Sales class students sell ads for the student newspaper and log those sales in Salesforce.com.

**YOUNGSTOWN STATE UNIVERSITY**  
https://ysu.edu/  
John Rossi  
jfrossi@ysu.edu  
Youngstown, OH 44555  
330-941-3062  
Students: 60  
Start Year: 2014  
Accreditation(s): AACSB  
Program Type(s): UCO, UMN  
Focus Option(s): Entrepreneurship, Industrial Distribution, Consumer Products  
Youngstown State University—an urban research university—emphasizes a creative, integrated approach to education, scholarship, and service. This University is ranked as one of the most affordable. ▲

**SAN DIEGO STATE UNIVERSITY**  
http://cbaweb.sdsu.edu/marketing/sales  
Heather Honea  
hhonea@mail.sdsu.edu  
San Diego, CA 92182  
619-594-4308  
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.

**TAMPERE UNIVERSITY OF APPLIED SCIENCES**  
http://opinto-opas-ops.tamk.fi/index.php/en/170/en/49598/17ALITA/year/2017  
Pia Hautamäki  
pia.hautamaki@tamk.fi  
Tampere, Finland 33100  
+358404156827

This program serves 70 students and started in the Fall of 2017. Two sales courses are offered with expansion in the future to provide a major in sales.

**TEXAS CHRISTIAN UNIVERSITY**  
www.neeley.tcu.edu  
Dr. Zach Hall  
z.hall@tcu.edu  
Fort Worth, TX 76129  
817-257-5068

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

**UNIVERSITY OF ARIZONA**  
www.arizona.edu  
Jerry Kollross  
kollrossg@email.arizona.edu  
Tucson, AZ 85641  
520-621-7084

This program is offering three sales classes and expects to offer a certificate in Spring 2020.

**UNIVERSITY OF BRITISH COLUMBIA**  
www.sauder.ubc.ca/Faculty/Divisions/Marketing\_and\_Behavioural\_Science\_Division  
Elaine Williamson  
elaine.williamson@sauder.ubc.ca  
Sauder School of Business  
Vancouver, British Columbia V6T 1Z2  
604-822-8314

The program offers one undergrad, one MBA and one MM course in Business Development/Sales currently.

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

A track of courses is offered to prepare students. Faculty rely heavily on members of the community to participate in mentoring and panel discussions. Students are required to develop sales “playbooks” for a variety of products and markets that emphasize a thorough understanding of sales processes as well as participate in a Capstone Role Play exercise.

**UNIVERSITY OF MICHIGAN**  
http://www.bus.umich.edu  
Follett Carter  
follett@umich.edu  
Ann Arbor, MI 48109  
248-726-6314

This program offers 120 students sales classes.

**UNIVERSITY OF MINNESOTA**  
https://csle.umn.edu  
Roy Gaddey  
ragaddey@umn.edu  
Minneapolis, MN 55129  
612-508-4835

This program while not accredited has been offering a certificate to 120 students per year since 2016.

**UNIVERSITY OF MINNESOTA, DULUTH**  
http://www.d.umn.edu/~scastleb/  
Dr. Stephen Castleberry  
scastleb@d.umn.edu  
Duluth, MN 55812  
218-726-6314

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

**UNIVERSITY OF MISSISSIPPI**  
http://www.olemissbusiness.com/Marketing/faculty.html  
Douglas W. Vorhies, Ph.D.  
dvorhies@bus.olemiss.edu  
University, MS 38677  
662-801-4738

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

**UNIVERSITY OF MUENSTER**  
http://www.marketingcenter.de/ifm/en/index.phpmar  
Dr. Manfred Krafft  
mkrafft@uni-muenster.de  
Muenster, Germany 48143  
+49 251 83 25025

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

**UNIVERSITY OF TAMPA**  
Ut.edu  
Stacey Schetzle  
sschetzle@ut.edu  
Tampa, FL 33606-1490  
865-407-5059

This program offers sales as an undergraduate elective to approximately 50 students annually. The sales program has a focus on hands-on training and application with the help of outside sales organizations and their experts.

**UNIVERSITY OF TENNESSEE**  
https://haslam.utk.edu/professional-sales-forum  
Tom Van Dorselaer  
tvandors@utk.edu  
Knoxville, TN 37996  
865-407-5059

While the program is not accredited by an outside body, it started offering a major and minor in sales in 2017.

**VILLANOVA UNIVERSITY**  
www.villanova.edu/business/  
Greg Bonner  
greg.bonner@villanova.edu  
Villanova, PA 19085  
610-519-4352  
Villanova's College of Business offers two sales courses, Professional Selling and Sales Management, through their Department of Marketing and Business Law. The University hosts alumni events to assist alumni working in the sales industry. Students have participated in the Career Development Program and at annual sales competitions. ▲

## 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.

**CALIFORNIA POLYTECHNIC STATE UNIVERSITY**  
http://calpoly.edu/  
Lisa Simon  
lsimon@calpoly.edu  
Orfalea College of Business  
San Luis Obispo, CA 93407  
805-756-5380

Sales classes are taught through the Department of Marketing and the Agribusiness program. They focus on developing foundational selling skills with an eye toward technology.

**INDIAN INSTITUTE OF MANAGEMENT**  
www.iimk.ac.in

Anandakuttan B. Unnithano  
anandunnithan@iimk.ac.in  
Kozhikode, Kerala, India 673570  
+914952809101

This program offers three sales courses to graduate school students.

**MIAMI UNIVERSITY**  
http://miamioh.edu/fsb/academics/marketing/index.html  
Don Norris, Ph.D.  
norrisdg@miamioh.edu  
Oxford, OH 45056  
513-529-1217

Despite the lack of a formal sales program, students complete one required sales course and may select electives from other Marketing courses and related technical areas inside and outside the Farmer School of Business. What distinguishes students seeking a career in sales is membership in the Gamma Gamma chapter of Pi Sigma Epsilon.

**MCMASTER UNIVERSITY**  
www.mcmaster.ca  
Dr. Manish Kacker  
mkacker@mcmaster.ca  
DeGroote School of Business  
Hamilton, Ontario L8S 4M4  
905-525-9140 Ext 21658  
The program offers Sales Management and BtoB Marketing at the undergraduate level and Consultative sales at the graduate level.

**MIDDLE TENNESSEE STATE UNIVERSITY**  
www.mtsu.edu/sales

Dr. Lucy M. Matthews  
lucy.matthews@mtsu.edu  
Murfreesboro, TN 37132  
615-898-2112

Students complete sales internships, sales courses and other preparatory programs and may join a sales team that participates in national sales competitions. To encourage sales skill development and participation in national competitive events, a corporate-sponsored competition across all sections of Personal Selling was created.

**NORTHEASTERN UNIVERSITY**  
http://damore-mckim.northeastern.edu  
Jay Mulki, PhD  
j.mulki@neu.edu  
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.

**OHIO DOMINICAN UNIVERSITY**  
www.ohiodominican.edu  
Richard Buehrer  
bueherr@ohiodominican.edu  
Columbus, OH 43219  
614-251-4732

The program is off to a great start. There are two required sales courses and a required internship. The program is expected to double in size and faculty are excited to be offering a Minor in sales.

**OKLAHOMA CITY UNIVERSITY**  
https://bluelink.okcu.edu/cp/home/loginf  
Mike Williams, PhD  
mrwilliams@okcu.edu  
Meinders School of Business  
Oklahoma City, OK 73106-1493  
405-208-5589

The program offers a sales course that is required of all marketing majors.

**PACE UNIVERSITY**  
www.pace.edu/idmlab  
Harvey Markovitz  
hmarkovitz@pace.edu  
New York, NY 10038  
917-453-0938

The program began in 2014 and has a sales lab. There are two required sales courses in the minor that is offered.

**PENN STATE UNIVERSITY HARRISBURG**  
https://harrisburg.psu.edu/business-administration  
Darrell E. Bartholomew  
deb62@psu.edu  
Middletown, PA 17057-4898  
717-948-6166

This program offers Personal Selling and Sales Management courses. A minor is available for our students to take through the Penn State system. It also has an active Pi Sigma Epsilon Chapter on campus for our students and a Sales Club.

**POINT PARK UNIVERSITY**  
www.pointpark.edu  
Dr. Dorene Ciletti  
dciletti@pointpark.edu  
Middletown, PA 15222  
412-392-1940

Currently the business school sales focus is on sports, arts, and entertainment. We are in the process of adding a major in marketing and sales with a professional sales concentration that will have a broader focus, and working on a plan for a sales lab to provide even more value to students and employers.

**REINHARDT UNIVERSITY**  
http://www.reinhardt.edu/  
Walter Beck  
whb@reinhardt.edu  
Waleska, GA 30183  
770-720-5600

The program prepares students for careers as sales and marketing professionals and has been in existence since 2006.

**SAINT JOHN FISHER COLLEGE**  
www.sjfc.edu  
Monica Hodis, Ph.D.  
mhodis@sjfc.edu  
Rochester, NY 14618  
585-899-3793

This emerging program offers two sales courses and is planning on a significant expansion in 2019.

## BE A PART OF IT

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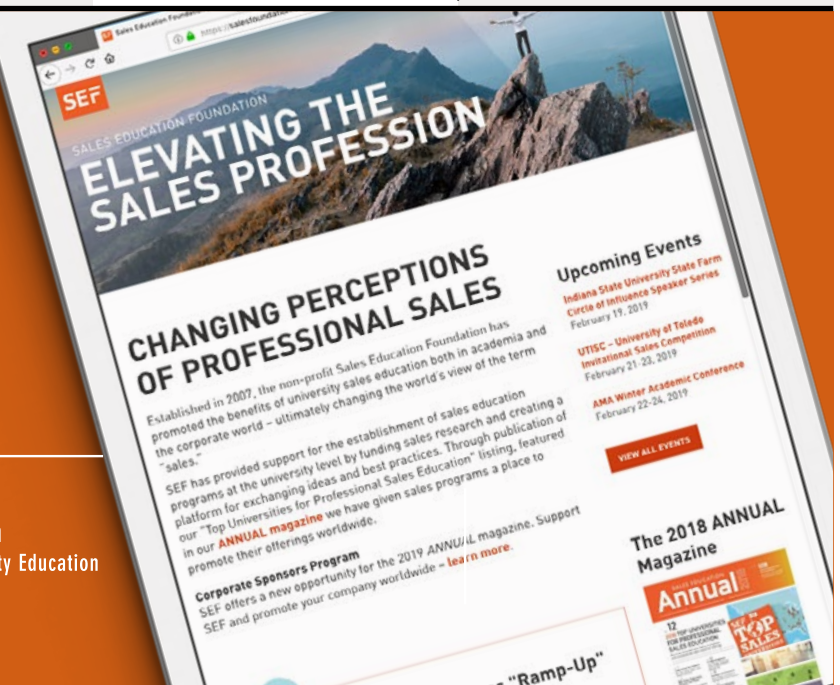


http://bit.ly/LinkSEF



Sales Education Foundation

Elevating the Sales Profession Through University Education





# WHAT IS *academic sales research* AND WHY SHOULD I CARE?

**YOU EITHER READ THEM OR YOU DON'T:  
the Journal of Marketing, Journal of the Academy of  
Marketing Science, Journal of Personal Selling and Sales  
Management, Industrial Marketing Management, Journal of  
Marketing Theory and Practice and the list goes on and on.**

Few sales executives are familiar with these publications but academic sales researchers focus significant effort here. Adam Rapp, a past winner of the Sales Education Foundation Dissemination Award, notes "Unfortunately, as there have been thousands of pieces of sales research conducted and published, I would contend that a fraction of this research has made it outside of the world of academia and into the hand of practitioners."

## SO WHAT IS IT?

Academic sales research seeks to understand the field of sales at a fundamental, scientific level. It comprises a significant portion of most sales academics' jobs and they typically have long term goals for generating and disseminating basic knowledge about how sales and sales management works and why. There are many topics covering virtually anything in the sales function. Some typical examples include sales strategy, sales management and control, training and hiring salespeople, the selling process, buyer-seller relationships, sales technology and automation and international selling.

Yet few sales managers are familiar with this body of work, much as it might shed light on current problems they face. Professor Michael Mallin, University of Toledo, attributes this to the reward system at universities. Sales academics are rewarded for publishing in these journals, which are largely inaccessible to the general population. Professor Rapp notes, "without a deep understanding of econometric modeling or social identity theory, as examples, to interpret the findings, they remain largely inaccessible." Universities' rewards are not aligned with translating findings for business or publishing in trade outlets. Some faculty may feel unprepared for this task as well.

Professor Mallin's answer is to present findings in executive training and other university interactions with businesses and to familiarize students with results in the classroom. His sales program recently began a blog with short summaries of findings and managerial implications. Professor Rapp feels that sharing findings through executive engagements, trainings and key note presentations has worked particularly well for him. For example, after a recent training, Sean Tripician, a Sales Forecast and Pricing Analyst with Niman Ranch, told Professor Rapp "You have given us all fantastic tools that we all can use in our day-to-day operations."

Managers can benefit from this research by gaining deeper understanding of the topics they are most concerned with. Much academic research eventually makes its way into textbooks, but that can take years. Familiarity with current findings provides earlier insight to what may become fundamental understanding down the road.

Paul Millette, VP of Sales, VisionPoint, says that he has to adapt to the workforce and needs to understand what drives employees and new hires. It is imperative to keep up to speed to know what excites employees, so he can keep them motivated and retain them. He's been following Bryant University's Stefanie Boyer's work on generational differences. Knowing what is being discovered in academic research has helped him change his mindset, resulting in new ways to motivate employees. "I've seen a number of changes since implementing findings from Stefanie's work. Employees are more comfortable with collaboration and prefer it, they want to have an impact and be heard, have ability to think outside the box is high and they are productive and efficient from home." He says as a manager he has to adapt and be open to get the results he wants. He

keeps an eye open for research that helps him to stay ahead of the curve.

Professor Boyer makes a deliberate effort to bring her research into the conversation when working with managers and through social media. Her research on self-directed learning, training, adaptability and managing the next generation of sales leaders has received the most interest from employers. "For the sake of our students and their future employers, we should share what we learn. One of the things I have learned is to share results with employers while it is in the publication process because waiting for it to come out can take years sometimes."

Efforts are not limited to the United States. Jorge Bullemore, Director Academico at Universidad de Chile, notes that while not as much academic research is produced in Latin America as in the U.S. and Europe, the issues are similar. In Chile, there is a concerted effort to attract more academic sales researchers, while at the same time finding ways to share research with managers. "Quality research, knowledge and best practices reach managers through open congresses where opinion leaders from around the world are invited, some newsletters written by consultants and academics and the publication of books in Spanish." He himself is working to make sure current findings reach managers, recently publishing a joint university/consulting project to study commercial networks in Chile.

Some managers also participate in research by providing access to certain aspects of their business, perhaps salespeople responding to a survey, researchers observing sales processes or providing company data on specific metrics. Companies are usually provided unique company-specific insights for participating, get early access to findings and can choose to remain anonymous in publications. The companies also have the satisfaction of supporting the creation of future knowledge.

While a clear purpose behind this research is to advance knowledge, the purpose has to be accomplished with the goal of helping businesses. That means researchers need to make sure they answer relevant questions and find ways to translate findings for business managers. Business managers need to seek out findings and encourage those who are sharing business implications with them. Sales academic research can provide valuable insight and competitive advantage to interested firms. Managers interested in learning about academic sales research don't have to read Journal of Marketing; start by contacting your local university sales program. ▲



Ellen Pullins, PhD  
University of Toledo

## Beyond the Classroom: THE ROLE OF FACULTY IN ELEVATING THE SALES PROFESSION



*Business schools across the country have mission statements with a common theme: to improve our world, country and community, one student at a time. In the world of sales, faculty are uniquely positioned to improve the profession through teaching, research, and building a strong relationship with industry. But when it comes to engaging college students, that highly desired, early-career sales force, educators do their greatest work beyond the scope of the classroom.*

Pi Sigma Epsilon (PSE), the only national, professional fraternity dedicated to the advancement of sales as a profession, has witnessed first-hand the impact that faculty have in the development of early-career sales professionals. PSE was founded in 1952 by three marketing professors, Lloyd Antle, Dr William Harris, and Dr Henry Baker, who established a close working relationship with a charismatic and energetic sales executive, Mr. Lewis F Gordon, co-founder of Sales & Marketing Executives International (SMEI).

Since that time, dedicated sales and marketing faculty on campuses across the US have served as PSE advisors, teachers, mentors and contributors to the advancement of the sales profession, both in and out of the classroom. Meaningful faculty/student interactions help students become outstanding individuals, citizens, and sales professionals.

## Teachers First

Eighteen-year-olds come to school their freshman year with a general idea about their future. Most believe in the importance of a college degree but few are certain about a major. The next few semesters of grinding through science and English composition courses mold their perspective, and many migrate to business disciplines. Some choose marketing, but not sales. Few students come to school looking to become sales professionals.

Faculty play a critical role in sparking interest in the profession and igniting a passion for professional selling. They help students to develop a broad understanding of business and the critical role of sales as a company's single most important revenue-generating function. Students learn multiple methodologies and that knowledge is reinforced over many months as students earn a degree through study, practical application and role-play.

## Mavericks and Trailblazers

Sales has come a long way since the days of getting your foot in the door and espousing product features and benefits. Professional sales has entered a new era, requiring skills that are teachable. There is a vast network of industry leaders, non-profit organizations and educators who are committed to advancing sales from "vocation" to "profession", charting new territory in the process. This vast network intersects on campus with the sales faculty and impacts practitioner, educator and pupil each where they reside.

Organizations like the Sales Education Foundation, which provides resources for academia and industry, have recognized the importance of sales education in an academic setting. To advance the field of sales, the SEF collects data on university sales programs and publishes it in their Annual magazine. SEF also provides funding for workshops and conferences on the topic of sales, and offers students a unique opportunity to complete a predictive assessment about careers in the profession.

Professional sales training organizations like Carew International, one of the top 10 sales training firms in the United States, partner with faculty at schools like Central Michigan University, to provide hands-on experience with personal selling. They offer certification in professional selling, advanced positional selling/pathway to negotiations and enterprise selling as part of the academic curriculum. Students are exposed to key sales components through the same training received by Fortune 500 companies such as John Deere, Dow Corning, Coca Cola and International Paper.

Further, sales faculty spend considerable time researching and delivering cutting-edge findings through sales education organizations, and academic conferences and journals:

- The Journal of Personal Selling and Sales Management (JPSSM) is the only academic journal devoted to the publication of peer-reviewed articles in the field of sales management and selling. With global distribution, JPSSM encourages knowledge transfer between science and practice, and identifies issues and shaping of ideas associated with sales and selling.
- The National Conference in Sales Management (NCSM) is the premier international gathering of scholars, instructors, and practitioners interested in professional selling and sales management research and teaching. The conference consists of double-blind review competitive paper sessions, research roundtable sessions, sales education sessions, and a variety of special sessions devoted to connecting academia and practice.
- The University Sales Center Alliance (USCA) connects university faculty members with many different backgrounds and areas of expertise for the continuing advancement of the sales profession through teaching, research and outreach.
- AMA's Sales SIG advances knowledge generation with the integration of academic and practitioner perspectives into research and teaching.

*Beyond the Classroom continued on page 34...*

Continued from page 33...

## Collaboration and Relationship-building

Faculty are the gateway between industry and future sales professionals and most industry sales managers know that identifying top sales talent often begins in the classroom. Professors interact daily with students who are considering a career in sales. It is the strong connection with industry, fostered between faculty and members of the selling community that facilitates a meaningful connection between prospective employers and the emerging sales force.

Professors often invite sales professionals as guest lecturers and coaches for role-play competitions. Some of these sales professionals mentor aspiring students as they navigate career decisions and sales skills development; in turn, the sales professionals get to establish working relationships with creative, energetic students. For a sales manager or recruiter, these relationships can result in successful hires. For the student, the faculty introduction to industry professionals marks the starting point of a budding career.

## Where the magic happens

Faculty as teachers, researchers and collaborators have elevated the sales profession through higher education. But where the magic happens, where truly remarkable sales professionals are formed, is with personal interactions that instill confidence, build character and challenge students to move out of their comfort zones to achieve more than they ever believed possible.

These personal interactions are as simple as a conversation that helps the student to understand the broad variety of sales careers available and how to choose the best fit. Others connect students with personal industry contacts and provide a critical introduction

to a future employer. Finally, there are those faculty who commit to honing sales skills by investing significant personal time to coach, train, encourage and support students for local, regional and national sales competitions.

Whether the faculty member chooses to engage industry professionals to present workshops and learning opportunities which reinforce the things that transcend the classroom or arrange site visits to company headquarters, the role of faculty in advancing the sales profession is critical to the development of an emerging sales force with the skills necessary to achieve success in a field with an ever-growing demand for excellence.

*In cooperation with the Sales Education Foundation, Pi Sigma Epsilon recognizes the meaningful contributions of our sales educators and faculty who teach, research, collaborate and inspire to elevate the profession of sales. We are grateful for you and all you do to advance the sale profession! ▲*



Joan E. Rogala, CEO  
Pi Sigma Epsilon

## HAVE YOU EVER THOUGHT ABOUT BECOMING A PROFESSOR?

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UNIVERSITY	PRIMARY CONTACT(S)
Florida State University	Dr. Leff Bonney, lbonney@cob.fsu.edu
Georgia Tech University	Dr. Ajay Kohli, ajay.kohli@scheller.gatech.edu Dr. Samuel Bond, samuel.bond@scheller.gatech.edu
Harvard University	Dr. Frank Cespedes, fcespedes@hbs.edu Dr. Das Narayandas, nnarayandas@hbs.edu Dr. Doug Chung, dchung@hbs.edu
Indiana University	Dr. Scott Mackenzie, mackenz@indiana.edu Dr. Girish Mallapragada, gmallapr@indiana.edu
Kennesaw State University	Dr. Brian Rutherford, brutherford1@kennesaw.edu Dr. Terry Loe, tloe@kennesaw.edu
Louisiana Tech University	Dr. Sean Dwyer, dwyer@latech.edu
Michigan State University	Dr. Doug Hughes, dhughes@msu.edu Dr. Stephanie Mangus, mangusst@msu.edu
Oklahoma State University	Dr. Karen Flaherty, Karen.flaherty@okstate.edu Dr. Todd Arnold, todd.arnold@okstate.edu
Texas A&M University	Dr. Alina Sorescu, asorescu@tamu.edu
Texas Tech University	Dr. Bob McDonald, bob.mcdonald@ttu.edu
University of Alabama	Dr. Tom Baker, tbaker@cba.ua.edu
University of Arizona	Dr. Mrinal Ghosh, mghosh@email.arizona.edu
University of Georgia	Dr. Sonny Lam, sonlam@uga.edu Dr. John Hulland, jhulland@uga.edu Dr. Sundar Bharadwaj, sundar@uga.edu
University of Houston	Dr. Mike Ahearne, mahearne.uh@gmail.com Dr. Steve Brown, spbrown@uh.edu Dr. James Hess, jhess@uh.edu
University of Missouri	Dr. Nilandri Syam, syamn@missouri.edu Dr. Srinath Gopalakrishna, srinath@missouri.edu Dr. Murali Mantrala, mantralam@missouri.edu Dr. Lisa Scheer, scheerl@missouri.edu Dr. Shaoming Zou, zou@missouri.edu
University of Mississippi	Dr. Doug Vorhies, dvorhies@bus.olemiss.edu
University of Nebraska	Dr. Ravi Sohi, ravisohi@unl.edu
University of South Florida	Dr. Andrew Artis, aartis@usf.edu
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\*This list has been prepared by the University Sales Center Alliance | <http://www.universitiesalescenteralliance.org/>

# NEW RESEARCH *from* FLORIDA STATE UNIVERSITY REVEALS A CRITICAL FLAW IN OUR SALES METHODOLOGIES

*An Interview with Leff Bonney,  
Florida State University Professor  
by Jason Jordan*

*Leff, you've conducted some fascinating new research to find the 'best' sales methodology. How did that research come about?*

One of the most important contributions that university-based sales centers make to the discipline of sales and sales management is the research conducted on sales-related topics. For example, at FSU we have an advisory board of around 40 companies that plays a critical role in guiding our research efforts. In 2012 there was a great deal of noise in the marketplace related to the effectiveness of different sales methodologies. Our board members asked us to explore the different methodologies, which started us down a path.

Obviously, consultative, transactional, and value selling strategies had been prevalent in the market for decades, but there were new methodologies emerging that suggested high-performing sales reps actually provoke their customers into new ways of thinking about their problems and solutions. Two years, four studies, and over 3,000 salespeople later, we had some pretty interesting insights to share.

*So what did you learn?*

Well, the big ah-ha was that high performing salespeople aren't consultative sellers, they're not value sellers, they're not relational sellers, and they're not provoking sellers. High performing salespeople are ALL of these. What our research showed was that high performing salespeople are incredibly agile; they have the ability to shift between different selling methodologies depending on the situation that they are facing.

Likewise, underperforming salespeople use no real methodology at all, which should come as no surprise. But what was interesting was that average salespeople—the middle 50%-60% of the sales organization—were adept at one selling approach and had a tendency to use it again and again, no matter what the situation. So, the conclusion of the research was that sales leaders were asking the wrong question: It's not, what selling methodology is right for their organization...It's what selling methodologies are right for common situations that the salespeople encounter?

*Well now that you say that, it seems to make intuitive sense. Is 'agility' something that can be taught?*

On the surface, 'agility' seems like a trait that reps either have or they don't. However, you can see it being trained in many other disciplines. For instance, sports teams are all about the need for agility. Quarterbacks are taught to come to the line of scrimmage, assess the situation, and make changes to the play their team is going to run based on what they see... And this can be taught. You would never see a football team run the same play 47 times during a game. At least, not a winning team.

The US military is another great example. Fighter pilots are taught dozens of maneuvers that can be performed while engaged in an aerial dogfight. They know that the key to success is their ability to tack back and forth between maneuvers based on what the enemy plane is doing...And it can be taught.

The military example is especially relevant for sales teams, because it illustrates both tactical (in the battlefield) and strategic (in the battle control center) adaptability that salespeople need to be successful in their selling efforts.

*If agility can be taught, what are the core skills that must be developed?*

Other sales researchers have explored the keys to sales agility or adaptability, as it is sometimes termed in the literature. They found that three key skills are the most critical to salesperson success. First, salespeople must have situational awareness, which is the ability of the salesperson to probe and recognize the type of situation they are confronting. The second skill is the ability to think through a series of strategies for each situation and to accurately select the right strategy for the given situation. This skill is known as selling fluency. The third and final skill is strategy execution. It's one thing to know the right strategy for the situation at hand, but it's another thing entirely to be able to execute.

Again, this process of identifying the situation, selecting the right response, and executing it flawlessly is an approach drilled into quarterbacks, fighter pilots, doctors, lawyers, and many other professions. For some reason, it's just evaded sales forces for more than 100 years.

*What are the implications of these findings for sales training going forward?*

Another great question. I believe that our research calls into question what companies have been doing all these years with a one-size-fits-all approach to sales. The overwhelming majority of sales training programs are designed for sellers to approach every sales opportunity the same way. But assuming the research is correct, this training is actually training what average salespeople do—not top performers.

Another implication is that the strategy of selling to 'personas' is also flawed. Persona-based selling dictates that there is a best way to sell to a particular type of buyer, say a Chief Information Officer. In reality, a CIO doesn't always purchase the same way – she might behave differently in different situations. If she is upgrading her accounting software, she's an educated buyer and might simply want to transact. If she's buying a social media platform for the first time, she might require more consultation. So our research draws the value of such personas into question as well.

Since the original research, we've seen some top sales organizations begin to embrace a more agile sales approach where salespeople are taught multiple sales strategies that can be used in different situations. In fact, we've even designed a new training program that puts 'selling agility' as the main objective; it's designed to help salespeople be fluent in different ways to sell.

*Is anyone already using this approach? Do you have any real-world proof that it works?*

They are, yes. We recently worked with a major industrial supply company that wanted to help their salespeople be more agile in their approach to selling. We identified the key situations that these salespeople face on a regular basis and the strategies that have the highest chances of success in each. Then we launched a training program that teaches reps how to adjust across situations and the results have been dramatic. In the first year, the company achieved an 8% growth rate against a 4% growth target.

Won't this more 'agile' approach to selling substantially complicate sales management and coaching?

No, in fact quite the opposite is true. By building agility in sales approaches based on different situations, sales managers have a more prescriptive set of factors to coach. Part of coaching is diagnosing where reps are struggling in their approach to sales. The agility approach to selling strategy allows managers to think through whether a rep's inability to move a sale forward is due to misidentification of the selling opportunity or is due to the inability to execute the right sales strategy. In some ways, it creates a coaching checklist that managers can use to determine where reps are getting stuck in specific types of opportunities.

The only people whose world it might complicate is L&D professionals. If they want to do right for their sales teams, they can no longer buy off-the-shelf training programs or even deploy customized solutions that are straight-line sales processes. The burden is on them to identify the common situations that their salespeople face and then assemble a training program that builds the agility required to succeed in each.

How does technology such as CRM or Artificial Intelligence play into this discussion?

I think that CRM and AI systems can be very important in helping companies identify the types of opportunities or situations they face regularly. These systems can alert management when it appears that new situations are emerging in the market as well. Finally, these systems can become dynamic coaches to salespeople by providing a set of suggested steps the salesperson should take based on the situation. As always, technology can be a great enabler of better selling—sales agility is no different. ▲

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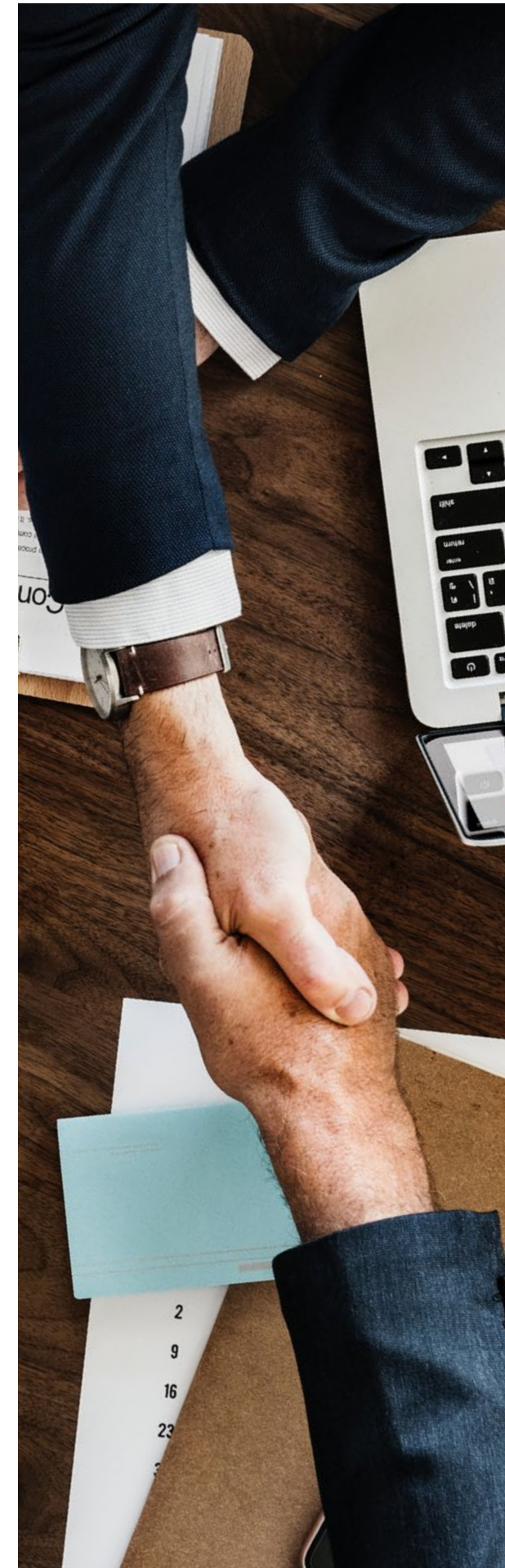
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# SUCCESSFULLY ACTIVATING CORPORATE PARTNERSHIPS WITH UNIVERSITY SALES CENTERS

Hiring strong sales talent is a critical success factor for business-to-business (B2B) organizations. To fulfill the market's talent needs, a growing number of university sales programs are preparing students for complex B2B sales exchanges (see SEF listing 2019). Not surprisingly, Peter Drucker's 1996 prediction of the growth of corporate-university partnerships is today's reality.

Corporate-university partnerships represent inter-firm agreements aimed at achieving competitive advantage for both partners, therefore establishing and maintaining such relationships is important work. To create a strong partnership for mutual value requires concerted effort by the corporate partner and the university's sales program leader. How do these stakeholders work effectively together to ensure successful activation of the corporate-university partnership?



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## CORPORATE PERSPECTIVE:



IF THE CORPORATE PARTNER WISHES TO INCREASE THE FIRM'S PERCEIVED VALUE TO THE UNIVERSITY, **CONSIDER HOW YOU MIGHT HELP FACULTY WITH RESEARCH IDEAS AND/OR ACCESS TO DATA.**

Corporate partners establish recruiting goals for their partnerships and must justify the ROI of their financial commitment. As executives activate these partnerships, they must navigate three key areas where their approach/perspective might differ from academicians: (1) objectives, (2) timing expectations, and (3) communications. Corporate objectives for such partnerships center on increased exposure to “top sales talent” to address their firm’s talent needs. While center directors are interested in placing students, faculty are also evaluated on research productivity. Consequently, corporate partners can be viewed as an important source for research ideas/data. “We discuss relevant trends and issues on an ongoing basis with our Corporate Partners, often resulting in joint research projects,” offers Dr. Alexander Haas, Director-Justus Liebig University’s Center for Sales Research (Germany). “Sales centers must be doing research that is relevant to their corporate partners and that cutting-edge research informs the classroom,” reports Dr. Deva Rangarajan, Director-Center for Professional Selling, Ball State University.

Timing expectations must be navigated as well. Industry players typically think in quarterly timeframes whereas the academy operates on slightly longer time horizons. Faculty expect partners to engage in long-term brand-building efforts and avoid “mishaps” that impact short-term attraction. Leaders of various sales programs want corporate partners to understand these timing differences

as Dr. Terry W. Loe, Director-External Relations for Kennesaw State’s-Center for Professional Selling, reports, “Recruiting from university sales programs is different from what recruiters are accustomed to and there is a learning curve. Our students have extremely high placement rates because they are better prepared for and want a sales career. Recruiting sales program students is akin to colleges recruiting top athletes. Students will receive several offers, so companies must take a longer-term perspective, build their brand on campus, and develop relationships with students and sales faculty.” Dr. Charles Ragland, Executive Director, Indiana University’s Center for Global Sales Leadership, concurs, “We recommend a three-year time horizon for corporate partner engagement.” Successful corporate partners understand timing and serendipity, “While we were lucky to recruit a brilliant sales student at our first event, we were prepared to invest in our relationship with JLU’s Center for Sales Research to create the necessary momentum,” according to Weiss Technik’s Director Nico Gotthardt.

If corporations have established key performance indicators (KPIs) for measuring university partnership success, executives need to share those KPIs with their university partners. In fact, open communications between both parties is imperative for a true partnership. Tony Crisci, a Recruiter for Penske Truck Leasing offers, “We have had opportunities to discuss the hires we have made, and the ways that we can help the program as well.”



AS PARTNERS ENGAGE WITH UNIVERSITIES, **CANDIDLY DISCUSS WITH YOUR UNIVERSITY PARTNERS HOW LONG THEY PREDICT IT WILL TAKE TO BUILD INTEREST AND MOMENTUM WITH STUDENTS.** LOOK TO GARNER BEST PRACTICES FROM FACULTY/PARTNERS WHO HAVE WORKED WITH THIS UNIVERSITY AND ITS STUDENTS LONGER THAN YOU HAVE.

## SALES PROGRAM LEADER PERSPECTIVE:



SALES PROGRAM LEADERS WHO PLACE VALUE ON FORMAL AND INFORMAL FEEDBACK ARE MORE LIKELY TO **CREATE STRONGER, LONGER-TERM CORPORATE PARTNERSHIPS.**



PRIOR TO RE-ACTIVATING OR RENEWING A CORPORATE PARTNER THAT ISN'T A GOOD FIT, PROGRAM LEADERS SHOULD ENGAGE SUCH PARTNERS IN AN OPEN DIALOGUE CONCERNING THE VALUE OF THE PARTNERSHIP TO BOTH PARTIES.



UNIVERSITIES OPERATING WITH A **CONSISTENT AND WELL-ORCHESTRATED COMMUNICATIONS PLAN** MAKE IT EASIER FOR THEIR CORPORATE PARTNERS TO ACTIVATE THEIR PARTNERSHIPS AND ENGAGE THEIR EXECUTIVES.

University sales program leaders must acquire financial support for their programs, engage corporations for student development (e.g., job shadows) and place students. As program leaders consider the corporate partner activation process, they must orchestrate processes to: (1) communicate information and engage executives, (2) assess perceived vs. desired benefits gained by partner organizations, and (3) manage “out” partners who are not a good match. Since corporate representatives engage with multiple universities, sales program leaders must plan activities well in advance, so they can engage executives from their corporate partners. An example from Dr. Blake Nielson, Treasurer-University Sales Center Alliance and Chair-Weber State University’s Department of Professional Sales: “We have partners who travel from all over the country to recruit our students. It is imperative to schedule at least one semester ahead and to stack events when possible. A simple example: we couple our partner board meeting with our main recruiting event.”

Sales program leaders will want to gather data on gaps occurring between perceived and desired benefits from the corporate partners’ perspective. Formal surveys provide a systematic way to gather anonymous feedback. Ensuring that corporate partners can provide informal feedback through one-on-one conversations is another vehicle for activating corporate partner relationships. President of the USCA, Dr. Jimmy Peltier, who leads the Institute for Sales Excellence at the University of Wisconsin-Whitewater,

recommends, “Survey corporate partners on an annual or semi-annual basis as a means of establishing benchmarks and measuring against these benchmarks over time. Qualitative and quantitative feedback from corporate partners is critical for running effective university sales centers. Ask what is important to partners and how the sales program can help.” Advisory boards play a critical role in this feedback process, as Chuck Howlett, Director-Professional Sales Program, Northern Illinois University, states, “At our sales advisory board meeting, I review our business goals and ask committees to challenge curricula and brainstorm areas to improve student market readiness.”

A difficult path that sales program leaders must walk is that of “exiting” a corporate partner who isn’t a good fit for the university’s sales program. Sometimes the lack of fit stems from a partner’s lack of engagement in the partnership activities. Other times, the partner’s opportunity fails to resonate with students in the program. “It is very difficult to tell a non-competitive corporate partner that they will not be able to attract our program’s top sales talent. Nevertheless, since we hold this candid discussion before signing a given partner, corporate partners seldom get angry. Rather, most partners who experience a misalignment professionally exit the program and often follow our advice regarding other schools that may have graduates more in line with their corporate opportunities,” notes Dr. Timothy Heinze, Executive Director, Seufferlein Sales Program, California State University-Chico.

## KEY LESSONS FOR ACTIVATING CORPORATE-SALES CENTER PARTNERSHIPS

Our goal is to create stronger understanding of the players’ priorities in the corporate-sales center partnership exchange. Recognizing that the corporate partner and university sales program leader bring different perspectives to the partnership is the first step toward stronger partnership activation. To ensure successful activation of the corporate-university partnership, participants must

### 1. ENSURE

a mutually beneficial strategy and equity in the partnership,

### 2. MAINTAIN

an open dialogue allowing for idea sharing,

### 3. BE FLEXIBLE

and collaborative to maximize the impact for university sales programs, corporate partners, and the next generation of sales professionals. ▲

# Diversifying the Sales Force:

## Filling the Gender Gap in Sales

### IN SPITE OF EVIDENCE WHICH SUPPORTS SUCCESS FOR WOMEN IN SALES, AND COMPANIES RECOGNIZING THE VALUE OF A DIVERSE SALES FORCE, THE NUMBER OF WOMEN EMBARKING ON SALES CAREERS HAS REMAINED FLAT.

According to a recent Forbes article, “Why We Need More Women in Sales” (January 2018), the sales profession has seen only a 3% increase in the number of women within the last decade. Perhaps the first step in increasing the number of women pursuing sales careers is to increase the number of women in university sales courses. To this end, the University of Cincinnati experimented with our sales curriculum to generate women’s interest in taking a sales class. We believed that if we could get college women to enroll in a sales class—where they could learn the skill set for sales success and gain confidence in their abilities—more college women would consider sales a viable career.

With the help of a higher education grant from Procter & Gamble, a new experimental course, “Women in Sales” was developed. A three prong approach was undertaken. First, the title of the course, “Women in Sales,” along with word-of-mouth promoting the class as a place where women could develop their unique skill set, attracted women and a few men to enroll. Second, to build confidence in their sales skills, the class format was heavily weighted with experiential learning activities which included both in class practice and out of class assignments. Third, to build resiliency and reduce fear of failing—both critical skills for sales success—a resiliency assignment was created.

As anticipated, the course title did indeed attract women, and a few men, to the course: not because the women were interested in sales, but because they were intrigued by a business course for women. The underlying premise for the course was that women have different communication and leadership styles than men, and we wanted to give women the chance to practice with their unique leadership style. As one woman wrote “...I learned that women have the capabilities to excel in sales, not just men. Since women know how to listen and ask empathetic questions, our strategies can sometimes be more effective than men’s strategies.”

What we did not anticipate, but found pleasantly surprising, was how the conversation changed when a business class was composed of predominately women. Women were no longer hesitant to speak up in class and consequently, lengthy class discussions ensued. In fact, it was sometimes difficult to get through the course material because the women were talking so much, a sharp contrast to behavior observed from women in traditional sales classes.

Gender differences were also observed at the culminating sales role play activity. While men in the traditional sales class were competitive, the women would collaborate and encourage each other to do their best. In addition, the women asked challenging questions that never arose in the traditional sales course. As one woman noted, “It can be hard being a woman in the business field, and I feel that is much overlooked... This class gave me open space to address these concerns and get them answered while learning about ones that I had not even had to think of yet.”



One of the interesting things about offering a sales class for women was the positive effect it had on men who took the course. While men are welcome to enroll, usually only one or two elect to take the course. As one male student noted, some of the most successful sellers in his organization were women. To become a successful sales leader, he needed to understand how to partner with, promote, and motivate his female colleagues.

In addition, men taking the Women in Sales class have become strong advocates for women entering the sales force. The women were equally impressed with the men who enrolled in the class. As one woman noted,

**“Throughout the semester, I got to experience women breaking stereotypes and empowering one another. I also got to see men be put into a position where they can see things from our perspective, helping them to be colleagues with us.”**

The class promoted a positive experience for everyone.

To gain confidence in their sales skills, the course emphasized experiential learning with mini sales practice sessions incorporated into every class meeting. In addition a new assignment was devised to help women increase their resiliency and have courage to not fear failure—life-skills that are critical for success in sales. The goal of this assignment was to help women learn to get over failure quickly and move forward to try again. One woman wrote, “The most important thing that I have learned is to be resilient. I am so thankful that we had to write resiliency journals this year; it has taught me how to bounce back and that failure isn’t always a bad thing.”

Pre-class/post-class assessments corroborated the women’s self-reports. Exploratory research found that women in the class increased their level of resiliency to those equivalent to men (closed the gender gap in resiliency), reduced their fear of failure (statistically

significant), and had greater confidence in their ability to sell as compared to men who completed the traditional sales course. Based on the success in helping women learn resiliency, the assignment is now included in the traditional sales class as well and has met with similar success.

As a result of starting a sales class for women, the number of women enrolling in a sales class and considering a sales career has increased on our campus. Based on their positive experience with the women’s sales course, more women are enrolling in subsequent sales courses: thus increasing the quality and quantity of our sales program. The success of this course has attracted national attention.

Finally, as predicted, more women from our campus are pursuing sales careers. As one woman noted: “Prior to this class, I never expected myself to be pursuing a career in sales, I was mostly just curious about the class. But because of this class, I got my first internship in sales this past summer. Now, as result of that, this upcoming summer I will be working as a sales intern in Denver.”

While the Women in Sales course was designed to help undergraduate women, it turns out everyone—men, women, sales organizations, and our sales program—all benefited from this course. Encouraging women in sales benefits everyone. ▲



Jane Z Sojka, PhD  
University of Cincinnati

# UNIVERSITY SALES COMPETITIONS



## Unique Events Showcase the Next Generation of Sales Professionals

University sales competitions provide opportunities for professional sales students to showcase their talents while networking with fellow students and potential employers. Some competitions focus on regional attendance, while many others have become international in nature, attracting students all over the world. These events vary in format, from role-play, team selling and speed selling, to “elevator pitch” exercises. Sales competitions are “the” premier venue for top sales organizations to meet the future generation of Sales professionals and see them in action.

University Sales students recognize these events are opportunities to refine their classroom skills in highly competitive environments. Top sales organizations send representatives to serve as judges, prospects or buyers. Many competitions include corporate mixers, career fairs and networking events. Recent additions to the landscape focus on first and second year students and feature bilingual competition.

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

<p>FEBRUARY, 2020 TBD</p> <p><b>Arizona Collegiate Sales Competition (ACSC)</b></p> <p>ARIZONA STATE UNIVERSITY</p>	<p>ACSC features a sales role play, speed-selling, and a 60-second visume (submitted in advance). The sales role play consists of three rounds and serves as a warm-up to the National Collegiate Sales Competition. Sales professionals serve as buyers and judges for the role play competition, and judge the speed selling and visume competitions. Students participate in a career networking event. This year's competition included 9 universities and was held at Arizona State University in Tempe, AZ.</p> <p>YEAR FOUNDED: 2016      Contact: Detra Montoya, <a href="mailto:detra.montoya@asu.edu">detra.montoya@asu.edu</a></p> <p><a href="https://wpcarey.asu.edu/marketing-degrees/calendar-of-events">https://wpcarey.asu.edu/marketing-degrees/calendar-of-events</a></p>
<p>SEPTEMBER 24, 2019</p> <p><b>Ball State University Regional Sales Competition</b></p> <p>BALL STATE UNIVERSITY</p>	<p>The BSU Regional Sales Competition serves as a warm-up for the National Collegiate Sales Competition (NCSC). BSU offers 2 competition tracks—developmental and competitive. Competitors engage in a fifteen-minute sales call role-play with a business executive and receive performance feedback from industry professionals immediately following their sales calls. Industry professionals and sales experts participate as judges and buyers during the competition. The highest scoring performers (competitive track) advance to a second round role play.</p> <p>ADDITIONAL EVENTS: Cash prizes are offered to the top finishers competing in the competitive role play track. The competition also features a mixer/networking dinner along with bowling and billiards on Monday evening with the full-day competition on Tuesday.</p> <p>YEAR FOUNDED: 2003      CONTACT: Deva Rangarajan, <a href="mailto:salescenter@bsu.edu">salescenter@bsu.edu</a> Julie Eiser, <a href="mailto:jeiser@bsu.edu">jeiser@bsu.edu</a></p> <p><a href="http://salescenter.wix.com/bsu-competition">http://salescenter.wix.com/bsu-competition</a></p>
<p>MAY 22-23, 2019</p> <p><b>Salesforce European Sales Competition (ESC)</b></p> <p>AVANS UNIVERSITY OF APPLIED SCIENCE, NETHERLANDS</p>	<p>As part of an initiative to increase the attractiveness of B2B sales focused university programs in Europe and at the same time push excellence in sales to the next level, the 2019 ESC will bring together 80 sales majors from 20 European universities to compete centrally on a Salesforce sales case and a speed selling game.</p> <p>YEAR FOUNDED: 2013      CONTACT: Mickel Dielissen, <a href="mailto:hw.dielissen@avans.nl">hw.dielissen@avans.nl</a> Timo Holopainen, <a href="mailto:timo.holopainen@turkuamk.fi">timo.holopainen@turkuamk.fi</a></p> <p><a href="https://www.europeansalescompetition.com/">https://www.europeansalescompetition.com/</a></p>
<p>FEBRUARY 27-29, 2020</p> <p><b>Global Bilingual Sales Competition (GBSC)</b></p> <p>FLORIDA INTERNATIONAL UNIVERSITY</p>	<p>FIU's Global Bilingual Sales Competition is the only event of its' kind, bringing students from across the globe to compete in both English and Spanish. The competition consists of simulated role plays in which students sell to a buyer from a global organization. Students must conduct sales calls in English only, Spanish only, and English/Spanish. The role plays are conducted in FIU's Global Sales Lab, housing 12 rooms with recording capabilities. Judges and Sponsors have access to live videos.</p> <p>ADDITIONAL EVENTS: Global Exchange, elevator pitch competition and speed networking; Off-campus, sponsor-hosted networking.</p> <p>YEAR FOUNDED: 2016      CONTACT: Dr. Nancy Rauseo, <a href="mailto:xrauseon@fiu.edu">xrauseon@fiu.edu</a></p> <p><a href="https://www.fiu-gbpc.com/">https://www.fiu-gbpc.com/</a></p>
<p>NOVEMBER 6-9, 2019</p> <p><b>International Collegiate Sales Competition (ICSC)</b></p> <p>FLORIDA STATE UNIVERSITY</p>	<p>Held at the Caribe Royal Resort in Orlando, FL, ICSC the largest university sales competition. The 2019 event features 80 universities, competing for the “Grand Slam” award. Universities accumulate points in B2B role-play, sales management case and speed selling competitions plus points for participating in the career fair. Coaches and competitors get complimentary tickets to Disney World.</p> <p>ADDITIONAL EVENTS: Career Fair with over 40 Recruiting Companies; Complimentary tickets to Theme Park for students and coaches.</p> <p>YEAR FOUNDED: 2011      CONTACT: Pat Pallentino, <a href="mailto:ppallentino@fsu.edu">ppallentino@fsu.edu</a></p> <p><a href="http://fsusalesinstitute.com/icsc">http://fsusalesinstitute.com/icsc</a></p>



# UNIVERSITY SALES COMPETITIONS

<p>MARCH, 2020 TBD</p> <p><b>Redbird Regional Sales Competition (RRSC)</b></p> <p>ILLINOIS STATE UNIVERSITY</p>	<p>Meet up to 56 amazing sales students from 15+ sales programs. Be a mock buyer, or be a Judge in four sales role play rounds. You determine the winner! These students are all prepping for the NCSC so here's your chance to meet them before NCSC. Plus you'll meet 25+ Sales Excellence Academy student volunteers.</p>	
	<p><b>ADDITIONAL EVENTS:</b> Thursday evening networking—Bowling &amp; Billiards, Friday, 3 rounds &amp; final, breakout panel, all day recruiting station, awards ceremony—all in one day! Sponsor facilitated breakout session, station recruiters in the networking atrium, meet your next super star!</p>	
	<p>YEAR FOUNDED: 2018</p>	<p>UNIVERSITIES CONTACT: Duleep Delpechitre, dsdelpe@ilstu.edu COMPANIES CONTACT: Michael Boehm, mboehm@ilstu.edu (309-438-2954)</p>
	<p><a href="https://business.illinoisstate.edu/psi/rrsc/">https://business.illinoisstate.edu/psi/rrsc/</a></p>	

<p>MARCH 27-30, 2020</p> <p><b>National Collegiate Sales Competition (NCSC)</b></p> <p>KENNESAW STATE UNIVERSITY</p>	<p>NCSC, the oldest and largest university sales competition, includes universities from North America and Europe. The format is an elimination style tournament of 20 minute Sales Call Role-Plays and five rounds of competition. Industry professionals and sales experts from academia participate as judges and industry professionals serve as prospects/buyers throughout the event. Prior to NCSC, sponsors are provided resumes of all participating sales candidates and access to competition recordings post-event for a limited time.</p>	
	<p><b>ADDITIONAL EVENTS:</b> A sponsor exclusive sales career expo runs in conjunction with the first two days of competition. An informal networking event is held that includes food, music, games, billiards and bowling. The Final four are announced during the networking event. The Championship Round and NCSC Awards Banquet are held on the final day.</p>	
	<p>YEAR FOUNDED: 1998</p>	<p>CONTACT: Dr. Terry W. Loe, tloe@kennesaw.edu Ms. Mary Foster, mfoster@kennesaw.edu</p>
	<p><a href="http://www.NCSC-ksu.org">www.NCSC-ksu.org</a></p>	

<p>NOVEMBER 20-22, 2019</p> <p><b>National Sales Challenge (NSC)</b></p> <p>WILLIAM PATERSON UNIVERSITY</p>	<p>NSC Role-Play Competition: Students engage in a fifteen-minute sales call role-play with a business executive. This segment has two rounds and a final. Speed-Sell: Students create a two-minute sales pitch about themselves. The 3-day competition is held at the state-of-the-art Russ Berrie Institute for Professional Sales Labs with judges drawn exclusively from the industry. Sponsored by leading corporations, the event also features corporate presentations and job interviews.</p>	
	<p><b>ADDITIONAL EVENTS:</b> Table-Talk: Features executives in a small group setting. Participants are encouraged to attend – this may be used to break ties. Corporate Presentations: Companies present career opportunities at pre-assigned slots. Companies also may invite students to assigned interview rooms. NSC also features a high energy boot camp conducted by senior sales executives in a small group, interactive setting.</p>	
	<p>YEAR FOUNDED: 2007</p>	<p>CONTACT: Lisa Wright, WrightE@wpunj.edu Prabakar 'PK' Kothandaraman, kothandaraman@wpunj.edu</p>
	<p><a href="http://rbisaleschallenge.wpunj.edu/">http://rbisaleschallenge.wpunj.edu/</a></p>	

<p>OCTOBER 23-25, 2019</p> <p><b>National Team Selling Competition (NTSC)</b></p> <p>INDIANA UNIVERSITY KELLEY SCHOOL OF BUSINESS</p>	<p>NTSC is a premier team selling competition that attracts undergraduate sales students from America's leading universities who wish to pursue high-level, complex sales careers. Altria and 3M develop the case, role-play as buyers and senior management, and serve as judges. Cash prizes: 1st place, \$3,000; 2nd place, \$2,000; 3rd place, \$1,000. Two networking receptions are included for all participants..</p>	
	<p>YEAR FOUNDED: 2006</p>	<p>CONTACT: Sonya Dunigan, ntsc@indiana.edu</p>
	<p><a href="http://gokelley.iu.edu/ntsc">gokelley.iu.edu/ntsc</a></p>	

<p>NOVEMBER 1-2, 2019</p> <p><b>Northeast Intercollegiate Sales Competition (NISC)</b></p> <p>BRYANT UNIVERSITY</p>	<p>Join us! 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 (5 compete per school) and multilingual elevator pitch competitions (up to 60 compete per school). Try improv-training to promote adaptive selling and celebrate with your new friends Friday evening. Up to three complimentary hotel rooms provided Friday for 25 universities.</p>	
	<p><b>ADDITIONAL EVENTS:</b> Social Media Competition, e-pitch competition (English, Spanish, French, Italian), live product/ case training with the company, networking/recruiting lunch, bowling, karaoke, networking, awards ceremony, skill-building, improv and faculty sessions to advance sales education.</p>	
	<p>YEAR FOUNDED: 2012</p>	<p>CONTACT: Stefanie Boyer, sboyer@bryant.edu</p>
	<p><a href="http://nisc.bryant.edu/">http://nisc.bryant.edu/</a></p>	

<p>Regional conferences held each Fall; National Convention held each April.</p> <p><b>PRO-AM SELL-A-THON®</b></p> <p>PSE REGIONAL LOCATIONS</p>	<p>The Pro-Am Sell-a-Thon® is a year-long national sales competition open to all collegiate members of Pi Sigma Epsilon (PSE). There is no limit to the number of participants per school. The first round competition is held at four regional conferences and includes prizes for first and second place. The second and final rounds of competition are held during the PSE National Convention in the spring. Prior to each regional and national competition, students must review sales modules from Carew International and set an appointment that is scored. Carew provides additional training to students and professionals who serve as coaches. Students and coaches spend time refining the 12 minute, B2B, sales call role plays.</p>	
	<p><b>ADDITIONAL EVENTS:</b> Regional conferences—Networking Reception and Career Fair. National competition—Networking Reception and Career Fair.</p>	
	<p>YEAR FOUNDED: 1952</p>	<p>CONTACT: Joan Rogala, CEO, joan.rogala@pse.org</p>
	<p><a href="http://www.pse.org">www.pse.org</a></p>	

<p>OCTOBER 26, 2019</p> <p><b>Steel City Sales Challenge (SCSC)</b></p> <p>DUQUESNE UNIVERSITY</p>	<p>University sales education impacts sales career success, and the Steel City Sales Challenge, a regional experiential sales competition hosted by the Center for Leadership in Professional Selling at Duquesne University, provides an opportunity for students to gain experience in business-to-business professional selling with feedback from experienced sales professionals. Registration is limited to 30 students who compete in a preliminary sales role-play competition round, with top scorers moving on to a final sales role-play round.</p>	
	<p><b>ADDITIONAL EVENTS:</b> The SCSC experience includes lunch, networking, an awards ceremony, and up to \$5000 in scholarships.</p>	
	<p>YEAR FOUNDED: 2017</p>	<p>CONTACT: Paul Caswell, caswellp@duq.edu</p>
	<p><a href="http://www.duq.edu/academics/schools/business/undergraduate/academics/minors/sales/steel-city-sales-challenge">http://www.duq.edu/academics/schools/business/undergraduate/academics/minors/sales/steel-city-sales-challenge</a></p>	

<p>OCTOBER 24-26, 2019</p> <p><b>The Great Northwoods Sales Warm-Up</b></p> <p>UNIVERSITY OF WISCONSIN-EAU CLAIRE</p>	<p>The Great Northwoods Sales Warm-Up is the first, highly personalized, competition of the year. We invite approximately 20 universities (3 students each) from across the country. We take pride in the quality of sales programs attracted to our event over the past 12 years. Our goal is to have students work hard but also have fun along the way. Students are guaranteed to participate in two 20-minute role plays to sponsor's sales personnel and receive immediate feedback from the sponsor judges.</p>	
	<p><b>ADDITIONAL EVENTS:</b> The Warm-Up also includes a full day career fair that runs in conjunction with the competition.</p>	
	<p>YEAR FOUNDED: 2007</p>	<p>CONTACT: Bob Erffmeyer, erffmerc@uwec.edu Jessica Gardner, gardnejj@uwec.edu</p>
	<p><a href="http://www.uwecsaleswarmup.com/">http://www.uwecsaleswarmup.com/</a></p>	

# UNIVERSITY SALES COMPETITIONS

**MARCH, 2020 TBD**

**UK University Sales Competition (UKUSC)**  
EDINBURGH NAPIER UNIVERSITY SCOTLAND

Academics/ Coaches and students from 15 Universities across the UK (and representative Universities from the USA) will take part. Selling skills and sales competencies of the student competitors are assessed in a business-to-business role plays. The product for sale is a Gartner product/service. Gartner is the main sponsor. The event is attracting over 55 students and is supported by Gartner, Textron, Salesforce, APS, ISM and I-Connect.

**ADDITIONAL EVENTS:** The UKUSC will include in addition to the sales role-play element, networking opportunities via a SpeedSell ice breaker event. The keynote speaker is Professor Neil Rackham who will also conduct a seminar for Sales Academics/ Coaches.

YEAR FOUNDED: 2018      CONTACT: Tony Douglas, t.douglas@napier.ac.uk

<http://www.ukuniversitiesalescompetition.co.uk/>

**FEBRUARY 20-22, 2020**

**University of Toledo Invitational Sales Competition (UTISC)**  
UNIVERSITY OF TOLEDO

UTISC is the nation's first and only national sales competition to focus exclusively on juniors, sophomores, and freshmen and is uniquely positioned to help sponsors proactively balance their national sales talent pipeline across 36 universities. The tournament style competition has a Junior Division and a Sophomore/Freshman Division so the competition and recruitment are transparent and fair. This year's Junior Division contains next year's seniors; FIND—THEM—FIRST! This format helps universities engage and develop more students and earlier so they can grow enrollments.

**ADDITIONAL EVENTS:** Coaching/Interviewing sessions pair up the competitors and alternates with different sponsors three times during the event, concurrent career fair, faculty/sponsor reception, awards reception, and social entertainment. Resumes and contacts sent two weeks in advance.

YEAR FOUNDED: 2016      CONTACT: Deirdre Jones, Director, deirdre.jones@utoledo.edu

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

**OCTOBER 19, 2019**

**West Virginia University Regional Sales Competition**  
WEST VIRGINIA UNIVERSITY

The WVU Sales Competition is open to students from West Virginia, Pennsylvania and Ohio. Students compete in a role play exercise judged by working sales professionals. The top finishing students advance to a second round role play while all other students participate in an elevator pitch exercise. All competitors and faculty coaches enjoy a complimentary lunch and post competition reception. Registration will open August 1, 2018.

YEAR FOUNDED: 2013      CONTACT: Dr. Michael Walsh, Michael.walsh@mail.wvu.edu

<https://business.wvu.edu/wvu-sales-competition>

**LATE FEBRUARY, 2020 TBD**

**Bayou Sales Challenge (BSC)**  
NICHOLLS STATE UNIVERSITY

In Thibodaux, Louisiana, the 16th annual BSC is the region's most competitive sales challenge drawing students from Alabama, Florida, and Louisiana. Five total rounds comprise the elimination style match whereby both individuals and university teams win out 15-minute role-plays. Utilizing the sales lab's technology, all role-plays are recorded and shared with competitors and coaches. Industry professionals from local and national companies serve as the competition's customers and judges.

**ADDITIONAL EVENTS:** Two panel discussions (sales wisdom and role-play advice), seated by industry professionals, kick off the event before heading to a collegiate networking social. Alternates can compete in the new Team Selling Competition. The Bayou Sales Career Fair rounds out the event before a luncheon awards banquet.

YEAR FOUNDED: 2003      CONTACT: Laura Valenti, Laura.Valenti@Nicholls.edu  
Annette Adams, Annette.Adams@Nicholls.edu

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

**SINCE 2008**

**OVER \$180,000** contributed through research grants, SEF-sponsored events/ workshops and scholarships

**OVER 23,000** students from **90+** universities provided opportunities through SEF's Career Development Program

**HELD FIRST ONLINE CAREER DEVELOPMENT PROGRAM FACULTY CERTIFICATION**

**SINCE 2018**

**50 UNIVERSITIES** participated in the Career Development Program (CDP)

**OVER \$26,000** given in support of sales research and sales-related events/conferences

**+3,880 STUDENTS** took Chally assessment

## THANK YOU FROM SEF<sup>1</sup>

A SPECIAL WORD OF THANKS TO THOSE ORGANIZATIONS LISTED BELOW WHO SUPPORTED SEF DURING THE PAST YEAR:

- |  |   |   |
|--|---|---|
| GROWTHPLAY   | TEXAS STATE UNIVERSITY, MCCOY COLLEGE OF BUSINESS CENTER FOR PROFESSIONAL SALES | UNIVERSITY OF CINCINNATI, CARL H. LINDNER COLLEGE OF BUSINESS, CENTER FOR PROFESSIONAL SELLING      |
| GARTNER  | UNIVERSITY OF DAYTON, FIORE TALARICO CENTER FOR PROFESSIONAL SELLING            | TEXAS A&M UNIVERSITY, MAYS BUSINESS SCHOOL SALES LEADERSHIP INSTITUTE                               |
| SMC CORPORATION OF AMERICA   | CALIFORNIA STATE UNIVERSITY—FULLERTON   | UNIVERSITY OF TENNESSEE, HASLAM COLLEGE OF BUSINESS, PROFESSIONAL SALES FORUM                       |
| KENNESAW STATE UNIVERSITY FOUNDATION, INC.                                     | PI SIGMA EPSILON NATIONAL EDUCATION FOUNDATION                                  | UNIVERSITY OF WISCONSIN – RIVER FALLS, COLLEGE OF BUSINESS & ECONOMICS, CENTER FOR SALES EXCELLENCE |
| UNIVERSITY OF WASHINGTON, FOSTER SCHOOL OF BUSINESS PROFESSIONAL SALES PROGRAM | UNIVERSITY OF CENTRAL FLORIDA PROFESSIONAL SELLING PROGRAM                      |   |
| WEBER STATE UNIVERSITY, ALAN E. HALL CENTER FOR SALES EXCELLENCE               |   |   |

A SPECIAL THANKS TO THOSE INDIVIDUALS LISTED BELOW WHO SUPPORTED SEF DURING THE PAST YEAR:

- |   |   |
|---|---|
| HOWARD AND SALLY STEVENS                                | DAVID FLEMING, INDIANA STATE UNIVERSITY, USCA |
| MR TREVOR KNUPP   | ELLEN PULLINS, UNIVERSITY OF TOLEDO           |
| TRACEY WIK, GROWTHPLAY                                  | JOAN E. ROGALA, PI SIGMA EPSILON              |
| WENDY MACK, GROWTHPLAY                                  | LEFF BONNEY, FLORIDA STATE UNIVERSITY         |
| STEFANIE BOYER, BRYANT UNIVERSITY                       | ANDREA L. DIXON, BAYLOR UNIVERSITY            |
| JASON JORDAN, VANTAGE POINT PERFORMANCE                 | DAVID G. PAYNE, UNIVERSITY OF AKRON           |
| JIMMY PELTIER, UNIVERSITY OF WISCONSIN WHITEWATER, USCA | JANE Z. SOJKA, UNIVERSITY OF CINCINNATI       |



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# A DATA-DRIVEN APPROACH TO SALES EFFECTIVENESS, TRAINING, AND COACHING

The research to back it up.  
The framework to propel you forward.



At GrowthPlay, we utilize analytics and deep sales expertise to help companies better attract, hire, develop, and retain sales and other customer-facing professional talent. Our mission is simple: help clients unlock potential and fuel growth by leveraging their greatest sustainable advantage – their people.

We combine talent assessments and proven revenue acceleration methods to align natural capabilities with the needs of your sales roles and coach through the gap.

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Read our blog on “Understanding Four Sales Personality Types – aka Selling Styles”  
<https://growthplay.com/understanding-four-sales-personality-types-aka-selling-styles>.