

## Become a **RECRUITER** of the **PROFESSIONAL SALES INSTITUTE**

*Recruit and hire from our talented pool of sales students*

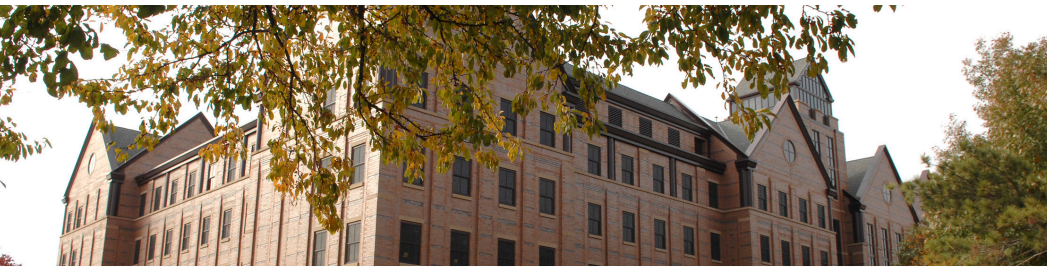
- Participate in our Sales Career Fairs
- Offer sales internship opportunities
- Provide sales scholarships
- Meet your next entry level candidate at our annual Networking & Golf event

*Become a partner and enjoy:*

- Mentoring and coaching sales students
- Executive instructor visits to sales classes
- Panel presentations at Institute-sponsored student meetings and Distinguished Speaker Series events
- Serving as a member of the Advisory Board for the Professional Sales Institute

## **CORPORATE FRIENDS**

- AT&T (B2B Sales Division)
- Arthur J. Gallagher & Co.
- Brown & Brown, Insurance Brokers
- Bufalo Contracting
- C.H. Robinson Worldwide, Inc
- COUNTRY Financial
- Crown, Inc.
- DISH Network / DISHOne
- Enterprise Rent-a-Car
- Fastenal
- Gartner
- Groupon
- HON Company
- Liberty Mutual
- Northwestern Mutual Financial Network - Carr Agency
- Northwestern Mutual Financial Network - Downers Grove
- Northwestern Mutual Financial Network - Bloomington/Normal Group
- PAYCHEX, Inc.
- Saint-Gobain Norton
- Sherwin-Williams Company
- TEKsystems
- Tom James Company
- Young America Realty



### **FOR MORE INFORMATION**

Mike Boehm, Executive Director  
401 State Farm Hall of Business | Campus Box 5590  
Normal, IL 61790  
(309) 438-2954 or (309) 438-7261 | mboehm@ilstu.edu



**ILLINOIS STATE  
UNIVERSITY**  
*Illinois' first public university*

# Marketing Major **SALES** SEQUENCE

## PROFESSIONAL SALES INSTITUTE



**PROFESSIONAL  
SALES INSTITUTE**  
*Illinois State University*

## Why Corporate Amercia recruits from the Professional Sales Institute.

Our sales program is founded on the philosophy of consultative selling where the role of the salesperson is to understand customer needs, provide insight about a customer's situation or opportunity, and then offer a customized solution to address the customer's needs/opportunities in a way that maximizes value to both the buying and selling firms.

The Professional Sales Institute provides multiple points of contact between our sales students and active sales professionals and their companies. These real-world interactions and experiences in and out of the classroom are central to the sales sequence learning environment and provide significant advantages to students as well as the participating companies. Plus, sales-focused career fairs are held each semester to provide placement opportunities for paid internship or career positions. A sales major on average **receives three to four job offers during their senior year.**

## QUALITY & TRADITION

The Professional Sales Institute offers a sequence of sales and sales leadership classes and extra-curricular activities that prepare students for selling in the marketplace of the 21st century. Graduates are prepared to excel by industry experienced Ph.D. qualified faculty. Instructors research the latest trends in the sales profession and bring that research into the classroom by incorporating highly-respected industry training techniques of role-playing and sales competitions to prepare students for success from the first day of employment.

**1915.** That was the year that Illinois State University offered its first sales class, and its dedication to professional sales has continued for over a century. In the 1990's, a dedicated curriculum to sales was developed, and soon after, Illinois State worked as a founding member to create the University Sales Center Alliance (USCA). The Professional Sales Institute originated in 2005, and the creation of the Sales Sequence as a degree program within the Marketing major followed in Fall 2006. The Sales Sequence builds upon the core-marketing curriculum and offers a specialized program of study designed to prepare students for their sales career covering advanced topics such as sales management, negotiation, and the development and management of key accounts. To complete the sequence, students take two required sales courses and three elective sales courses.

## A MAJOR IN SALES

### REQUIRED COURSES

#### ***PERSONAL SELLING & RELATIONSHIP MARKETING***

The foundation course for the sales program introduces the basic concepts related to the sales process and develops core sales skills such as developing rapport, gaining prospect interest, identifying customer needs, presenting the solution, managing resistance and gaining commitment. The importance of trust, customer orientation, and managing long-term customer relationships is emphasized throughout the course.

#### ***SALES MANAGEMENT***

Includes theory, principles and practices of sales force management and leadership

### ELECTIVE COURSES

- ***Marketing & Sales Forecasting***
- ***Advanced Personal Selling & Negotiation***
- ***Key Account & Relationship Management***
- ***Professional Sales Planning & Analysis***
- ***Purchasing Policies & Procedures***
- ***Internship/Cooperative Education in Professional Sales***

