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

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

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GrowthPlay

SALES EDUCATION Annual 2017

Funded by: **SEF**
Sales Education
Foundation
Elevating the Sales Profession
Through University Education

University Sales Education | Career Selection & Alignment | Professional Standards

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SINCE 2008

OVER **\$126,000**

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

OVER **15,700** students from

90+ universities have participated in Career Development Program

IN 2016

17 sales educators certified for Career Development Program

51 UNIVERSITIES utilized the Career Development Program

OVER **\$26,000**

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

+3,700 STUDENTS participated in free career assessments from our Career Development Program



THANK YOU FROM SEF¹

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

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

INDIANA UNIVERSITY
KELLEY SCHOOL OF BUSINESS
CENTER FOR GLOBAL SALES LEADERSHIP

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NATIONAL SALES & MARKETING FRATERNITY



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

From the Editor

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

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

- PROVIDE RESOURCES FOR UNIVERSITIES that want to teach professional selling, enabling them to start a program
- ENCOURAGE NEW PhD CANDIDATES TO RESEARCH and ultimately teach professional selling by providing data and support
- INCREASE THE NUMBER OF STUDENTS seeking a sales curriculum
- DEVELOP RECOGNIZED SPECIALIZATIONS WITHIN THE SALES ARENA
- STRENGTHEN RELATIONS BETWEEN INDUSTRY AND ACADEMIA by increasing awareness through program support.

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

SALLY C. STEVENS

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

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The Future of Selling 2017—

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

SUPPORT WHAT IS ESTABLISHED AND EMBRACE WHAT IS EMERGING



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

As evidence of this, most surveys show that fully a third to a half of all sales professionals in the US did not make quota in 2016, and overall, sales organizations on average achieved 80% of their plan. I think we all know the impact of a 20% revenue miss at the enterprise level. Turnover continues at rates exceeding 25% per annum, meaning a typical company replaces their entire sales force every four years (or more likely, replaces some subset of the company each year, every year). Yet, despite these statistics, and despite some pundits talking about the death of the salesman, selling in 2017 remains the principal method in which many to most organizations execute their business strategy. There are however, some trends emerging on how selling going forward will be different.

ROLE SPECIALIZATION

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

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

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

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

INCREASED HIRING RIGOR

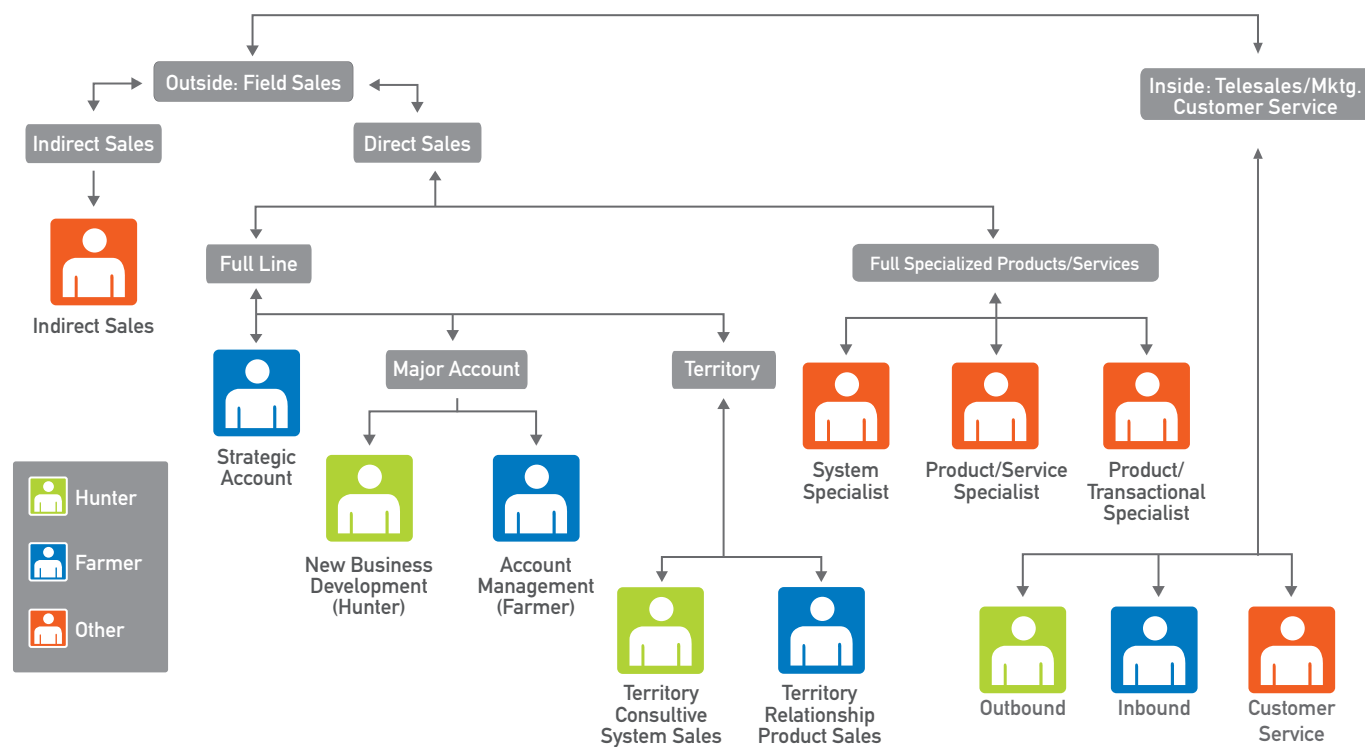
Based on the historical tendency to fail to apply the rigor and discipline the sales recruitment process deserves and the resultant pain that comes from this, as well as the recognition that the many different sales roles require different sales skills as well as different behavioral competencies, it should come as no surprise that most companies are working on establishing enhanced approaches for building sales teams. These processes recognize that the skill set for reacting to inbound leads is quite a bit different than the skills required for someone who has to do outbound calling.

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

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

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

SALES SPECIALTY MAP



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

INCREASED FOCUS ON UNDERSTANDING CUSTOMER ISSUES

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



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

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

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

DEMAND GENERATION

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

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

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

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

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



Daniel J Weinfurter
CEO, GrowthPlay

OLD STEREOTYPES OF SALESPEOPLE WILL VANISH

THE FUTURE OF PROFESSIONAL SELLING MEETS THE COLLEGE CLASSROOM

A SMALL GROUP OF GRADUATE STUDENTS REPRESENTING FIVE COUNTRIES HUDDLE TOGETHER IN A CLASSROOM IN KUOPIO, FINLAND COMPLETING A CASE-BASED ROLE PLAY ON CHALLENGER SELLING. MEANWHILE, A GROUP OF UNDERGRADUATE STUDENTS IN TOLEDO, OHIO RECORD THEIR TEAM SELLING ROLE PLAY USING IPADS AND A VIDEO-CONFERENCING, ONLINE MEETING APPLICATION. IN MILWAUKEE, AS PART OF AN ADVANCED SALES CLASS, MORE STUDENTS ARE BUSY SELLING FOR THE MILWAUKEE BUCKS.

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

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

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

1. BUSINESS ANALYTICS

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

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

BCIT Students earn a credential as a HootSuite Certified Professional.

2. SOCIAL SELLING

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

3. EMOTIONAL INTELLIGENCE

Several universities now teach students how to assess and develop Emotional Intelligence. At the University of Toledo, students learn why EI is important and how it might manifest in a sales context. Then, in small groups, students write brief customer profiles to demonstrate an example of customer emotions. They take turns as buyers and sellers, displaying the emotions and employing strategies to handle the emotions to achieve a positive outcome. According to UT Professor Katy Johnson, "Unlike some intelligences, emotional intelligence can be cultivated. I believe this is an area where universities may be getting in front of practice, helping students gain competitive advantage by giving them a unique competency that will serve well in future sales roles."

4. CROSS-CULTURAL AND DIVERSITY

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

5. CONTINUOUS CHANGE

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

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

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

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

Students come out of these programs confident and committed to the profession. Recent graduate, Jake Hadley understands the value of his sales education. "When I did my internship at Therma Tru, I was involved with research for future initiatives, as well as actual selling. Whether I was in NW Ohio on the phone, researching in Texas or Florida, or presenting new ideas, I felt like I was well prepared by my sales classes. I know I am ready for my next step as a Relationship Manager with Tom James." Well-developed graduates, like Jake, are ready to tackle the changing field.

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

ADDITIONAL TRENDS WE FOUND:

- Selling to Technical Buyers and C-level Suite
- Category Management
- Inside Sales
- Team Selling
- Corporate Responsibility, Sustainability, Ethics and Servant Leadership



Ellen Bolman Pullins, Ph.D.
Schmidt Research Professor
of Sales & Sales Management
and Professor of Marketing,
University of Toledo

NEIL RACKHAM RESEARCH GRANTS MAKE AN IMPACT

By Jason Jordan, Partner, Vantage Point Performance



THE CHICKEN AND EGG OF SALES RESEARCH

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

We needed to enable more sales educators in our colleges and universities. Until more professors were willing and able to teach sales, there could be no increase in sales education.

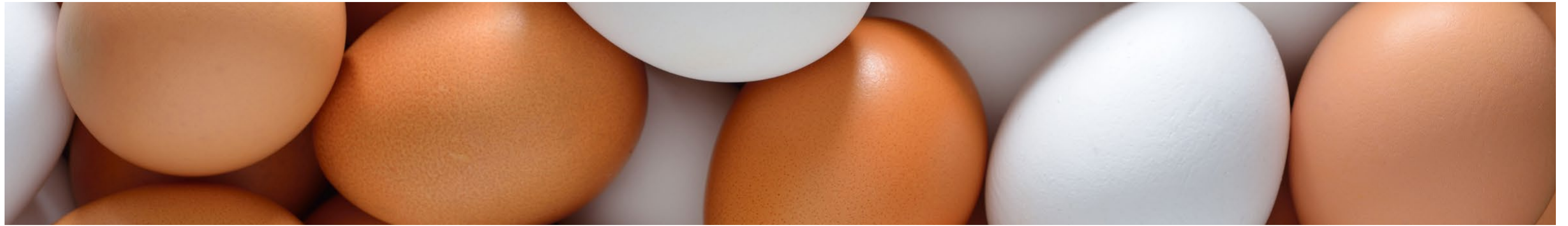
For those of you outside of academia, there's a virtuous cycle that sustains academic advancement, but it also makes it difficult to launch new areas of study. To become an educator in your chosen field of study (say... sales), you must conduct and publish research in that discipline. But to conduct and publish research in that discipline, you effectively must be an educator in that field of study. So to become a professor of sales, you need to publish sales research. But to publish sales research, you need to be a professor of sales. Chicken, meet egg.

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

SEF/NEIL RACKHAM RESEARCH GRANTS

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

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



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

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

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

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

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

**2011 RECIPIENT:
BETH ROGERS**

Closing the Sales Skills Gap with Outsourcing

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

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

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

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

Adaptive Sales Capabilities and Sales Performance

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

Panagopoulos and Rapp explore three specific adaptive sales capabilities: 1) Vigilant market learning, or the ability to perceive market changes, 2) Adaptive experimentation, or the ability to learn from on-the-job experiences, and 3) Open marketing, or the ability to collaborate with marketplace partners.

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

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

Real Earnings Management in Sales

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

One question that Chapman, Boichuk, Steenburgh, and Ahearne ask in this research is: What impact does REM have on the sales force and vice versa? One discovery was that companies are more prone to engage in such behaviors if its salespeople receive cash-based incentives. They also found that sales leadership in those companies are more likely to take steps to circumvent the inevitable cost-cutting mandate – like frontloading sales related expenses earlier in the year to preempt the request. Sound familiar?

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

(Continued on page 28)



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



2017 SEF TOP UNIVERSITIES FOR PROFESSIONAL SALES EDUCATION

TOP NORTH AMERICAN SALES SCHOOLS:

	Online Course	Specialty Area	CRM	Sales Internship Required	Total Faculty	% of Job Placement	Has a Sales Lab
Appalachian State University	▲			4	*	▲	
Arizona State University			▲	4	*		
Arkansas State University	▲	▲	▲	4	100	▲	
Auburn University	▲	▲	▲	4	95		
Aurora University				3	95		
Ball State University	▲	▲		5	95	▲	
Baylor University			▲	5	100	▲	
Bloomsburg University of Pennsylvania			▲	3.5	95		
Bowling Green State University	▲	▲	▲	3	*		
Bradley University	▲			3	100	▲	
British Columbia Institute of Technology	▲	▲	▲	3	100		
Bryant University	▲	▲	▲	2	*	▲	
Butler University	▲		▲	3	98		
California State University, Chico	▲	▲		7	100	▲	
California State University, Fullerton	▲	▲		7	90	▲	
Central Michigan University	▲	▲		5	90	▲	
Clemson University	▲			4	100	▲	
College of New Jersey, The		▲		2	100		
Concordia University—St. Paul			▲	*	*		

	Online Course	Specialty Area	CRM	Sales Internship Required	Total Faculty	% of Job Placement	Has a Sales Lab
Northern Arizona University			▲	2	*	▲	
Northern Illinois University	▲	▲		6	100	▲	
Northwest University			▲	3	85		
Nova Southeastern University			▲	8	*		
Ohio University			▲	7	100	▲	
Plymouth State University			▲	4	*		
Purdue University			▲	14	99.5	▲	
Purdue University Northwest	▲			1	*		
Salisbury University			▲	3	*	▲	
Samford University			▲	2	*		
Sonoma State University				9	*	▲	
Southern New Hampshire University				3	100	▲	
Southern University Baton Rouge	▲			6	78		
St. Ambrose University	▲	▲	▲	4	*	▲	
St. Catherine University	▲	▲	▲	4	98	▲	
St. Cloud State University				5	100	▲	
Stetson University				1	*	▲	
Temple University	▲	▲		6	85		
Texas A&M University				4	*	▲	

	Online Course	Specialty Area	CRM	Sales Internship Required	Total Faculty	% of Job Placement	Has a Sales Lab
University of Southern Mississippi, The	▲			2	*	▲	
University of Texas at Arlington				5	*	▲	
University of Texas at Dallas		▲	▲	4	95	▲	
University of Toledo	▲	▲	▲	8	98	▲	
University of Washington		▲		3	90		
University of Wisconsin—Eau Claire	▲	▲	▲	1	100	▲	
University of Wisconsin Oshkosh		▲		1	*		
University of Wisconsin—Parkside	▲	▲		2	100		
University of Wisconsin—River Falls				3	95	▲	
University of Wisconsin—Whitewater	▲	▲	▲	14	100	▲	
University of Wyoming				3	70	▲	
Virginia Polytechnic Institute and State University				2	100	▲	
Washington State University—Vancouver		▲	▲	3	95		
Weber State University	▲	▲	▲	20	99	▲	
West Virginia University	▲	▲		5	100	▲	
Western Carolina University		▲		4	*		
Western Kentucky University	▲		▲	4	*	▲	
Western Michigan University				5	99	▲	

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

Texas State University			▲	▲	12	95	▲
The Citadel					5	89	▲
Tuskegee University					4	85	▲
University of Akron	▲	▲			10	100	▲
University of Alabama	▲		▲		6	100	
University of Alabama at Birmingham	▲	▲	▲		7	90	
University of Arkansas at Little Rock	▲		▲		2	85	▲
University of Central Florida					4	100	▲
University of Central Missouri	▲				2	*	▲
University of Central Oklahoma		▲	▲		6	90	▲
University of Cincinnati			▲		12	99	▲
University of Connecticut			▲	▲	2	100	
University of Dallas					1	*	
University of Dayton			▲	▲	8	98	▲
University of Georgia			▲	▲	2	100	▲
University of Houston				▲	11	98	▲
University of Louisville			▲		3	*	▲
University of Memphis					*	*	
University of Missouri	▲	▲	▲	▲	8	90	
University of Nebraska at Kearney (IDSP)			▲		3	100	▲
University of Nebraska at Kearney (PBSMP)	▲				2	89	
University of Nebraska at Lincoln			▲	▲	4	100	▲
University of New Hampshire					1	60	
University of New Haven, The			▲	▲	2	90	
University of North Alabama	▲	▲	▲		7	100	▲
University of North Carolina	▲	▲			2	90	
University of North Carolina at Greensboro			▲		5	70	
University of North Carolina at Wilmington	▲				2	72	▲
University of North Texas			▲	▲	2	90	▲

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

TOP INTERNATIONAL SALES SCHOOLS:

	Online Course	Specialty Area	CRM	Sales Internship Required	Total Faculty	% of Job Placement	Has a Sales Lab
Aalen University of Applied Sciences		▲			14.5	90	▲
Anglia Ruskin University	▲	▲	▲	*	*		
Athens University of Economics & Business		▲			2	50	▲
Dublin Institute of Technology	▲			▲	*	80	
Edinburgh Napier University	▲	▲	▲		3	100	
Eindhoven University of Technology		▲			9	95	▲
ESB Business School—Reutlingen University		▲		▲	14	100	▲
FHWien—University of Applied Sciences		▲			*	95	
HAAGA-HELIA University of Applied Sciences	▲	▲	▲	▲	24	99	
Justus Liebig University			▲		7	*	▲
Kristiania University College				▲	11	95	
Turku University of Applied Sciences		▲			18	100	▲
Universidad de Chile	▲		▲	▲	18	95	
Universita Bocconi		▲			4	95	
University Clermont Auvergne					19	90	
University of Applied Sciences in Wiener Neustadt	▲	▲	▲		53	93	▲
University of Portsmouth		▲			6	*	▲

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WHERE OPPORTUNITY AND SUCCESS COLLIDE!

KENNESAW STATE UNIVERSITY BBA IN PROFESSIONAL SALES



HOME OF THE NATIONAL COLLEGIATE SALES COMPETITION

NCSC-KSU.ORG

FOR MORE INFORMATION:
DR. TERRY LOE, DIRECTOR
TLOE@KENNESAW.EDU

470.578.2017

COLES.KENNESAW.EDU/SELLING



International, a nationally prominent sales training and consulting organization with a 40-year history in sales and sales-leadership development, to provide an innovative curriculum that delivers real world results.

CLEMSON UNIVERSITY
<http://www.clemson.edu/cbbs/departments/marketing/academics/sales-certificate.html>

Jesse N. Moore
jessem@clemson.edu
Clemson, SC 29634
864-656-1086

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

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

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

Dr. Alfred Pelham
Pelham@tcnj.edu
Ewing, NJ 08628-0718
609-771-3027

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

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

CONCORDIA UNIVERSITY-ST. PAUL
www.csp.edu

Dr. Bruce Corrie
corrie@csp.edu
Saint Paul, MN 55104
651-641-8226

Students: N/A
Start Year: 2012
Accreditation(s): ACBSP
Program Type(s): UMN

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

DEPAUL UNIVERSITY
www.salesleadershipcenter.com

Daniel P. Strunk
dstrunk@depaul.edu
Chicago, IL 60604
312-362-7250

Students: 900
Start Year: 2005
Accreditation(s): AACSB, USCA full member, PSE
Program Type(s): UCO, UMN, GF, ET
Focus Option(s): Entrepreneurship, Financial Services, Industrial Distribution, Insurance, Sales Management, Technology, Category Management

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

DOUGLAS COLLEGE
www.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
Focus Option(s): Financial Services

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

DUBLIN INSTITUTE OF TECHNOLOGY
www.dit.ie

Laura Cuddihy /Dr. Tony Buckley
laura.cuddihy@dit.ie
Dublin, Ireland 2
+35314027085

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

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

DUQUESNE UNIVERSITY
www.duq.edu

Dr. Dorene Ciletti
ciletti@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.

EASTERN KENTUCKY UNIVERSITY
www.eku.edu

Karen Hood Hopkins
karen.hood@eku.edu
Richmond, KY 40475
859-622-8611

Students: 55
Start Year: 2016
Accreditation(s): AACSB
Program Type(s): UCE

A Center for Professional Selling, including lab facilities, is currently under development pending funding.

EDINBURGH NAPIER UNIVERSITY
www.edinburghnapierbusiness.school.co.uk

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

Students: 50
Start Year: 2011
Accreditation(s): GSSI
Program Type(s): UMJ, UMN, GCE, EC, ET

Focus Option(s): International Business

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

EINDHOVEN UNIVERSITY OF TECHNOLOGY
www.tue.nl

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

Students: 130 Graduate Students
Start Year: 2009
Accreditation(s): AACSB, GSSI
Program Type(s): GF
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

Erin Adamson Gillespie, Ph.D.
egillespie2@elon.edu
Chandler Family Professional Sales Center
Elon, NC 27244
336-278-6000

Students: 126
Start Year: 2007
Accreditation(s): AACSB, USCA full member
Program Type(s): UCO, UMN

Focus Option(s): Financial Services, Technology

Elon has been recognized as a Top Sales Program since 2011. RBI Sales Challenge Speed Selling and Role Play Champion - 2010, 2011, and 2012 and 2013; Overall Team Champion - 2010 and 2012 for RBI Sales Challenge, 2nd place 2013; NIU Competition - 2 finalist, Overall Winner, 2011; National Collegiate Sales Competition - Top Ten Finish 2011; International Collegiate Sales Competition - 3rd place team finish; Overall Individual Champion at Wisconsin Eau-Claire, 2014 Finalist; and 1st Place in the BSU Regional Sales Competition, 2015.

FERRIS STATE UNIVERSITY
<http://www.ferris.edu/>

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

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

Focus Option(s): Communication/Broadcast Sales, Financial Services, Industrial Distribution, Insurance, Medical/healthcare, Technology

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

FHWIEN: UNIVERSITY OF APPLIED SCIENCES
www.fh-wien.ac.at/marketing-salesmanagement/

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

Students: 70
Start Year: 1997
Accreditation(s): GSSI, FIBAA
Program Type(s): UMN
Focus Option(s): International Business, Sales Management

Austria's first sales program began in 1997 at FHWien-Studiengänge der WKW. A Bachelor's option was added in 2007 and a Master's in 2008. The combination of marketing and sales addresses topics ranging from product introduction to sales and customer retention.

FLORIDA INTERNATIONAL UNIVERSITY
<http://www.fiu.edu>

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

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

Weber State University's DEPARTMENT OF PROFESSIONAL SALES & Alan E. Hall Center for Sales Excellence

- ▶ Bachelor's in professional sales available online
- ▶ 150+ professional sales graduates per year
- ▶ 17 classes with 48 credit hours of sales-specific curriculum
- ▶ 99% job placement rate
- ▶ 60+ local and national companies who recruit WSU students
- ▶ WSU named top Utah institution for return on investment by PayScale



weber.edu/sales



WEBER STATE UNIVERSITY
Engineering, Applied Science & 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

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

The nationally recognized and award winning sales major currently has approximately 500 students, offering an undergraduate degree in Marketing, with a major in Professional Sales and a certificate in Sales Management. The sales program is part of the FSU Sales 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://coba.georgiasouthern.edu/cse/>

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

Students: 50
Start Year: 2006
Accreditation(s): AACSB, USCA full member
Program Type(s): UEM
Focus Option(s): Entrepreneurship, Financial Services, Insurance, International Business, Technology, Logistics and Intermodel Transportation

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

GEORGIA STATE UNIVERSITY
<http://gsu.edu>

Stephen P. Young
syoung41@gsu.edu
Robinson College of Business
Atlanta, GA 30302-3991
404-413-7659

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

Selling and Sales Management Specialization to undergraduates. Students participate in the 3M Frontline Sales Program and internships through the College of Business Internship program.

TEXAS CHRISTIAN UNIVERSITY
www.neeley.tcu.edu

Dr. Zach Hall
z.hall@tcu.edu

Fort Worth, TX 76129
817-257-5068

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

UNIVERSITY OF ARIZONA
www.arizona.edu

Jim McLean
jmclean@u.arizona.edu

Tucson, AZ 85641
520-621-2609

This program is in the exploratory phase providing two sales classes.

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

UNIVERSITY OF MICHIGAN

<https://michiganross.umich.edu/>

Follett Carter
follett@umich.edu

Ann Arbor, MI 48109
239-848-2491

This program offers 120 students sales classes.

UNIVERSITY OF MINNESOTA, DULUTH

<http://www.d.umn.edu/~scastleb/>

Dr. Stephen Castleberry
scastleb@d.umn.edu

Duluth, MN 55812
218-726-6314

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

UNIVERSITY OF MISSISSIPPI

<http://www.olemissbusiness.com/Marketing/faculty.html>

Douglas W. Vorhies, Ph.D.
dvorhies@bus.olemiss.edu

University, MS 38677
662-801-4738

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

UNIVERSITY OF MUENSTER

<http://www.marketingcenter.de/ifm/en/index.phpmar>

Dr. Manfred Krafft
mkrafft@uni-muenster.de

Muenster, Germany 48143
+49 251 83 25025

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

UNIVERSITY OF TAMPA
Ut.edu

Shane Smith
ssmith@ut.edu

Tampa, FL 33606-1490
813-257-3586

This program offers sales as an undergraduate elective to approximately 50 students annually.

VILLANOVA UNIVERSITY

www.villanova.edu/business/

Greg Bonner
greg.bonner@villanova.edu

Villanova, PA 19085
610-519-4352

Villanova's College of Business offers two sales courses, Professional Selling and Sales Management, through their Department of Marketing and Business Law. The University hosts alumni events to assist alumni working in the sales industry. Students have participated in the Career Development Program and at annual sales competitions. ▲



Neil Rackham Research Grants Make an Impact
(Continued from page 11)

THERE'S MORE WHERE THAT CAME FROM...

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



Jason Jordan
Partner, Vantage Point Performance

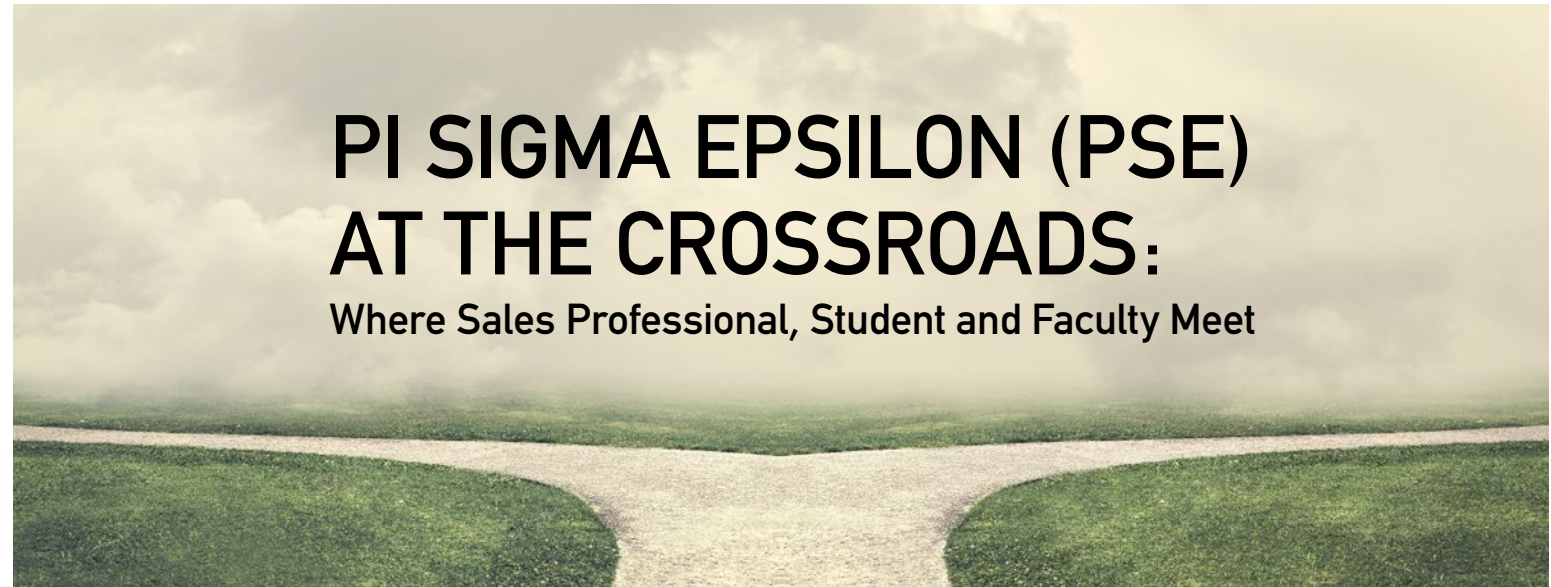
2017 SEF/NEIL RACKHAM RESEARCH GRANT CALL FOR PROPOSALS

OPEN UNTIL MAY 31, 2017

FOR MORE INFO VISIT THE SEF WEBSITE
WWW.SALESFOUNDATION.ORG

PI SIGMA EPSILON (PSE) AT THE CROSSROADS:

Where Sales Professional, Student and Faculty Meet



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

PSE fosters experiential learning, collaboration and competition. At the campus level, and during regional and national events, students work together to apply academic concepts, strategic thinking and complex problem solving to real and simulated business situations. Student-run chapters are supported by a vast network of dedicated faculty, sales professionals and alumni, and a national headquarters staff, who challenge them to be pushed outside the boundaries of their comfort zones. PSE is open to all majors and all students with an interest in advancing one's professional and personal skills.

PSE competitions ignite a competitive spirit that drive performance, bringing national attention to individual students, chapters and sponsoring universities and sales programs. PSE's signature competition, the Pro-Am Sell-a-Thon®, exemplifies the organization's mission by providing professional skill development and a real-world sales experience for participating students. It promotes sales as a career and provides many benefits to participating students including professional sales training, an authentic B2B sales simulation, coaching and insights from professionals and exposure to many of PSE's corporate partner companies.

As the selected content provider for the Pro-Am Sell-a-Thon® Carew CEO Jeff Seeley shared his enthusiasm for the competition and collaboration with PSE. "These events are a natural extension of what we do for corporate clients every day. It is both our mission and our responsibility to ensure these students leave the Pro-Am competition with greater insight, confidence and real-world selling skills," stated Seeley. "We have great respect and admiration for PSE, and we welcome the opportunity to continue this partnership."

The program is made possible with the generous support of sponsoring companies: Liberty Mutual, Northwestern Mutual and Vector Marketing.

The Pro-Am Sell-a-Thon® is just one example of the many opportunities PSE offers its members to prepare them for a successful future. PSE offers numerous other competitive opportunities annually that recognize both individual and chapter accomplishments, including more than \$60,000 in scholarships and 20 chapter awards given each year.

The organization seeks to expand to new campuses where there is an interest in building strong ties among students, faculty and industry professionals with a shared mission to develop and foster skills in the discipline of sales and marketing. Whether you are a faculty member looking to create or expand upon a sales program, or a recruiter looking to hire interns or college graduates with demonstrated proficiency in the areas of sales and marketing, we invite you to learn more about this dynamic and growing organization.

To find out more about PSE please contact Glenn Altstadt, Development Manager, glenn.altstadt@pse.org, or Joan Rogala, CEO, joan.rogala@pse.org. ▲



Glenn Altstadt
Development Manager

Joan Rogala
CEO, Pi Sigma Epsilon

pse@pse.org
414-328-1952



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

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

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

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

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

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

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

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

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

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



Dawn Deeter-Schmelz
Kansas State University,
USCA President

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

HAVE YOU EVER THOUGHT ABOUT BECOMING A PROFESSOR?

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



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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
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West Virginia University	Dr. Mike Walsh, michael.walsh@mail.wvu.edu

*This list has been prepared by the University Sales Center Alliance | <http://www.universitysalescenteralliance.org/>

DIGITALLY MORPHING THE SALES CURRICULUM

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

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



57%

Of customers are through the buyer journey before they contact a sales person.

WHAT IS THE CHALLENGE?

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

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

Business to business buyer behavior has changed.

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

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

WHAT IS THE OPPORTUNITY?

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

One of the biggest challenges faced by industry is to develop a sales force ready for the new environment. Developing a sales force with an ability to make technology spend payoff is a challenge faced by most companies in today's marketplace. Both companies and University Sales Programs have a unique opportunity to accelerate the rate of digital tool adoption and sales stack

technology performance. Universities can serve as the training ground for the future sales force and can prepare students for the new era of selling. By partnering with Sales Education Foundation and University Sales Center Alliance recognized sales programs, corporations can partner to develop a digitally native, high performing sales force!

WHAT CAN BE DONE?

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

FIGURE A: PROCESS FOR EVOLVING THE SALES CURRICULUM

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

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

STUDENTS USE SALES STACK TECHNOLOGIES FOR SEMESTER LONG PROJECTS

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

CREATE COURSES THAT ADDRESS DISRUPTIVE INNOVATION IN SALES AND MARKETING

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

PHASE 2: DEEPER SOCIAL SELLING AND SALES STACK INTEGRATION MORPH

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

BUYERS JOURNEY MORPH

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

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

WHAT IS THE RESULT?

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

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

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

CONCLUSION

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



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

Finding Top & Available Sales Talent FIRST

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

Our robust sales program had challenges too, we needed to grow enrollment to keep up with corporate demand, and we were running out of students for our Internal Sales Competition because they were already placed with great companies (many were placed before or shortly after senior year started). Being

active with the University Sales Center Alliance (USCA) and other groups, we knew that colleagues at other university sales programs had the same challenges.

Something meaningful had to change. After facing my own concerns about the readiness of younger students, I agreed to allow the new juniors and

even sophomores and freshmen into our Internal Sales Competition. We made a new division for them to level the playing field and to provide transparency for sponsors and students. These younger students were chomping at the bit to shine outside the shadow of a senior.

ANY HESITATIONS I HAD WERE OBLITERATED WHEN I HEARD AND SAW THE REACTIONS FROM OUR SPONSORS AND STUDENTS:

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

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

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

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

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

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

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

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

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

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

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

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



Deirdre Jones, M.B.A.
Director and Instructor
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UNIVERSITY SALES COMPETITIONS

Unique Events Showcase the Next Generation of Sales Professionals

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

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

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

ARIZONA COLLEGIATE SALES COMPETITION (ACSC) ARIZONA STATE UNIVERSITY		
DATE: February 25, 2017	YEAR FOUNDED: 2016	CONTACT: Detra Montoya, detra.montoya@asu.edu
The Arizona Collegiate Sales Competition (ACSC) includes competitors from Arizona State University, University of Arizona, and Northern Arizona University. The purpose of ACSC is to provide students with an opportunity to practice their professional sales role playing skills and to prepare for NCSC. Representatives from ASU’s Professional Sales Advisory Board will serve as judges and buyers, and be available to network for student career opportunities.		
https://wpcarey.asu.edu/marketing-degrees/calendar-of-events		

BALL STATE UNIVERSITY REGIONAL SALES COMPETITION BALL STATE UNIVERSITY		
DATE: Friday, October 6, 2017	YEAR FOUNDED: 2003	CONTACT: Julie Eiser, salescenter@bsu.edu Jeff Hittler, jjhittler@bsu.edu
The BSU Regional Sales Competition is a warm-up for the National Collegiate Sales Competition (NCSC). Competitors receive performance feedback from industry professionals immediately following their sales calls. The competition also features a Networking dinner event and a Career Fair that includes a student-recruiter speed selling event (students have 2 minutes to sell their abilities; recruiters have 2 minutes to highlight employment opportunities).		
ADDITIONAL EVENTS: A Networking and Recruiting Career Fair as well as a speed selling event.		
http://salescenter.wix.com/bsu-competition		

EUROPEAN SALES COMPETITION (2017, SCOTLAND) EDINBURGH NAPIER BUSINESS SCHOOL		
DATE: May 31 - June 1, 2017	YEAR FOUNDED: 2016	CONTACT FOR 2017: Dr. Tony Douglas, t.douglas@napier.ac.uk
This year’s European Sales Competition will be held at Edinburgh Napier Business School in Edinburgh, Scotland. The annual competition is hosted by different European universities each year. The ESC aims at filling the gap in sales education among undergraduate students in Europe by creating a new pan-European Sales Alliance across universities and bringing European students’ sales skills to the next level.		
http://www.europeansalescompetition.com/en		

GLOBAL BILINGUAL SALES COMPETITION (FIU-GBSC) FLORIDA INTERNATIONAL UNIVERSITY		
DATE: March 8-11, 2017	YEAR FOUNDED: 2016	CONTACT: Dr. Nancy Rauseo, xrauseon@fiu.edu
FIU’s Global Bilingual Sales Competition is the only competition of its kind, bringing students from across the globe to compete in both English and Spanish. The competition consists of simulated role plays in which students sell to a buyer from a global organization. Students must conduct sales calls in English only, Spanish only and English/Spanish. The role plays will be conducted in FIU’s Global Sales Lab, housing 12 rooms equipped with recording capabilities. Judges and sponsors will have access to live videos.		
ADDITIONAL EVENTS: Networking opportunities		
http://fiucompetition.com/		

INTERNATIONAL COLLEGIATE SALES COMPETITION (ICSC) FLORIDA STATE UNIVERSITY		
DATE: November 1-4, 2017	YEAR FOUNDED: 2011	CONTACT: Pat Pallentino, ppallentino@fsu.edu
Held at the Caribe Royal Resort in Orlando, FL, the ICSC competition is one of the largest sales competitions. The 2016 event featured 70 universities, 140 role-play competitors and 80 Sales management case competitors. The competition is all B2B role-play - focusing on one major account sale in four connected role-plays. Role-play one is the initial contact with a mid-level manager. The final round ends with a meeting with the final C-level decision-maker.		
ADDITIONAL EVENTS: Career Fair with over 40 Recruiting Companies; Complimentary tickets to Theme Park for students and coaches.		
http://fsusalesinstitute.com/icsc		

NATIONAL COLLEGIATE SALES COMPETITION (NCSC) KENNESAW STATE UNIVERSITY		
DATE: March 31-April 3, 2017	YEAR FOUNDED: 1998	CONTACT: Dr. Terry W. Loe, tloe@kennesaw.edu Ms. Mary Foster, mfoster@kennesaw.edu
NCSC is the largest and oldest collegiate sales competition that includes universities from North America and parts of Europe. The format is an elimination style tournament with 20 minute Sales Call Role-Plays. The competition has an opening, wildcard, quarter-final, semi-final and Championship Rounds. Industry professionals and sales experts from academia participate as judges and industry professionals participate as the prospects/buyers throughout the event. Prior to the event sponsors are provided resumes of all participating sales candidates and access to all competition recordings post event for a limited time.		
ADDITIONAL EVENTS: NCSC begins with Registration, a Reception and Welcome. A sponsor exclusive Sales Career Expo runs in conjunction with the competition the first two days of the event. Also, an informal networking event is held in a facility that includes food, music, video and other games, billiards, and bowling. The Final Four Competitors are announced during the networking event. The final day of the competition includes the Championship Round, and the NCSC Awards Banquet.		
www.NCSC-ksu.org		

UNIVERSITY SALES COMPETITIONS

NATIONAL SALES CHALLENGE (NSC) | WILLIAM PATERSON UNIVERSITY

DATE: November 15-17, 2017	YEAR FOUNDED: 2007	CONTACT: Lisa Wright, WrightE@wpunj.edu ; Prabakar 'PK' Kothandaraman, kothandaramanp@wpunj.edu
<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>ADDITIONAL EVENTS: 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>		
http://rbisaleschallenge.wpunj.edu/		

NATIONAL TEAM SELLING COMPETITION (NTSC) | INDIANA UNIVERSITY KELLEY SCHOOL OF BUSINESS

DATE: October 12-13, 2017	YEAR FOUNDED: 2006	CONTACT: Sonya Dunigan, skduniga@indiana.edu
<p>NTSC is a 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. A networking reception is included for all participants.</p>		
https://kelley.iu.edu/Promo/NTSC/index.html		

NORTHEAST INTERCOLLEGIATE SALES COMPETITION (NISC) | BRYANT UNIVERSITY

DATE: November 10-11, 2017	YEAR FOUNDED: 2012	CONTACT: Stefanie Boyer, sboyer@bryant.edu
<p>The NISC prepares students for sales careers by providing individualized immediate feedback from sales professionals in written and verbal format during the tournament-style four-round sales competition and elevator pitch competition. Sessions in improv-training promote adaptive selling, tapping into social media to keep the connection alive between well-trained sales students and the exceptional employers they meet at the competition.</p>		
<p>ADDITIONAL EVENTS: Social Media Competition, e-pitch competition, live product/case training with the company, networking/recruiting lunch, networking reception, awards ceremony, skill-building, improv and faculty sessions to advance sales education.</p>		
http://nisc.bryant.edu/		

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

DATE: Regional conferences held five consecutive Fridays beginning with last week of October; National Convention competition is March-April of each year.	YEAR FOUNDED: 1952	CONTACT: Joan Rogala, CEO, joan.rogala@pse.org
<p>The Pro-Am Sell-a-Thon® is open to collegiate members of Pi Sigma Epsilon. The competition is held at five regional conferences and the national convention. Students competing at both are part of the year-long competition, but receive prizes for first and second place at each regional. Prior to the Pro-Am at both the regional and the national competitions, students must review sales modules from Carew International and set an appointment that is scored. At both competitions, Carew provides additional training to students and sales professionals that serve as coaches. The students and coaches spend time refining the students' twelve minute sales call role play. All are business-to-business role plays.</p>		
<p>ADDITIONAL EVENTS: Regional conferences – Networking Reception and Career Fair. National competition – Networking Reception and Career Fair.</p>		
www.pse.org		

SCOTTISH OPEN SALES COMPETITION | CO-HOST: EDINBURGH NAPIER UNIVERSITY AND ABERTAY UNIVERSITY

DATE: February	YEAR FOUNDED: 2017	CONTACT: Dr. Tony Douglas, t.douglas@napier.ac.uk
<p>The inaugural Scottish OPEN Sales Competition was held at the Business School Campus of Abertay University, Dundee, Scotland. Students from Scottish and UK universities competed in the simulated sales situation role-plays. A Speed Sell event was included on the first day. Competition day included two sales meeting role-plays – a needs identification meeting and a follow up meeting for all contestants. Plans are to hold this event annually at universities throughout Scotland and the UK.</p>		
http://www.scottishopensalescompetition.co.uk		

THE GREAT NORTHWOODS SALES WARM-UP | UNIVERSITY OF WISCONSIN-EAU CLAIRE

DATE: October 19-21, 2017	YEAR FOUNDED: 2007	CONTACT: Jerry Kollross, kollrogm@uwec.edu; Jessica Gardner, gardnejj@uwec.edu; Bob Erffmeyer, erffmerc@uwec.edu
<p>The Great Northwoods Sales Warm-Up is a highly personalized competition. We host the first competition of the year and invite 20 universities (3 students each) from across the country to the Warm-Up. We pride ourselves on the quality of sales programs we have attracted to our event over the past 10 years. Our goal is to have the students work hard at our event but also have fun along the way. Students are guaranteed to participate in two 20 minute role plays and also get the opportunity to receive immediate feedback after their role plays from the sponsor judges.</p>		
<p>ADDITIONAL EVENTS: The Warm-Up also includes a full day career fair that runs in conjunction with the competition.</p>		
http://www.uwecsaleswarmup.com/		

UNIVERSITY SALES COMPETITIONS

UNIVERSITY OF TOLEDO INVITATIONAL SALES COMPETITION (UTISC) UNIVERSITY OF TOLEDO		
DATE: February 22-24, 2018	YEAR FOUNDED: 2016	CONTACT: Deirdre Jones, Director, deirdre.jones@utoledo.edu
<p>Not having seniors compete is exactly why companies need to recruit at the UTISC. As the nation's first and only national sales competition to focus exclusively on juniors, sophomores, and freshmen, the UTISC is uniquely positioned to help sponsors proactively balance their national sales talent pipeline. This year's Junior Division contains next year's seniors; FIND – THEM – FIRST! This format also helps universities engage more students and earlier so they can grow enrollments. Students also get the chance to develop and shine outside the shadow of a senior.</p>		
<p>ADDITIONAL EVENTS: Coaching/Interviewing sessions in-between the competition rounds for competitors and alternates, concurrent career fair, awards reception and social entertainment for the universities with select sponsors.</p>		
<p>http://www.utoledo.edu/business/essps/utisc/</p>		

WESTERN STATES COLLEGIATE SALES COMPETITION (WSCSC) CALIFORNIA STATE UNIVERSITY, CHICO		
DATE: April 20-21, 2017	YEAR FOUNDED: 2005	CONTACT: Bill McGowan; BMcgowan@csuchico.edu
<p>The WSCSC is an exciting event for university sales students, corporate recruiters and faculty. Students compete in two corporate sponsored role plays (12-min. each.) The 2017 role-plays feature sales scenarios from ADP and IBM. The competition includes a recruiting mixer/speed interviewing event on Thursday evening and a full-day competition on Friday. Fifteen universities are competing in the 2017 event and student competitors are judged by representative from 20+ corporate partners.</p>		
<p>http://www.csuchico.edu/cob/students/beyond-classroom/professional-sales/western-states-collegiate-sales-competition.shtml</p>		

WEST VIRGINIA UNIVERSITY REGIONAL SALES COMPETITION WEST VIRGINIA UNIVERSITY		
DATE: November 11, 2017	YEAR FOUNDED: 2013	CONTACT: Dr. Michael Walsh, Michael.walsh@mail.wvu.edu
<p>The WVU Sales Competition is open to students from West Virginia, Pennsylvania and Ohio. Students compete in a role play exercise judged by working sales professionals. The top finishing students advance to a second round role play while all other students participate in an elevator pitch exercise. All competitors and faculty coaches enjoy a complimentary lunch and post competition reception. Participation limited to 30 students. Registration will open September 1, 2017.</p>		

NEW WAYS FOR UNIVERSITIES AND CORPORATIONS TO COLLABORATE

Spend time with a faculty member teaching in a university sales program and it's apparent that these educators have a deep passion for sales.

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

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



An ES Research study found that approximately

90%

of all sales training has no lasting impact on professional behavior.



Research conducted by Xerox showed that

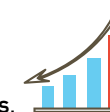
87%

of the knowledge learned in sales training is lost within 12 weeks.

Similarly, Sales Performance International research found most sales professionals forget at least

50%

of what they learned in training programs in less than five weeks... 84% is lost after only 90 days.



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

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

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

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

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

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