

SALES EDUCATION Annual 2018

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Sales Education
Foundation
Elevating the Sales Profession
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University Sales Education | Career Selection & Alignment | Sales Research Grants

Pg. **12** **2018 TOP UNIVERSITIES FOR PROFESSIONAL SALES EDUCATION**

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

Pg. **1**
Letter from the Editors
The 12th edition offers many articles of interest.

Pg. **2**
**Why Sales Superstars
Shouldn't Be Sales
Leaders**
Amy Dordek from GrowthPlay examines this phenomenon.

Pg. **6**
**Implications for B2B
Selling in the Age of
Artificial Intelligence**
Mike Kunkle and Rob Peterson explore how AI may impact sales forces.

Pg. **9**
**Fostering International
Collaboration in Sales
Research**
Andrea Dixon, Joel Le Bon and Jan Wieseke share research opportunity.

Pg. **10**
**Mastering Sales
Leadership—The Case
for Graduate Education**
Ellen Pullins and Prabakar Kothandaraman report on new executive programs.

Pg. **29**
Pi Sigma Epsilon
Joan Rogala shares the opportunities available through PSE.

Pg. **30**
Spotlight on Research
Jason Jordan continues to highlight SEF funded research.

Pg. **32**
**National Collegiate
Sales Competition**
Terry Loe reflects on NCSC as it holds the 20th sales competition.

Pg. **34**
**Preparing Students for a
Professional Selling Career**
Jimmy Peltier provides insights on USCA and PhD in Sales opportunities.

Pg. **36**
**University Sales
Competitions**
SEF provides listing of all major university sales competitions.

Pg. **41**
**The Need for a Global
Sales Research Database**
AMA Sales Special Interest Group intends to create a global database.



SINCE 2008

OVER \$152,000

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

OVER 19,400 students from

90+ universities provided opportunities through SEF's Career Development Program

LAUNCHED NEW WEBSITE PROVIDING NEWS, EVENTS AND SEF KNOWLEDGE CENTER

SINCE 2017

50 UNIVERSITIES participated in the Career Development Program (CDP)

OVER \$26,000

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

+3,700 STUDENTS received "no cost" assessments

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

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FROM THE EDITORS¹

Our 12th edition of the SEF ANNUAL represents a departure from our central "theme" idea. This year's publication includes a variety of articles on topics of interest to diverse audiences. Readers will enjoy articles on why sales superstars may not transition to sales leaders, the implications AI may have on the sales profession and completed applicable research from previous grant recipients.

Additional topics include new graduate educational opportunities for working professionals, research opportunities for educators and a new global database effort. Also featured are several trail-blazing organizations who share their stories.

The main focus of our ANNUAL magazine remains the Top Sales Universities within the pages of our listing. Here we continue our tradition of featuring data on universities providing high quality professional sales education to their students. Explore the information and connect with the individuals listed to learn what each unique program is doing.

We thank those involved in professional sales education—whether an educator, administrator or sponsoring company—each are responsible for helping this discipline gain recognition. We have seen tremendous growth during the past 12 years and are proud of everyone's accomplishments.

This edition will be one you'll want to keep! ▲

SALLY C. STEVENS

MARTY HOLMES


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

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Why Sales Superstars **SHOULDN'T** Be Sales Leaders

Spend any time with a sales organization and you're bound to hear a story about a great sales representative who failed in their transition to sales manager. Let's consider this story about Austin, a hypothetical character that will help us explore this phenomenon further.



ustin joined the organization fresh out of school and wasted no time demonstrating a true knack for sales. He was charming, charismatic and ambitious, and he quickly parlayed this trifecta into performance that was nothing short of remarkable. Austin was top 10 percent in his territory in his first year on the job and top 5 percent in the region the next year. What’s more, he was the first sales rep in the company to make its “President’s Club” in every year of his tenure. Austin’s reputation quickly spread, and it wasn’t long before he caught the attention of the company’s chief sales officer.

Sales was developing a pilot program based on high-performance sellers, and Austin seemed perfect to lead a team of successful sales reps.

Initially, things couldn’t have gone better. His accounts continued to flourish and his team simply adored him. The CSO constantly recounted the exploits of this up-and-coming protégé. It was hard to say what went wrong first. There were whispers of discontent among Austin’s team. There were tales of a heavy-handed approach and a leader too quick to push other sellers aside to manage the account the way he thought was needed. The whispers then grew to grumblings and sales started to soften and then decline. Three of Austin’s reps were recruited by a competitor. Five more resigned within a month of each other. Exit interviews flagged a heavy-handed leadership style and too much stealing of the spotlight. Austin took it all in stride with the charm, charisma and panache that was the foundation of his success as a seller.

Why is the story of failure so common and pervasive in sales organizations? There are a lot of reasons, but a major one is the belief that “talent” in one area automatically transfers to another. The root cause is that no salesperson worth their salt wants to work for a manager who hasn’t “carried a bag.” But, it leads

to the common and mistaken belief that you can’t lead a sales team unless you carried a bag. This is a belief that is compounded by the equally flawed assumption that a great seller must equal a great leader.

This myth—that great sellers make for great managers persists even though a cursory examination of the data quickly reveals its flaws. In my role at sales advisory firm GrowthPlay my colleagues and I assess hundreds of thousands of candidates for sales and sales management roles and we do this in a way that lets us empirically assess a person’s fit to both roles.

WHAT WE FOUND IS MORE THAN A BIT COUNTER-INTUITIVE. FIRST, ONLY ABOUT

★ ★ ★ ★ ★ 1-IN-6

candidates that are a strong fit for a sales role are also a strong fit for a sales management role

PERHAPS EQUALLY SURPRISINGLY, AS MANY AS

★ ★ ★ ★ ★ 5-IN-7

candidates that are poor fits for sales roles are strong fits for sales manager roles

Although the data is clear about trends, that doesn’t mean there won’t be exceptions. In analytics, the exceptions don’t prove the rule, and if leaders want

to optimize their talent decisions they will play the odds. And, when it comes to sales management at least, the odds are strongly against great salespeople transforming into great sales managers.

So why is it bad to move top sales reps into sales management?

Ultimately, it’s because success in sales is about me while success in sales management is about my team. If I’m driven to prove my personal ability, I find it hard to step back and let others take the spotlight. Watching others succeed just doesn’t do it. Achievement is all about personal success.

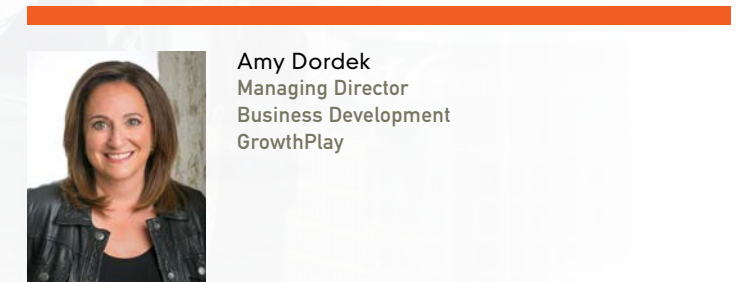
Where great salespeople are driven by a need to achieve, great leaders are driven by a need to influence, to have an impact on the world. Most important, influence doesn’t equal personal success. In fact, whereas a great salesperson can only accomplish what they’re personally able to get done, a great sales leader can inspire, train and motivate legions of salespeople and have an influence far beyond what any one person can accomplish on their own. Achievement points with great pride to what the person, individually, has accomplished. Influence points with equal pride to what others have accomplished.

Each of us has some amount of both motives. And the motives aren’t mutually exclusive. There are people who have little of either, people who have a lot of both and people who have a lot of one and less of the other. When thinking about a given person’s fit for a particular role, what’s important is the relative proportion of achievement and influence. It’s only a slight over-simplification to say that a modest amount of achievement and a whole lot of drive to influence is the hallmark of successful managers, while an overabundance of drive to achieve coupled with some but not much influence drive is what makes a successful salesperson.

Leaders who want to get a sense of what drives a given person should ask them to look back over their career and talk about their proudest accomplishment. Achievement will tell you a story that starts, “Well, I was faced with a challenge” and then goes on to recount the things they did to triumph. Influence will tell you a story that starts with, “The thing I’m proudest about isn’t even really about me, it’s about Marilyn. You see, Marilyn was struggling...” and then goes on to tell how they helped Marilyn with her challenge and took pride in her individual accomplishments.

What’s the bottom-line of this single failed attempt to transform a great salesperson into a great sales manager? The organization lost an up-and-coming great salesperson and lost eight other strong reps. Counting lost sales, opportunities, clients and goodwill, the organization took several steps backward in revenue. ▲

This article originally appeared on Talent Economy, www.talenteconomy.io.





IMPLICATIONS

FOR B2B SELLING

IN THE AGE OF

AI

ARTIFICIAL INTELLIGENCE

“The factory of the future will have only two employees, a man and a dog. The man will be there to feed the dog. The dog will be there to keep the man from touching the equipment.”

-Warren Bennis

Will Artificial Intelligence really displace the human sales force? While much is being written on Artificial Intelligence (AI), many wide-ranging conceptions exist of the impact on the sales process, the sales force, and customers, as well. Every C-level executive is contemplating what this means to their business approach and ability to serve the customer. For many, questions remain regarding:

- What is AI?
- How does it affect the buying and selling processes?
- How to prepare for this shift?

WHAT IS AI?

Artificial Intelligence can have wide ranging definitions. In essence, it involves a machine/software working and reacting like a knowledgeable human. It also encompasses any device that perceives the environment and acts to reach a goal that generally includes learning, planning, and problem solving.

The power of AI comes from reducing the menial, tedious, and repetitive tasks for the sales representative (and customer). As a consumer, imagine reducing wait time or accessing more medical solutions by walking into your doctor's office and interfacing with AI that can help troubleshoot your medical situation, seamlessly gather your medical history, ascertain

the pervasiveness of the flu outbreak from where you just traveled, and hand over the data and a potential solution to your medical care provider. That's the power of AI.

BUYER-SELLER INTERFACE

In a B2B setting, AI will review customer websites, blogs, PR statements, financial reports, social media contributions from potential decision makers, determine price elasticity segmented by the sales representative that is assigned to the opportunity based on their past discounting habits, and assign a probability of winning an opportunity. When reps conduct meetings, AI will join the meeting as a silent participant to record, transcribe, and analyze the sales

conversation—how much the rep talked, who brought up price, when a competitor's name was mentioned, if an unprofessional speaking manner was used, hesitations in speech, how and when commitments were sought, and then provide a full report to the sales rep, sales manager and/or VP of Sales. The firm, looking at aggregated data, can see which techniques, content, and processes work best for winning deals, depending on a myriad of factors, and make predictions for future success (sales AI vendors often refer to this as “game film” analysis or “conversation intelligence”).

Note that sellers do not live in a vacuum—it would be naïve to think that only salespeople will benefit from technological advances. The buyer's AI will allow more independence from sellers. Corporate buyers will also likely leverage AI in their problem-identification and solving, research, and decision processes. In fact, buyer research portals or AI-powered buyer/seller exchanges could radically impact how both buying and selling are conducted.

FOR EXAMPLE, A PROSPECT MAY RELY ON AI TO:

1. IDENTIFY PROBLEMS (TECHNOLOGY DIAGNOSED)
2. IDENTIFY POSSIBLE VENDORS
3. REDUCE THE POTENTIAL VENDOR LIST BASED ON VARIOUS ENVIRONMENTAL EVALUATIONS
4. FIND WHAT OTHERS ACTUALLY BOUGHT AND WHY THEY PURCHASED A PARTICULAR SOLUTION
5. DETERMINE ROI EXPECTATIONS
6. EVALUATE FINANCIAL OPTIONS FOR LARGE OR COMPLEX PURCHASES
7. LEARN THE ACTUAL PURCHASE PRICE OTHERS RECEIVED
8. ASSESS DELIVERY AND IMPLEMENTATION PROCESSES (POTENTIAL CHALLENGES)

PREPARING FOR CHANGE

While some sales roles—particularly transactional sellers—may be displaced or disrupted by AI and machine learning capabilities, salespeople involved in B2B enterprise-wide, complex selling at senior levels, should be more concerned about being replaced by another salesperson who leverages AI well to serve buyers better and increase their own efficiency and effectiveness. Progressive salespeople and their managers will be able to leverage AI to gain efficiency and increase sales effectiveness, by automating tasks that they manually perform today.

Equally, if not more important, salespeople who want to avoid displacement by either technology or other better-enabled sales professionals, would be wise to develop deeper interpersonal and cognitive skills. Whether the salesperson recently graduated from college, or has been in the profession 20 years, the adept blending of these skills with sales and AI skills will enable the following:

1. CONNECTING THE DOTS

More data is here to stay: finding and analyzing it won't be the challenge. The new salesperson will need to discover the “magic” that makes the next step plausible. Predictive analysis will help, but just like “Vegas Odds” constantly changing for sporting events, the rep will need to use good judgment, take calculated risks, and make informed decisions on their own at the deal table.

2. CREATIVITY/IDEATION

Could AI have suggested/predicted the creation of the iPad? New ideas, new content, and new approaches to customers is likely the domain of human beings. AI cannot yet perform a brainstorming session that mimics humans, so explosions of innovativeness are still needed from salespeople and senior management.

3. ADAPTABILITY

The future will change at an accelerated pace. The most effective salespeople will be the ones who walk into a tranquil setting, a field of landmines, or face an aggressive competitor and adjust the plan and course to obtain the best outcome. The more fixated salesperson will not perform well if they can't turn on a dime and make decisions, which are then pushed down to lower levels in the organization.

4. IMPROVISATION

Atypical decision-making and other procurement shifts will require a level of adaptability not seen before as reps attempt to run the gauntlet of customer decision-making complexities and the internal workings of their own selling organization. It is vital that sales organizations find agile talent with extemporaneous skills to match. Even with AI's help, the level of improvisational thinking on the part of the salesperson will continue to grow.

THE MERGER OF AI, SALES METHODOLOGY AND HUMAN DIFFERENTIATORS

“Human differentiators” (often displayed by elite B2B sales professionals), include skills such as empathy, listening, critical thinking, problem solving and more. The value of these human differentiators rises further when used in combination with known best-practice sales methodologies.

Lastly, when the salesperson acts in a buyer-centric, consultative manner, adapting their approach based on the buyers’ current situation and thinking, and focuses on producing outcomes that are critical for the decision makers, the chance of success is radically improved.

Below is one possible example of how these three elements might converge:

	POSSIBLE AI SUPPORT	EXAMPLE OF HUMAN DIFFERENTIATORS
PROSPECTING	Finding Trigger Events, identifying problems they can solve, and recommending accounts to approach. Researching companies and contacts. Identifying mutual contacts for introductions. Highlighting potential growth opportunities in current accounts. Providing guided selling advice. Recommending proof points/cases.	Showing respect by being prepared. Demonstrating empathy and value to buyers by tailoring to what matters to them, rather than product-pitching. Capitalizing on relationships to gain entrance to new contacts. Using data to connect dots and share pertinent insights. Listening actively and adapting approaches based on buyer reaction.
SALES CALL PLANNING	Sharing personality profiles of meeting attendees. Analyzing objectives/past calls to suggest the best approach for the next meeting. Guided selling, reminding to plan calls in advance.	Interpreting the AI advice and deciding how to adjust the sales approach based on the people attending the meeting.
DISCOVERY	Needs analysis support via recommending questions to ask based on public company information and meeting attendees. Real-time analysis of conversation and guided selling suggestions.	Demonstrating a consultative approach by understanding buyer’s situation, perspective, wants and needs. Questioning to connect the dots about their current state and desired future state. Listening closely to tailor and adapt the approach based on what is learned.
OPPORTUNITY QUALIFICATION	Buyer intent assessment. Guided selling to ensure qualification criteria are captured. Predictive scoring of opportunity validity and likelihood to close or identifying potential hurdles and recommendations to address them.	Paying attention to the buyer personal needs relative to their success at work or political ramifications. Judgment on when to seek additional decision makers. Deciphering the buying process exit criteria that matter to each buyer. Using judgment on when to proceed with deals where some qualification criteria are elusive.
OPPORTUNITY MANAGEMENT	Persona/GEO-based prescriptions. Interactive, intelligent sales playbooks and guided selling advice. Predicting behavior based on past behavior.	Empathy to focus on individualized decision and exit criteria. Problem-solving, critical thinking and consulting skills to lead ideation sessions to co-create the most viable solution. Decision-making to determine when to pull back or push forward, based on what you learn from decision makers. Judgment of when to ask for the next commitment to move forward.
VALUE CREATION	Value/pricing analysis. ROI calculators. Predicting or documenting what’s important to each buyer based on their decision criteria and guiding you to ensure personalized communication of value to each.	Turn data to insight. Recommending solutions to reduce risk, solve problems, close gaps and achieve desired outcomes. The ability to communicate value in the terms that matter to each buyer, and the judgment to know how to personalize the value by buyer.

CONCLUSION

The Gutenberg Press revolutionized the world, as it helped take information housed exclusively in monasteries to public material that others could access. The result was an explosion of knowledge, which led to the Renaissance, and eventually to the birth of the scientific method. The Artificial Intelligence progression might be looked upon in a similar way: the period when nearly all things professional and personal are transformed.

Yet, until machines are selling to and buying from other machines, the salesperson of the future has the greatest chance of success by leveraging the technology available at the time, while elevating the focus on the buyer and “human differentiators.” Prepare now to capitalize on this inevitable future, and your sales force will deliver the best possible results, even in uncertain times. ▲



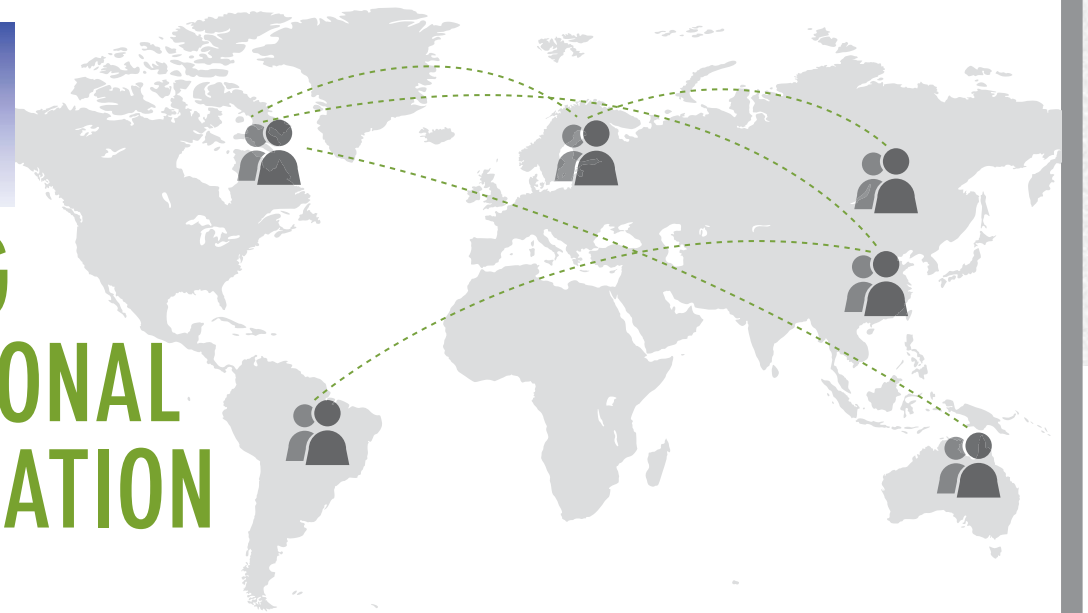
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JPSSM
Journal of
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FOSTERING INTERNATIONAL COLLABORATION in Sales Research



We are excited to be co-editing a special issue of the Journal of Personal Selling and Sales Management, called “Fostering International Collaboration in Sales Research.” The purpose of the special issue is to drive participation among European, Asian, African, South American and North American scholars and spark multi-country research collaborations.

International collaborations in research have increased substantially due to the advancement in collaboration tools, such as DropBox, email, and Google docs. Video conferencing tools which allow scholars to instantaneously share screens means that a researcher in Asia can collaborate in real-time with another in South America, so long as they can sync their work schedules across time zones.

In the sales area, scholars situated in the United States have expanded their global connections through organizations such as the Global Sales Science Institute, the Academy of Marketing Science World Congress, the European Marketing Academy, and through periodic

conferences such as the Sales Thought Leadership. Attending conferences outside of one’s country can be helpful for building connections and sharing research ideas. Having an impetus to formulate a multi-country research team, as required for our special issue, gives scholars another reason to cross the time-zone hazard and reach the international fairway.

Consequently, the main intent of the special issue is to spark the creation of cross-cultural author teams addressing a more global perspective on topical sales and sales management concerns. Each article in the special issue will have an author team comprised of a minimum of three scholars representing three countries and two continents. We have encouraged authors to consider sales and sales management issues with global ramifications. The Journal of Personal Selling and Sales Management publishes both theoretical and empirical papers.

As scholars are considering this special issue for their work, we offer a number of possible topics of interest to the JPSSM reader. In the area of professional selling and buyer-

seller interactions, we would love to see research on the challenges in co-creating value propositions in global markets, or cross-cultural comparisons on buyer-seller interactions. Also of interest are topics such as social selling and digital sales in a digital world. Multi-national scholar teams may choose to assess selling techniques and strategies, issue associated with key account management, or factors driving differences in sales negotiations. Buyer-seller interactions and relationships in emerging countries as well as issues of adapting selling style to a customer’s buying process in global markets will interest the JPSSM reader.

This special issue will likely address a number of sales management/leadership and organizational enabler topics, such as leading, managing, motivating and coaching the sales force in global markets. Research that focuses on salespeople and managerial competencies in global markets as well as sales organizational issues (e.g., inside, hybrid, virtual) will spark readership. Cross-cultural comparisons on sales management/leadership leading

to key outcomes such as job satisfaction, subjective well-being, sales force effectiveness, and competitive intelligence are topics of interest.

Other research topics of interest for the special issue include those associated with leading different generations of salespeople in global markets, the marketing-sales interface, the role of marketing in enabling the sales process and sales performance, and leveraging information technology (e.g., CRM, social media, mobile marketing). Cross-cultural issues associated with Internet of Things or technology’s impact on sales efficiency and effectiveness are of interest as well.

Scholars interested in having their work considered for this special issue need to alert us to your intent to submit. The initial submissions are due July 1, 2018 as we plan to publish this special issue in March 2019. Submissions information can be found at <http://mc.manuscriptcentral.com/jpssm/> Please note that only original papers not currently under review or published elsewhere may be submitted. ▲



Dr. Andrea Dixon
Baylor University (USA)



Dr. Joel LeBon
University of Houston (USA)



Dr. Jan Wieseke
Ruhr University of Bochum (Germany)

NAME *Salesperson, Brad* | No. *20-18*

MASTERING SALES LEADERSHIP:

The Case for Graduate Education

BRAD, A HIGH PERFORMING SALESPERSON, WAS PROMOTED TO AN EXECUTIVE SALES POSITION IN HIS REGIONAL TECHNOLOGY FIRM. SUDDENLY HE FOUND HIS JOB WASN'T TO SELL, BUT TO HELP HIS TEAM SELL MORE AND MORE EASILY.

He wanted to jump in and do it for them when they failed. "It was very frustrating, because I couldn't figure out how to get them to do it my way. I had to eventually realize that my way wouldn't necessarily work for them." Brad enrolled in an executive MBA program to work on his leadership skills and, while helpful, he noted it didn't fully meet his needs for understanding the uniqueness of the sales organization. The leader's job is to develop sales organization capacity, rather than focusing on his individual selling productivity. According to Brad, "not every great

salesperson is automatically a great leader and most companies lack the resources to help." Brad is not alone. Sales leaders today face a three-way challenge: a demanding C-Suite, a demanding customer base, and a demanding sales force. The CEOs want sales leaders to retain strategic clarity; incorporating quantitative sophistication and efficiency to execute sales goals. Customers want sales leaders to assure salespeople have a deep understanding of their business and articulate financial impact of

proposed solutions. Salespeople, with eclectic communication styles and motivational needs, want sales leaders who demonstrate empathy and enable them to sell better. Stemming from this dynamic environment is the need for an integrated approach to help sales leaders take a high-level view of the changes, present and potential, and be able to deal with the drivers of such change. The current challenge in sales leadership is to simultaneously elevate the absorptive capacity of the sales leaders while providing them an opportunity to become excellent

in new skill areas. These sales leader challenges present an opportunity for universities to offer graduate programs to elevate sales leadership competencies.

The sales leader is responsible for managing and leading one of the firm's most important assets, often with insufficient development and capability. This situation is complicated by the fact that many firms face a pending leadership gap. With many pending retirements and a significant portion of current sales management prospects being younger and with less experience, these firms are facing challenges in finding and developing new sales leaders. According to the 2016 Occupational Outlook Handbook, there were 376,300 sales managers as of 2014 and sales manager positions are expected to grow by 5% per year between 2014 – 2024, thereby adding a total of 19,000 new positions by 2024.

YET DESPITE THESE FACTS, universities have done little to actively address the educational development of sales leaders. In an exhaustive search, we could not identify any sales leadership master degree programs in the United States prior to this year, although programs do exist in Europe. Several of the programs in Europe were post graduate. For example, Poznan University of Economics in Poland has been offering for credit post-graduate coursework for twelve years. Others offer graduate degrees. The University of Eastern Finland offers a Master in International Business and Sales Management, targeted at recent undergraduates from around the globe. The University of Portsmouth in the UK offers a one year, part time MA in Sales Management, where seasoned sales managers apply contemporary sales and account management techniques to their workplace. But, overall, the number of programs in Europe remains relatively limited.

While US universities led undergraduate sales education program development, the US has lagged behind European schools in offering graduate education in sales leadership, but this deficiency is finally being addressed and may signal a new trend toward offering master programs in sales leadership.

William Paterson University recently became the first US sales program

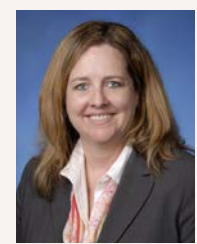
to offer an executive format Master of Science in Sales Leadership, beginning in the fall of 2018. WPU offers an accelerated program on weekends and online. It is very selective targeting working executives who are recognized as star performers in customer-facing functions. The program is taught by experienced faculty drawn from both academia and industry. Residencies feature expert presentations and workshops. The program has five competency-based courses covering business acumen, analytics, sales planning & processes, talent management, and leadership and six two day residencies in Wayne, NJ. A third of the program is made up of projects on the student's company, requiring data access and top management support. Leigh Bresnahan, a Sales VP from a leading pharmaceutical firm, says, "In order for the sales leaders to be effective, they need to be very savvy with financial and business metrics and how they impact their own business and that of customers. WPU's sales program has captured the essence of what is needed for today's sales leaders to succeed." Kevin Short, President and CEO of a leading plastics distributor and an early adopter of the program for his company, is very excited about the emphasis on sales analytics; "the program and the curriculum speak to the skill set that I desire from my emerging sales leaders. Being a selective program, there is bound to be peer-to-peer learning that will be a big plus for its participants."

Given the growing need and the European precedent, others will soon follow. The Edward H. Schmidt School of Professional Sales at the University of Toledo has a proposal for an Executive Master of Sales Leadership at the State Board of Education for approval. New sales leaders and salespeople seeking promotion to leadership will be able to enroll in six courses based on needed skills and knowledge in leadership; strategy; business acumen; sales enablement;

hiring and development; and motivating a sales force. The program will provide a combination of online and four live weekend classes, offered around the country depending on student locations. The program will include personal assessment and coaching, and an intensive applied research project (based on internship/externship opportunities) to integrate knowledge. Courses will be taught by a consortium of top national sales professors. If approved, the program is targeted to launch in the spring of 2019. Given the recent launch of WPU's program and the pending UT program, it seems likely that other sales-focused schools will follow suit to meet the high demand for sales leader preparation.

IN THE MEANTIME, those seeking further development for a sales leadership role, may consider a more traditional MBA program with a concentration in sales, such as those offered at Ball State University, DePaul University and University of Houston. University non-degree continuing education options are numerous. For example, Florida State, Ohio University, St. Catherine's University, and many others, offer a variety of non-degree continuing and executive education programs on various aspects of sales leadership.

Author Matt Weinberg notes that "the harsh truth is that those in sales and sales leadership who understand and master the basics thrive, and those who ignore them perpetually struggle." With the advent of master level programs, more sales leaders will master them and thrive. Future new sales leaders, like Brad, may find numerous options to develop their sales leadership basics and lead their sales teams to greater success. ▲



Ellen Bolman Pullins, Ph.D.
University of Toledo



Prabakar Kothandaraman, Ph.D.
William Paterson University

2018 SEF TOP UNIVERSITIES FOR PROFESSIONAL SALES EDUCATION

TOP NORTH AMERICAN SALES SCHOOLS:

University	Online Course	Specialty Area	CRM	Sales Membership Required	Total Faculty	% of Job Placement	Has a Sales Lab
Appalachian State University	▲				4	90	▲
Arizona State University		▲	▲	▲	3	*	
Arkansas State University	▲	▲	▲	▲	3	95	▲
Auburn University	▲	▲	▲	▲	4	95	
Aurora University	▲	▲	▲	▲	3	95	
Ball State University	▲	▲	▲	▲	5	95	▲
Baylor University		▲	▲	▲	5	100	▲
Bentley University	▲	▲	▲	▲	3	100	
Bloomsburg University of Pennsylvania		▲	▲	▲	1.5	95	
Bowling Green State University	▲	▲	▲	▲	4	*	
Bradley University					3	100	▲
Brigham Young University	▲	▲	▲	▲	2	100	
British Columbia Institute of Technology					*	100	
Bryant University	▲	▲	▲	▲	2	*	▲
Butler University	▲	▲	▲	▲	3	98	
California State University, Chico	▲	▲	▲	▲	9	100	▲
California State University, Fullerton	▲	▲	▲	▲	7	90	▲
Central Michigan University	▲	▲	▲	▲	6	90	▲
Clemson University	▲				4	100	▲
North Carolina A&T State University					*	80	▲
North Dakota State University			▲	▲	5	100	▲
Northern Arizona University					2	*	
Northern Illinois University	▲				6	100	
Northwest University			▲	▲	3	85	
Ohio University					8	100	▲
Plymouth State University			▲	▲	4	*	
Purdue University	▲	▲	▲	▲	10	99	▲
Purdue University Northwest			▲	▲	1	*	
Salisbury University			▲	▲	4	*	
Samford University			▲	▲	2	100	▲
Sonoma State University	▲				9	*	
Southeastern Louisiana University					3	*	
Southern New Hampshire University					3	100	▲
St. Ambrose University	▲	▲	▲	▲	5	100	▲
St. Catherine University	▲	▲	▲	▲	7	98	
St. Cloud State University	▲				6	100	▲
Stetson University					4	*	
Temple University	▲	▲			6	87	
University of Texas at Arlington	▲				5	*	▲
University of Texas at Dallas	▲	▲	▲	▲	3	95	▲
University of Toledo	▲	▲	▲	▲	8	90	▲
University of Washington	▲	▲	▲	▲	3	96	
University of Wisconsin—Eau Claire	▲	▲	▲	▲	3	100	▲
University of Wisconsin Oshkosh	▲				2	*	
University of Wisconsin—Parkside	▲				2	100	▲
University of Wisconsin—River Falls					4	95	▲
University of Wisconsin—Whitewater	▲	▲	▲	▲	8	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	▲
Widener University	▲	▲			1	95	

College of New Jersey, The					2	100	
DePaul University		▲	▲	▲	18	95	
Douglas College		▲	▲	▲	6	90	
Duquesne University					4	91	▲
East Carolina University	▲				4	*	
Eastern Kentucky University		▲	▲	▲	3	*	▲
Elon University					3	95	▲
Ferris State University		▲	▲	▲	13	85	
Florida International University	▲	▲	▲	▲	5	80	▲
Florida State University	▲	▲	▲	▲	5	100	▲
Georgia Southern University	▲	▲	▲	▲	5	98	▲
Georgia State University	▲	▲	▲	▲	4	80	
High Point University	▲	▲	▲	▲	7	98	▲
Hodges University	▲	▲	▲	▲	9	*	
Husson University	▲	▲	▲	▲	3	100	
Illinois State University	▲	▲	▲	▲	5	99	▲
Indiana State University	▲	▲	▲	▲	3	98	▲
Indiana University			▲	▲	3	99	▲
James Madison University			▲	▲	10	100	▲
Kansas State University	▲	▲	▲	▲	6	100	▲
Kennesaw State University	▲	▲	▲	▲	6	98	▲
Kent State University		▲	▲	▲	5	99	▲
La Salle University	▲	▲	▲	▲	4	80	▲
Louisiana State University	▲	▲	▲	▲	15	100	▲
Marquette University		▲	▲	▲	1	*	
Metropolitan State University of Denver	▲	▲	▲	▲	3	80	▲
Michigan State University	▲	▲	▲	▲	6	100	▲
Missouri State University			▲	▲	4	90	▲
Morehouse College			▲	▲	2	83.3	▲
Nicholls State University		▲	▲	▲	1	95	▲

Texas A&M University					5	*	▲
Texas State University			▲	▲	12	95	▲
The Citadel			▲	▲	5	80	▲
Tuskegee University					4	68	▲
University of Akron			▲	▲	6	100	▲
University of Alabama			▲	▲	6	100	▲
University of Alabama at Birmingham			▲	▲	6	90	▲
University of Arkansas at Little Rock			▲	▲	2	85	▲
University of Central Florida					7	100	▲
University of Central Missouri			▲	▲	2	*	
University of Central Oklahoma			▲	▲	5	90	▲
University of Cincinnati			▲	▲	15	99	▲
University of Connecticut			▲	▲	2	100	
University of Dayton			▲	▲	6	98	▲
University of Georgia			▲	▲	2	100	▲
University of Houston			▲	▲	13	98	▲
University of Louisiana at Lafayette			▲	▲	2	100	▲
University of Louisville			▲	▲	3	*	▲
University of Missouri			▲	▲	8	*	
University of Nebraska at Kearney (IDSP)			▲	▲	3.5	100	▲
University of Nebraska at Kearney (PBSMP)			▲	▲	1	89	
University of Nebraska—Lincoln			▲	▲	5	100	▲
University of New Hampshire			▲	▲	1	95	
University of New Haven, The			▲	▲	2	90	
University of North Alabama			▲	▲	2	100	▲
University of North Carolina—Greensboro			▲	▲	4	80	
University of North Carolina—Wilmington			▲	▲	3	86	▲
University of North Carolina			▲	▲	1	90	
University of Southern Mississippi, The			▲	▲	3	*	▲

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

TOP INTERNATIONAL SALES SCHOOLS:

Aalen University of Applied Sciences	▲				14.5	90	▲
Athens University of Economics & Business		▲			2	50	▲
Dublin Institute of Technology		▲			*	80	
Edinburgh Napier University	▲	▲	▲	▲	5	100	
Eindhoven University of Technology		▲			9	95	▲
EURIDIS Business School	▲	▲	▲	▲	26	97	▲
HAAGA-HELIA University of Applied Sciences	▲	▲	▲	▲	24	99	
Justus Liebig University		▲			7	100	▲
Kristiania University College					11	93	
Portsmouth Business School		▲			6	*	▲
Reutlingen University		▲			14	100	▲
Turku University of Applied Sciences		▲			18	100	▲
Universidad de Chile	▲	▲	▲	▲	18	95	
Universita Bocconi		▲			4	95	
University Clermont Auvergne		▲	▲	▲	22	90	▲
University of Applied Sciences in Wiener Neustadt		▲	▲	▲	52	93	▲

REQUIREMENTS FOR TOP UNIVERSITY SALES PROGRAM LISTING

THE FOLLOWING UNIVERSITY PROGRAMS PREPARE STUDENTS FOR CAREERS IN PROFESSIONAL SELLING. TO BE LISTED, SALES PROGRAMS MUST: A) OFFER A MINIMUM OF THREE SALES-SPECIFIC COURSES; B) RECEIVE ACCREDITATION FROM AN EXTERNAL SOURCE; AND C) HAVE UNIVERSITY RECOGNITION OF THE PROGRAM.

PROGRAMS:

Undergraduate: **UCE** = Certificate **UCO** = Concentration **UEM** = Emphasis **UMJ** = Major **UMN** = Minor **USP** = Specialization

Graduate: **GE** = Graduate Emphasis **GF** = Graduate Focus **GCE** = Graduate Certificate

Executive: **EC** = Executive Certificate **EF** = Executive Focus **ET** = Executive Training

AALEN UNIVERSITY OF APPLIED SCIENCES

<https://www.hs-aalen.de/de/courses/25>

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

Students: 45
Start Year: 2000
Accreditation(s): GSSI, AQAS, ZEVA
Program Type(s): **UMJ, UMN, USP, GF, ET**

Focus Option(s): Communication/Broadcast Sales, Entrepreneurship, Industrial Distribution, International Business, Technology, Purchasing/Procurement and Engineering & Services

The institution provides Interdisciplinary (Techno-Commercial know-how) that is unique in Europe. Also a Bachelor Program (B. Eng.) as well as Master Program (M. Eng.) is offered. Hidden Champions provides a Strong Practical as well as Research Orientation.

ANGLIA RUSKIN UNIVERSITY

www.anglia.ac.uk/degreesatwork

Tracy Armstrong
Tracy.Armstrong@anglia.ac.uk
Chelmsford, Essex, UK CM1 1SQ
+44 0787 613 7660

Students: 15
Start Year: 2012
Accreditation(s): Institute of Sales & Marketing Management
Program Type(s): **GCE, ET**
Focus Option(s): Entrepreneurship, International Business

The program is online, therefore students can study flexibly at times to suit them and from anywhere in the world. It can also be delivered as a blended program with the online content forming part of the learning with additional supporting master-classes. Students are assessed through projects, assignments and video presentations. The course was originally developed in partnership with the iconic UK retailer Harrods.

APPALACHIAN STATE UNIVERSITY

business.appstate.edu

Bonnie Guy, Ph.D.
guybs@appstate.edu
Boone, NC 28608
828-262-7828

Students: 50
Start Year: 2014
Accreditation(s): AACSB, PSE
Program Type(s): **UCO, UMN**

Focus Option(s): Communication/Broadcast, Entrepreneurship, Insurance, International Business, Technology

The mission of the John A. Walker College of Business is to deliver transformational educational experiences that prepare and inspire students to be ethical, innovative, and engaged business leaders who positively impact our community, both locally and globally.

ARIZONA STATE UNIVERSITY

<https://wpcarey.asu.edu/market-ing-degrees/professional-sales-program>

Detra Montoya, Ph.D.
Detra.Montoya@asu.edu
Tempe, AZ 85287
480-965-6325

Students: 115
Start Year: 2014
Accreditation(s): AACSB
Program Type(s): **UCE, UCO**

The program has three dedicated sales faculty, a Professional Sales Advisory Board, and two student organizations: ASU participates in the Arizona Collegiate Sales Competition which includes all three major universities in Arizona (Arizona State University, University of Arizona, and Northern Arizona University), and each semester it hosts the Sun Devil Sales Pitch competition for our sales students.

ARKANSAS STATE UNIVERSITY

<http://www.astate.edu/college/business/>

Katie Hill, Ph.D.
khill@astate.edu
State University, AR 72467
870-680-8073

Students: 60
Start Year: 2015
Accreditation(s): AACSB, USCA Associate Member
Program Type(s): **UEM, UMN, ET**
Focus Option(s): Entrepreneurship, Financial Services, Insurance, Medical/healthcare Sales

The College of Business opened a new Sales Leadership program. It is a place to not only hone in on sales techniques, but a chance to grow relationship building skills.

ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS

<http://www.mbc.aueb.gr/>

Vlasis Stathakopoulos
stathako@aeub.gr
Athens, Greece 10434
+302108203433

Students: 120
Start Year: 1996
Accreditation(s): GSSI, EFQM
Program Type(s): **UCE, GCE, ET**
Focus Option(s): Communication/Broadcast, Entrepreneurship, Financial Services, Industrial Distribution, International Business

The ESSPS Professional Sales Certificate Program is designed to provide sales representatives and other team members who have a business development responsibility with the background and tools to grow revenues by identifying, understanding, presenting, and securing business in a consultative and collaborative manner. Skills will be strengthened using a combination of online lecture captures, hands-on exercises, and web-based role playing.

AUBURN UNIVERSITY

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

Avery Abernethy
abernav@auburn.edu
Auburn, AL 36849-5246
334-844-8544

Students: 200
Start Year: 2013
Accreditation(s): AACSB
Program Type(s): **UCO, ET**
Focus Option(s): Supply Chain Sales

Many of the students obtain training in real property sales or supply chain sales. There is a 20 year veteran marketing manager in industrial marketing from Rheem teaching Business-to-Business Marketing.

AURORA UNIVERSITY

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

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

Students: 50
Start Year: 2008
Accreditation(s): American Marketing Assn.
Program Type(s): **UMN**

The professional selling minor at AU is designed for students who are interested in developing stronger sales and prospecting skills, including tools for motivation and effective selling systems. The minor provides focused coursework to enhance other business majors or add another skill set to a major outside the business school.

BALL STATE UNIVERSITY

www.bsu.edu/salescenter

Julie Eiser
salescenter@bsu.edu
Center for Professional Selling
Muncie, IN 47306
765-285-5136

Students: 250
Start Year: 1996
Accreditation(s): AACSB, GSSI, USCA full member, PSE
Program Type(s): **UMJ, UMN, GF**
Focus Option(s): Communication/Broadcast, Entrepreneurship, Financial Services, Insurance, International Business, Medical/healthcare Sales, Technology

Students sell products and/or create sales technology tools for actual clients (for profit and non-profit organizations). They take a sales technology course that incorporates CRM and gives special attention to understanding and working with various sales metrics (using Excel). Ball State hosts an annual sales competition. Currently, students may complete part of the program on-line. Soon the entire program will be available on-line.

BAYLOR UNIVERSITY

www.baylor.edu/business/selling

Dr. Andrea L. Dixon,
Executive Director
andrea_dixon@baylor.edu

Hankamer School of Business
Waco, TX 76798
254-710-1986

Students: 351
Start Year: 1985
Accreditation(s): AACSB, USCA full member, PSE, AMA Sales SIG, AMS, GSSI
Program Type(s): **UEM, UMJ**

The oldest collegiate sales center in the nation, Baylor's Center for Professional Selling prepares students for lives of impact. With a comprehensive sales curriculum delivered in classes with 20-30 students, an intentional college-to-career strategy, and a unique collaborative culture, students in Baylor ProSales leave campus ready to make a difference, wherever they're called to serve.

BENTLEY UNIVERSITY

www.bentley.edu

Jim Pouliopoulos
jpouli@bentley.edu
Waltham, MA 02452
781-891-2006

Students: 90
Start Year: 2014



NATIONAL CHAMPS

UCF Professional Selling Program

Winners of the 2017 National Collegiate Sales Competition

Students from our exclusive, award-winning Professional Selling Program graduate with a distinct advantage.

business.ucf.edu/professional-selling



#UCFBusiness

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

Focus Option(s): Entrepreneurship, Technology

The program's Professional Sales major develops critical knowledge and perspective in the fields of revenue generation, business development and sales management, while nurturing an understanding of the role sales plays within an organization. This strategic mastery is coupled with pragmatic expertise, ultimately translating into success in the employment marketplace.

BLOOMSBURG UNIVERSITY OF PENNSYLVANIA

<http://www.bloomu.edu/marketing-sales>

Monica J. Favia, PhD
mfavia@bloomu.edu
Bloomsbu, PA 17815
570-204-5232

Students: 40
Start Year: 2015
Accreditation(s): AACSB, PSE
Program Type(s): **UMN, USP**

Students in the Marketing and Sales specialization at Bloomsburg University complete 21 credits in Marketing and 18 credits in Sales courses as well as the Business CORE. Along with the professional development program graduates are well prepared to move up quickly in a professional sales career. The Sales Minor is targeted toward non-business majors and consists of 24 credits that are largely sales focused with some marketing coursework.

BOWLING GREEN UNIVERSITY

www.bgsu.edu/business/marketing

Gregory Rich
garich@bgsu.edu
Bowling Green, OH 43403
419-372-2041

Students: 70
Start Year: 2002
Accreditation(s): AACSB
Program Type(s): **USP**
Focus Option(s): Entrepreneurship, Insurance, Service Marketing

Certificates in Professional Selling are awarded by the Institute for Excellence in Services. The University sends students to the National Collegiate Sales Competition each year.

BRADLEY UNIVERSITY

www.bradley.edu/academic/departments/marketing/programs/sales/

Dr. Mark C. Johlke
mjohlke@bradley.edu
The Foster College of Business
Peoria, IL 61625
309-677-3947

Students: 70
Start Year: 2004
Accreditation(s): AACSB, USCA full member
Program Type(s): **UCO, UMN**

The program offers small classes that emphasize "hands on" training and coaching from faculty, multiple role plays, along with extensive feedback and analysis of role plays in order to build sales skills.

BRIGHAM YOUNG UNIVERSITY

<https://www.byu.edu/>
Tamara Masters, PhD
tamara.masters@byu.edu
Provo, UT 84602
801-422-4986

Students: 50
Start Year: 2017
Accreditation(s): AACSB
Program Type(s): **UEM**
Focus Option(s): Entrepreneurship, Financial Services, Industrial Distribution, Medical/Healthcare, Technology

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

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

bcit.ca

Bruce Anthony
bruce_anthony@bcit.ca
Burnaby, BC, Canada, V5G 3H2
604-451-6765

Students: 50
Start Year: 1980
Accreditation(s): AACSB
Program Type(s): **USP**

The intensity of the program with its focus on applied practical skill development has helped build the reputation of BCIT's Professional Sales program. Students have 24 hours of lecture or lab time per week on average, with each year comprised of 35 weeks of scheduled classes.

BRYANT UNIVERSITY

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

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

Students: 60
Start Year: 2013
Accreditation(s): AACSB, GSSI, PSE
Program Type(s): **UEM, UMN, GF, ET**
Focus Option(s): Communication/Broadcast Sales, Entrepreneurship, Financial Services, Industrial Distribution, Insurance, International Business, Technology

Bryant hosts the Northeast Intercollegiate Sales Competition (NISC), held annually. Students compete in a sales competition, elevator pitch competition, and social media competition. Employers provide immediate, individualized feedback to competitors. The program trains students in improv to enable them to adapt to the constantly changing selling environment.

BUTLER UNIVERSITY

www.butler.edu

Daniel McQuiston
dmquist@butler.edu
Andre B. Lacy School of Business
Indianapolis, IN 46208
317-940-9474

Students: 30
Start Year: 1993
Accreditation(s): AACSB
Program Type(s): **UCO**
Focus Option(s): Entrepreneurship, Financial Services, Industrial Distribution, Insurance, International Business, Medical/healthcare Sales, Technology

All students are required to take two internships. The Lacy School of Business is the only business school in the country that requires two internships. In September of 2016 the Lacy School was recognized by Bloomberg Business as having the top internship program in the country.

CALIFORNIA STATE UNIVERSITY, CHICO

<http://www.csuchico.edu/sales>

Timothy Heinze
seufferleinsales@csuchico.edu
Seufferlein Sales Program
Chico, CA 95929-0041
530-893-3840

Students: 180
Start Year: 2008
Accreditation(s): AACSB, PSE, USCA full member
Program Type(s): **UEM**
Focus Option(s): Entrepreneurship, Financial Services, Insurance, International Business, Technology

Operating from new facilities in Glenn Hall, the Seufferlein Sales Program offers a wide range of educational and professional networking opportunities. The program hosts two internal sales competitions (Sweet 16 Sales Challenge & Spring 12 Competition) and one external competition (Western States Collegiate Sales Competition). The program also offers new courses in Sales Role Playing and Customer Relationship Management.

CALIFORNIA STATE UNIVERSITY, FULLERTON

www.CSUFsalesleadership.com

Mark Mantey, Director
mjstate@gmail.com
Fullerton, CA 92834
805-455-3920

Students: 125
Start Year: 2008
Accreditation(s): AACSB, USCA full member, PSE
Program Type(s): **UCE, UEM**
Focus Option(s): Communication/Broadcast Sales, Entrepreneurship, Financial Services, Industrial Distribution, Insurance, International Business, Medical/Healthcare Sales, Technology

The Sales Leadership Center is dedicated to promoting leadership and professionalism in the field of sales at Cal State Fullerton, Mihaylo College of Business and Economics. World-class education is offered inside a new state-of-the-art facility. A new, virtual sales lab was launched in 2013. The Center offers scholarships and career development programs.

CENTRAL MICHIGAN UNIVERSITY

www.cmich.edu

Dr. Concha Allen
concha.allen@cmich.edu
Mount Pleasant, MI 48859
989-774-3701

Students: 250
Start Year: 2008
Accreditation(s): AACSB, GSSI, PSE
Program Type(s): **UCO, UMN**
Focus Option(s): Communication/Broadcast Sales



Aggie
Core Values

- Excellence
- Integrity
- Leadership
- Loyalty
- Respect
- Selfless Service

Professional Selling Initiative

Students earn a BBA in Marketing with a concentration in Professional Selling and Sales Management. Students can also earn the Professional Distinction in Sales.

Courses

- Professional Selling
- Advanced Selling
- Sales Leadership
- Negotiations
- Sales Analytics

Events

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

For more information: mays.tamu.edu/sales

Dr. Janet Parish, *director* | jparish@mays.tamu.edu
Andrew Loring, *assistant director* | aloring@mays.tamu.edu

The CMU Professional Sales program partners with Carew 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. Aniefre Eddie Inyang
inyanga@tcnj.edu
Ewing, NJ 08628-0718
609-771-3027

Students: 55
Start Year: 2005
Accreditation(s): AACSB, PSE
Program Type(s): UMN
TCNJ is ranked by U.S. News & World Report as the number one (masters program) public college in the country's northern region. The TCNJ Business School was ranked 63rd in the nation by Business Week. TCNJ students won first place in the Pi Sigma Epsilon regional sales competition 4 times in the last 5 years and the national sales competition twice in the last 5 years. The TCNJ sales program is one of the few that is housed in a top 100 business school.

DEPAUL UNIVERSITY
www.salesleadershipcenter.com

Dr. Richard Rocco
rrocco1@depaul.edu
Chicago, IL 60604
312-362-8655

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

DePaul's Center for Sales Leadership supports sales education at three levels: undergraduate, graduate, and doctoral dissertation in sales. Our students are prepared for successful careers through

participation in a robust curriculum supported by experienced faculty, corporate partners integrated into the classroom, use of leading technologies, and program events that extend learning beyond the classroom. DePaul established the most innovative category management curriculum in the US and its integration into a university sales program is unique.

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

DUBLIN INSTITUTE OF TECHNOLOGY
www.dit.ie

Laura Cuddihy/Dr. Anthony Buckley
laura.cuddihy@dit.ie;
anthony.buckley@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
Focus Option(s): International Business

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

DUQUESNE UNIVERSITY
www.duq.edu

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.

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

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

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

Role and activities of professional salesperson in modern marketing, selling as profession, selected aspects of buyer behavior, sequential steps of selling process, and career development are just some of the topics covered by this program.

EASTERN KENTUCKY UNIVERSITY
www.eku.edu

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

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

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

EDINBURGH NAPIER UNIVERSITY
www.edinburghnapierbusinessschool.co.uk

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

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

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

EINDHOVEN UNIVERSITY OF TECHNOLOGY
www.tue.nl

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

Students: 95 Graduate Students
Start Year: 2009
Accreditation(s): AACSB, GSSI
Program Type(s): GF, ET
Focus Option(s): Entrepreneurship, Industrial Distribution, Technology
The strong relationship between research and education within a graduate program ensures that the results of state-of-the-art research are naturally integrated into the education. Moreover, you see the same intrinsic focus in cooperation with industry.

ELON UNIVERSITY
www.elon.edu/salescenter

Erin Adamson Gillespie, Ph.D.
egillespie2@elon.edu
Chandler Family Professional Sales Center
Elon, NC 27244
336-278-5984

Students: 132
Start Year: 2008
Accreditation(s): AACSB, USCA full member
Program Type(s): UCO, UMN

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

EURIDIS BUSINESS SCHOOL
www.euridis-ecole.com

Bernard Hasson
b.hasson@euridis.net
Saint Denis, Ile de France
France 93210
+33 1 55 99 98 30

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

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

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

Barb Barney-McNamara
barbarabarney-mcnamara@ferris.edu
231-591-2445
Grand Rapids, MI 49546
231-591-2960

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.

FLORIDA INTERNATIONAL UNIVERSITY
globalsales.fiu.edu

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

Students: 400
Start Year: 2008
Accreditation(s): AACSB
Program Type(s): UCE, UMN
Focus Option(s): Communication/Broadcast Sales, Entrepreneurship, Financial Services, Insurance, International Business, Technology
FIU Sales Society is a student organization focusing on developing sales professionals beyond the classroom and sales experience using our Sales Incubator model. Panther Sales Tournament is held for up to 60 FIU students (with Spanish track). It is a Global Bilingual Sales Competition, inaugural launch in spring 2016, with competition in both Spanish and English.

FLORIDA STATE UNIVERSITY
www.fsusalesinstitute.com/

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

Students: 500
Start Year: 2008
Accreditation(s): AACSB, USCA full member
Program Type(s): 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, PSE
Program Type(s): UEM
Focus Option(s): Communication/Broadcast Sales, Entrepreneurship, International Business, Technology, Logistics and Intermodel Transportation

C E L E B R A T I N G

50
Years

PROFESSIONAL SALES
EDUCATION
1968 - 2018

Fusing academic insights
with real-world industry experience
to prepare students for professional sales.

WEBER STATE UNIVERSITY
Engineering, Applied Science & Technology

DEPARTMENT OF
PROFESSIONAL SALES

ALAN E. HALL
SALES EXCELLENCE

weber.edu/sales

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

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

Carolyn Curasi or Bruce Piling
ccurasi@gsu.edu
Robinson College of Business
Atlanta, GA 30302-3991
770-850-9645

Students: 95
Start Year: 2007
Accreditation(s): AACSB
Program Type(s): UCE, UCO, GC, ET
Focus Option(s): Communication/Broadcast Sales, Entrepreneurship, International Business

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

HAAGA-HELIA UNIVERSITY OF APPLIED SCIENCES
www.haaga-helia.fi

Pirjo Pitkapaasi
pirjo.pitkapaasi@haaga-helia.fi

Helsinki, Finland 520
+358 40 488 7066

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

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

HIGH POINT UNIVERSITY
www.highpoint.edu

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

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

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

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

Students: 9
Start Year: 2016
Accreditation(s): IACBE
Program Type(s): UCE, UMJ, UMN

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

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

Students: 18
Start Year: 2014
Accreditation(s): IACBE
Program Type(s): UCE, UCO, ET

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

ILLINOIS STATE UNIVERSITY
http://www.cob.ilstu.edu/profsales/
Michael C. Boehm
mboehm@ilstu.edu
Normal, IL 61790-5590
309-438-2954

Students: 280
Start Year: 1998
Accreditation(s): AACSB, USCA
full member, PSE
Program Type(s): UCE, UMJ, ET

Focus Option(s): Entrepreneurship, Financial Services, Industrial Distribution, Insurance, International Business, Technology
ISU students learn how to deliver a company's "value proposition". The sales faculty are a team that collaborate together and deliver a consistent message to students throughout all seven courses. Sales students gain invaluable B2B & B2C experiences in addition to summer internships with on-campus selling opportunities within our Athletic department, our alumni foundation and sales roles at both the campus radio/TV ad department and the Daily Vidette student newspaper (The Daily Vidette B2B annual sales revenue is just over \$900,000 - these students are sellers!)

INDIANA STATE UNIVERSITY
www.indstate.edu/business/sales
David Fleming, Ph.D.
david.fleming@indstate.edu
Scott College of Business
Terre Haute, IN 47809
812-264-1075

Students: 175
Start Year: 2010
Accreditation(s): AACSB, USCA
full member
Program Type(s): UCE, UCO, UMN
Focus Option(s): Insurance and Medical/Healthcare Sales

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

INDIANA UNIVERSITY
www.kelley.iu.edu/globalsales
Dr. Charles Ragland
cbraglan@indiana.edu
Kelley School of Business
Bloomington, IN 47405
812-856-1084

Students: 200
Start Year: 1996
Accreditation(s): AACSB, USCA
full member, GSSI
Program Type(s): UMJ

Home of The National Team Selling Competition. Student teams participate in multiple role play format that explores the complex, value added sales process. Each team is given a case that is developed, role-played, and judged by corporate sponsors. Twenty-one universities participate, sending five students and one coach. It teaches professionalism and sales skills, involving corporate sponsors in all of its activities. Offers major in professional sales and double major in professional sales and marketing.

JAMES MADISON UNIVERSITY
http://www.jmu.edu/cob/
marketing/center-for-professional-
sales/index.shtml
Richard Tate
taterm@jmu.edu
Harrisonburg, VA 22807
540-532-3233

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

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

JUSTUS LIEBIG UNIVERSITY
www.sales-research.net
Dr. Alexander Haas
Alexander.Haas@wirtschaft.uni-
giessen.de

Geissen, Germany 35394
0049-641-9922401

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

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

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

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

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

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

KENNESAW STATE UNIVERSITY
http://coles.kennesaw.edu/cps
Dr. Terry W. Loe
tloe@kennesaw.edu
Coles College of Business
Kennesaw, GA 30144
470-578-2017

Students: 250
Start Year: 1998
Accreditation(s): AACSB, USCA
full member, GSSI
Program Type(s): UCO, UCE, UMN,
ET

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

KENT STATE UNIVERSITY
www.kent.edu/collegeofbusiness
Ellen Daniels
edaniels@kent.edu
Kent, OH 44242
330-672-1271

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

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

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

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

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

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

LA SALLE UNIVERSITY
http://www.lasalle.edu/business/#.
ViaJaX6rQgs

Michael DiPietro
dipietro@lasalle.edu
Philadelphia, PA 19141
215-991-3577

Students: 60
Start Year: 2015
Accreditation(s): AACSB, USCA-
associate member
Program Type(s): UCE, UEM

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

The program offers a curriculum that is a contemporary blend of theory and real-world practice, reflecting the central Lasallian value of learning by doing.

LOUISIANA STATE UNIVERSITY
www.lsu.edu

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

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

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

MARQUETTE UNIVERSITY
www.marquette.edu

Alex Milovic
alexander.milovic@marquette.edu
Milwaukee, WI 53201-1881
414-288-8052

Students: 35
Start Year: 2015
Accreditation(s): AACSB

Program Type(s): UCE, UEM
Focus Option(s): Entrepreneurship
Access to a large alumni network for internships and careers, second course allows students to sell tickets for either the Milwaukee Bucks or Marquette Basketball.

METROPOLITAN STATE UNIVERSITY OF DENVER
www.msudenver.edu/marketing

Scott Sherwood
sherwoods@msudenver.edu
Denver, CO 80110
303-615-0519

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

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

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

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

Students: 120
Start Year: 2009
Accreditation(s): AACSB, USCA
associate member, PSE
Program Type(s): UCO, UMN, ET

Focus Option(s): Communication/
broadcast Sales, Entrepreneurship,
Financial Services, Insurance,
International Business, Medical/
healthcare, Technology

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

MISSOURI STATE UNIVERSITY
www.missouristate.edu

Dr. Alex Hamwi
AlexHamwi@missouristate.edu
Springfield, MO 65897
417-836-5494

Students: 150
Start Year: 2005
Accreditation(s): AACSB
Program Type(s): UCO

Missouri State takes pride in application. The university provides students with an abundance of face time with professional salespeople from the business community.

MOREHOUSE COLLEGE
www.morehouse.edu

Dr. Cassandra Wells
drwellsmkg@gmail.com
Atlanta, GA 30314-3773
470-639-0587

Students: 12
Start Year: 2014
Accreditation(s): AACSB
Program Type(s): UMN

The program is introducing students to Salesforce.com as a sales tool and encouraging them

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

NICHOLLS STATE UNIVERSITY
http://www.nicholls.edu/marketing/
professional-sales-initiative/

Mrs. Laura Lott Valenti
Laura.Valenti@nicholls.edu
Thibodaux, LA 70310
985-448-4187

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

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

NORTH CAROLINA A&T STATE UNIVERSITY
http://www.ncat.edu
Dr. Kimberly McNeil, PhD
Krmcneil@ncat.edu
Greensboro, NC 27411
336-285-3391

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

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

NORTH DAKOTA STATE UNIVERSITY
http://www.ndsu.edu/business/
http://www.ndsu.edu/mgmt_mrkt/
sales/

Mike Krush
michael.krush@ndsu.edu
 Fargo, ND 58102
701-231-7844

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

TEXAS STATE
The Legacy College of Business
Center for Professional Sales

AACSB ACCREDITED

AT TEXAS STATE UNIVERSITY OUR MISSION IS CLEAR!

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

512.245.3224 | bxstsalescenter.com

POINTS OF PRIDE:

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

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PROFESSIONAL AND COMPETITIVE

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BBA IN PROFESSIONAL SALES

WHERE SUCCESS

& OPPORTUNITY COLLIDE!

National Collegiate Sales Competition

ncsc-ksu.org
Home of the
National Collegiate Sales Competition

For more information:
Dr. Terry Loe, Director
tloe@kennesaw.edu
470.578.2017
coles.kennesaw.edu/selling

@KSUSELLING

KENNESAW STATE UNIVERSITY
Coles College of Business
Center for Professional Selling

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- Prepares executives for strategic leadership roles
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Enroll today! Contact Michael Yakubov, director of graduate business programs, at 973-720-2678 or email yakubovm@wpunj.edu

wpunj.edu/mssl

Focus Option(s): International Business

As the only academic center dedicated to developing the sales skills of North Dakota's students, NDSU's Center for Professional Selling and Sales Technology offers a certificate in professional selling that enables students across the university to develop their sales competencies. The Center combines a highly-engaged advisory committee, a group of committed corporate partners with an academically qualified teaching staff possessing industry experience.

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

Students: 50
Start Year: 2015
Accreditation(s): AACSB
Program Type(s): UCE, UCO

Sales classes are available to students pursuing a professional selling concentration within the marketing major or a certificate to non-marketing majors. As a Salesforce.com Academic Alliance partner, the program emphasizes CRM as a strategy and delivers

Salesforce.com vendor approved training to students in the Sales Strategy and Technology class.

NORTHERN ILLINOIS UNIVERSITY
www.cob.niu.edu/sales
Chuck Howlett
chowlett@niu.edu
DeKalb, IL 60115
815-753-6219

Students: 200
Start Year: 1988
Accreditation(s): AACSB, USCA full member, PSE, GSSI
Program Type(s): UCE

Northern Illinois is one of the original sales programs and the only school to publish a sales journal (The Journal of Selling & Major Account Management). They established a sales specific exchange program with universities in Ireland and Austria. Sales students are not required to have majors in the School of Business, allowing representation from various disciplines.

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

Students: 23
Start Year: 2014
Accreditation(s): Accreditation

Council for Business Schools Program Type(s): UCO

A sales focus in any field will help the student improve their career options and opportunities. The concentration in Professional Sales is designed to help the student prepare for positions in sales and customer service. Activities are grounded in practical exercises of B2B selling, focusing on solution selling, role play, and challenger sales. A sales internship is included in the Professional Sales concentration program.

OHIO UNIVERSITY
www.scheysalescentre.com
Adam Rapp, Ph.D.
rappa@ohio.edu
Schey Sales Centre
Athens, OH 45701-2979
740-593-9328

Students: 470
Start Year: 1997
Accreditation(s): AACSB, SMT
Program Type(s): UCE, EC, ET

Established by the Ohio University Board of Trustees in 1997 as one of the first ten collegiate sales programs in the country, the Schey Sales Centre's unique combination of: 1. Inside the classroom, real sales readiness training curriculum; 2. Outside the classroom self-discovery, personal growth and professional development; and 3. Practical experience helping run

the Centre as a small "business" gives students a "fair-unfair" advantage getting the best sales jobs upon graduation and jump starts successful careers.

PLYMOUTH STATE UNIVERSITY
www.plymouth.edu
Bob Nadeau
ranadeau@plymouth.edu
Plymouth, NH 03264
603-854-0886

Students: 200
Start Year: 2009
Accreditation(s): USCA associate member
Program Type(s): UMN, UCE

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

UNIVERSITY OF PORTSMOUTH
www.port.ac.uk
Dr. Liz Meech
liz.meech@port.ac.uk
Portsmouth Business School

Portsmouth, UK PO1 3DE
+44-2392-844017

Students: 200
Start Year: 2002
Accreditation(s): GSSI
Program Type(s): USP, UCE, ET
Focus Option(s): Entrepreneurship, International Business
Portsmouth offers opportunities for undergraduates and postgraduates on business pathways to take options on personal selling, account management and sales management. In addition, Portsmouth pioneered a specialist postgraduate program for account managers and sales managers. Assessments focus on developing a best practice in the sponsoring organization. Neil Rackham is a visiting professor. Largest and longest-established sales programs in the UK.

PURDUE UNIVERSITY
www.purdue.edu/proselling
Dr. Anita Dale
DrADale@purdue.edu
West Lafayette, IN 47907-2060
765-494-4860

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

PURDUE UNIVERSITY NORTHWEST
www.pnw.edu
Claudia Mich
cmich@pnw.edu
Hammond, IN 46323
219-989-2776

Students: 30
Start Year: 2016
Accreditation(s): AACSB
Program Type(s): UMN
Focus Option(s): Communication/Broadcast Sales

Faculty members are focused on student success and represent a diverse blend of scholars and distinguished business professionals who bring real-world experience to the classroom. Our location in the Northwest Indiana/Chicago corridor serves as a dynamic learning laboratory for the College. And the curriculum in the program is continuously updated to reflect recent trends in the global business world.

REUTLINGEN UNIVERSITY
www.esb-business-school.de

Dr. Tobias Schuetz
tobias.schuetz@reutlingen-university.de
ESB Business School Reutlingen
Baden-Wuerttemberg, Germany
72762

+49 (7121) 271 9601
Students: 21
Start Year: 2011
Accreditation(s): FIBAA
Program Type(s): GCE
Focus Option(s): Information Technology

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

SALISBURY UNIVERSITY
<http://www.salisbury.edu/masmi>
Dr. Amit Poddar
axpoddar@salisbury.edu
Perdue School of Business
Salisbury, MD 21801
410-548-7756

Students: 63
Start Year: 2015
Accreditation(s): AACSB, USCA associate member
Program Type(s): UMN

Students are required to do a mandatory Internship in Sales. The internship is a faculty supervised internship.

SAMFORD UNIVERSITY
<http://samford.edu/business/professional-sales-concentration>
C. Clifton Eason
ceason@samford.edu
Birmingham, AL 35229
205-726-2677

Students: 36
Start Year: 2015
Accreditation(s): AACSB
Program Type(s): UCO

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

SONOMA STATE UNIVERSITY
www.sonoma.edu/sbe
Dr. Rich Campbell
campbric@sonoma.edu
Rohnert Park, CA 94928
707-664-2377

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

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



The University of Toledo Invitational Sales Competition (UTISC)

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

February 21-23, 2019 · Toledo, Ohio

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

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

Businesses - Enjoy the benefits of earlier identification of top talent and higher probability for acceptance of your internship/job offer. Find them first!

For sponsorship opportunities and team eligibility, contact:

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



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

SOUTHEASTERN LOUISIANA UNIVERSITY
southeastern.edu/marketing

April Kemp
april.kemp@southeastern.edu
Hammond, LA 70402
985-549-2277

Students: 20
Start Year: 2017
Accreditation(s): AACSB
Program Type(s): UCO

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

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

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

As a general education course, Professional Selling attracts students from all majors. Students participate in real world selling projects and network with distinguished sales professionals from the community. Students participate in live, video-taped role plays critiqued by both sales faculty and sales practitioners. Although there is a selective process for those wishing to minor in Professional Sales, all are

strongly encouraged to become a member of the SNHU Student Professional Selling Association.

ST. AMBROSE UNIVERSITY
www.sau.edu
Joseph L. Kehoe
Kehoejoseph@sau.edu

Davenport, Iowa 52803
563-333-5825
Students: 15
Start Year: 2016
Accreditation(s): USCA associate member
Program Type(s): UMJ, UMN
Focus Option(s): Medical/Healthcare Sales, Financial Services

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

ST. CATHERINE UNIVERSITY
www.stkate.edu/sales
Mary Jacobs
mjjacobs@stkate.edu
St. Paul, MN 55105
651-690-8762

Students: 40
Start Year: 1998
Accreditation(s): USCA associate member, PSE
Program Type(s): UCE, UMJ, UMN, EC, ET
Focus Option(s): Entrepreneurship, Medical/Healthcare Sales
Students have minimum 6

UNIVERSITY OF WASHINGTON



The Final Piece Of The Education Puzzle



Students attending our Annual Business Partner Appreciation Breakfast, with over 500 guests including students, faculty and business professionals.

• • •

Contact: Jack Rhodes | 206.685.1913
foster.uw.edu/professionalsalesprogram

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

TEXAS STATE UNIVERSITY
<http://txstsalescenter.com/>
 Vicki West
vw03@txstate.edu
 McCoy College of Business
 San Marcos, TX 78666
 512-245-3224

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

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

THE CITADEL
www.citadel.edu

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

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

The program is up and coming. Student placement is consistently improving, and the program is forging new relationships with companies every day. The cadets are hard workers and faculty strives daily to find new and different ways to challenge them.

TURKU UNIVERSITY OF APPLIED SCIENCES
www.turkuamk.fi

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

Students: 70
 Start Year: 2008
 Accreditation(s): GSSI, Ministry of Education

Program Type(s): UCE, UMJ, UMN
 Focus Option(s): Financial Services, Industrial Distribution, Insurance, International Business, Real Estate, Technology

The project is developing a new type of sales training concept where higher education institutions and companies are in close collaboration to develop sales

know-how. The objective is a system extending to all of Europe, with companies joining in at all stages of sales training: planning, implementation and evaluation of the skills of students.

TUSKEGEE UNIVERSITY
www.tuskegee.edu/

Anthony Freeman
afreeman@mytu.tuskegee.edu
 Andrew F. Brimmer College of Business and Information Sciences
 Tuskegee, AL 36088
 334-727-8707

Students: 75
 Start Year: 1996
 Accreditation(s): AACSB, PSE
 Program Type(s): UCE, UMJ
 Students receive CRM training. Salesforce is the CRM platform of choice. Sales Internships are provided by 3M, Altria, Graybar, Edward Jones, Otis Elevators-United Technologies, Rockwell Collins, P&G, and many others. Students receive SAP training (Roll out Fall Semester 2015). SAP GUI.

UNIVERSIDAD DE CHILE
<http://unegocios.uchile.cl>

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

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

The Center for Management & Corporate Development (Centro de desarrollo gerencial) has as its mission to provide educational solutions to executives in Latin American organizations to maximize the human capital involved in their professional and business activities, thus increasing their contribution of value to the environment in the long term.

UNIVERSITY OF ALABAMA
www.uasalesprogram.com

Joe Calamusa IV
jcalamus@cba.ua.edu
 Culverhouse College of Commerce & Business Administration
 Tuscaloosa, AL 35406
 205-348-8923

Students: 600
 Start Year: 2007
 Accreditation(s): AACSB
 Program Type(s): UCE, UMN, USP, GE, GF

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

UNIVERSITY CLERMONT AUVERGNE
<http://management.u-clermont1.fr>

Pascal Brassier
pascal.brassier@esc-clermont.fr
 Clermont-Ferrand
 Auvergne, France 63008
 0033 4 73 17 78 04

Students: 130
 Start Year: 1974
 Accreditation(s): GSSI, IAE

Network (French Business Administration Institutes)
 Program Type(s): UCO, UMJ, UMN, USP, GCE, ET
 Focus Option(s): Entrepreneurship, Industrial Distribution, International Business, Medical/Healthcare Sales, Technology

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

UNIVERSITY OF AKRON
<http://www.fishersalesinstitute.com>

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

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

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

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

UNIVERSITY OF ALABAMA
www.uasalesprogram.com

Joe Calamusa IV
jcalamus@cba.ua.edu
 Culverhouse College of Commerce & Business Administration
 Tuscaloosa, AL 35406
 205-348-8923

Students: 600
 Start Year: 2007
 Accreditation(s): AACSB
 Program Type(s): UCE, UMN, USP, GE, GF

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

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

Students: 130
 Start Year: 1974
 Accreditation(s): GSSI, IAE

John Hansen
jhansen@uab.edu
 Birmingham, AL 35294
 205-996-2069

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

The Professional Sales Program at the University of Alabama at Birmingham offers a wide range of possible classes in Sales Leadership and Personal Selling on an as demanded basis. All professors in the program have real world sales, sales management and/or company leadership experience. Recently hired Center Director from Industry to teach and lead industry outreach. Sell.Better.Faster™ breakfast series features industry sales leaders.

UNIVERSITY OF APPLIED SCIENCES IN WIENER NEUSTADT
<http://www.fhwn.ac.at/en/FHWN/Organisational-Units/Departments/Market-Communication-and-Sales>

Dr. Karl Pinczolis
office-ms@fhwn.ac.at
 Wiener Neustadt, Austria A-2700
 0043 2622 89 084 ext 311

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

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

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

UNIVERSITY OF ARKANSAS AT LITTLE ROCK
www.uarl.edu/marketing/

Dr. Lenita Davis
lmDavis@uarl.edu
 Little Rock, AR 72204-1099
 501-569-8862

Students: 30
 Start Year: 2007
 Accreditation(s): AACSB, GSSI, USCA associate member
 Program Type(s): UCE, UEM, UMN

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

UNIVERSITY OF CENTRAL FLORIDA
www.bus.ucf.edu/marketing

William Steiger
william.steiger@ucf.edu



UNIVERSITY of DAYTON | Fiore Talarico
 Center For Professional Selling

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

Tony Krystofik, Director | 937.229-3796 | akrystofik1@udayton.edu

Orlando, FL 32816-1400
 407-823-4586

Students: 34
 Start Year: 2005
 Accreditation(s): AACSB, SACS
 Program Type(s): UCE, UMJ, UMN

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

UNIVERSITY OF CENTRAL MISSOURI
www.ucmo.edu/efm/

Dr. Charles Schwepker
schwepker@ucmo.edu
 Warrensburg, MO 64093
 660-543-8554

Students: 20
 Start Year: 2008
 Accreditation(s): AACSB
 Program Type(s): UCE, UCO

UCM makes good use of its State Farm Sales Lab by hosting the annual State Farm Marketing and Sales Competition, as well as the Fastenal Sales Competition.

All marketing majors and minors complete the Professional Sales course. Students from the sales classes may compete for sales scholarships and the chance to represent the University at the National Collegiate Sales Competition.

UNIVERSITY OF CENTRAL OKLAHOMA
www.uco.edu

Bob Kaiser
rkaiser@uco.edu
 Edmond, OK 73034
 405-974-5838

Students: 180
 Start Year: 2009
 Accreditation(s): AACSB, USCA-associate member, AACSB (American Association of State Colleges and Universities)
 Program Type(s): UMJ, UMN
 Focus Option(s): Financial Services, Insurance, Medical/Healthcare Sales

The program design is focused on learning the application of the sales process and development of the art of the sale. It is the only sales program in Oklahoma's higher learning institutions.

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

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

Students: 300
 Start Year: 2011
 Accreditation(s): AACSB
 Program Type(s): UCO, UEM, UMN, USP, GCE
 Focus Option(s): Communication/Broadcast Sales, Entrepreneurship, Financial Services, Insurance, Medical/Healthcare Sales

The University of Cincinnati, Lindner College of Business sales program teaches women confidence in their sales ability by overcoming their fear of failure, increasing their resiliency, and having the courage to negotiate. Thanks to a grant from Proctor & Gamble, both women and men benefit from this learned skill set. The Lindner College of Business is a major research institution in a metropolitan location, offering sales education from leading researchers and seasoned sales professionals.

UNIVERSITY OF CONNECTICUT
<http://marketing.business.uconn.edu/undergraduate/professional-sales-leadership/>

William M. Ryan
william.ryan@business.uconn.edu
Storrs, CT 06269-1041
860-951-1775

Students: 75
Start Year: 2001
Accreditation(s): AACSB, PSE
Program Type(s): UCO, UMN
Focus Option(s): Communication/Broadcast Sales, Financial Services, Insurance, Industrial Distribution, Medical/Healthcare Sales, Technology, Media/Entertainment
The University of Connecticut School of Business Marketing Department offers a Concentration and Minor in Professional Sales. UCONN's PSL program is the only professional sales certificate program in New England at a leading research university. The program is committed to advancing sales management expertise through experiential education, and by developing ethical and strategically-oriented sales professionals.

UNIVERSITY OF DAYTON

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

Anthony (Tony) Krystofik
akrystofik1@udayton.edu
Dayton, OH 45469-2271
937-371-4552

Students: 300
Start Year: 2005
Accreditation(s): AACSB, PSE
Program Type(s): UEM
Focus Option(s): Medical/healthcare Sales, Technology
The Fiore Talarico Center for Professional Selling including state of the art sales labs was completed in December 2012. There are different environments for students to perform sales call role play activities: Sales Lab 1 for one-on-one/two-on-one selling; Sales Lab2 for one-on-one selling/two-on-one selling; Sales Conference Room 3 for team selling; Sales Lobby Room 4 for impromptu sales discussions and Sales Training Room 6 for larger group sales activities and sales presentations to buying committees.

UNIVERSITY OF GEORGIA

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

Athens, GA 30602
706-542-3764

Students: 260
Start Year: 2006
Accreditation(s): AACSB, PSE
Program Type(s): UCE, UEM
Focus Option(s): Communication/Broadcast Sales, Entrepreneurship, Financial Services, Industrial Distribution, Insurance, International Business, Medical/healthcare Sales, Technology

Professional selling students must complete an internship and participate in the Terry College PSE Sales Competition. Winners attend the National Collegiate Sales Competition. The key resources for the sales program are an active Board of Advisors, the State Farm Sales Laboratory facility, and an active PSE Chapter, Gamma.

UNIVERSITY OF HOUSTON

www.salesexcellence.org

Saskya Gagneux
sei@bauer.uh.edu
Houston, TX 77204
713-743-4564

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

On an annual basis the program touches over 1,200 students in some way. The concentration has 350 students. There is an active business partner mentorship program embedded in the program. Each student's capstone internship/practicum is customized to his/her area of interest such as media, distribution, sports marketing, commercial real estate, financial services etc.

UNIVERSITY OF LOUISIANA AT LAFAYETTE

<http://moody.louisiana.edu/>

Brent Baker
bbaker@louisiana.edu
Lafayette, LA 70504
701-213-5311

Students: 90
Start Year: 2009
Accreditation(s): AACSB
Program Type(s): UEM
Focus Option(s): Entrepreneurship, Insurance, International Business
The Ragin' Sales Program offers a minor and concentration in Professional Sales. Ragin' Sales prepares undergraduate students to be empowered professional leaders in the field of professional sales and sales management by providing core competencies and experiential learning.

UNIVERSITY OF LOUISVILLE

www.business.louisville.edu/marketing
P.S. Raju
psraju@louisville.edu
Louisville, KY 40292
502-852-4860

Students: 120
Start Year: 2000
Accreditation(s): AACSB
Program Type(s): UEM

Real sales readiness training in consultative selling, role playing

focused curricula and teaching how to become identified in the workplace as "someone who gets it" helps the sales students hit the ground running, ramp up faster and have better results their first year selling.

UNIVERSITY OF MISSOURI

<http://business.missouri.edu/programs-and-admissions/undergraduate/degree-programs/certificate-programs/certificate-sales>

Wayne Keene
keenevcw@missouri.edu

Trulaska College of Business
Columbia, MO 65211
573-590-2377

Students: 250
Start Year: 2011
Accreditation(s): AACSB, PSE
Program Type(s): UCE, USP, EC, ET
Focus Option(s): Communication/Broadcast Sales, Entrepreneurship, Financial Services, Industrial Distribution, Insurance, Medical/Healthcare Sales, Technology

This certificate prepares undergraduate students for careers in the highly professional and dynamic field of sales. Through the certificate's required coursework and internship, students acquire vital skills as well as knowledge of current best practices in the sales profession and sales management.

UNIVERSITY OF NEBRASKA AT KEARNEY

INDUSTRIAL DISTRIBUTION SALES PROGRAM
www.unkid.org

Rod Flanigan
flaniganrl@unk.edu
Kearney, NE 68849
308-865-8803

Students: 140
Start Year: 1988
Accreditation(s): ATMAE
Program Type(s): UMJ
Focus Option(s): Industrial Distribution, Technology

The degree program focuses on technical sales with a 12 hour internship, sales-oriented technical courses, professional selling/negotiation courses, and role-plays of sales and branch operations functions in The Industrial Distribution Simulation Lab. Corporate partners develop professional relationships with students through exclusive career events. The program works exclusively with Wholesale Industrial Distributor and manufacturers.

UNIVERSITY OF NEBRASKA AT KEARNEY

PROFESSIONAL BUSINESS SALES MARKETING PROGRAM
www.unk.edu

Marsha Yeagley
yeagleym@unk.edu
Kearney, NE 68845
308-865-8345

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

This program is directed toward both non-degree seeking individuals and students who are

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

UNIVERSITY OF NEBRASKA-LINCOLN

<http://cbatest40.unl.edu/academic-programs/programs-and-degrees/sales-center/>

Ravi Sohi, PhD
ravisohi@unl.edu

Lincoln, NE 68588-0492
402-472-2316

Students: 20-25
Start Year: 2013
Accreditation(s): AACSB, PSE
Program Type(s): UCE, EC
Focus Option(s): Entrepreneurship, Financial Services, Industrial Distribution, Insurance, International Business

This program graduated its first class in 2015. There is a strong partnership with companies for supporting the program.

UNIVERSITY OF NEW HAMPSHIRE

<https://paulcollege.unh.edu>

James McIlroy
james.mcilroy@unh.edu
Peter T. Paul Center
Durham, NH 03824
603-828-3360

Students: 75
Start Year: 2010
Accreditation(s): AACSB
Program Type(s): UMN
Focus Option(s): Entrepreneurship, Financial Services, International Business

The Center for Sales Excellence is the conduit for the business community to find professionally trained, polished, and qualified candidates who wish to pursue a career in sales leadership. The power of this program is the partnerships formed to bring field experience into the classroom enabling executives to contribute to the professional development of students before recruitment. The program's Sales Club and Sales Competition provide opportunities for students to extend their academic experience beyond the classroom.

THE UNIVERSITY OF NEW HAVEN

www.newhaven.edu
Charles (Pete) Peterson
cpeterson@newhaven.edu
West Haven, CT 06515
203-479-4551

Students: 30
Start Year: 2010
Accreditation(s): AACSB
Program Type(s): UCE, UMN
Focus Option(s): Communication/Broadcast Sales, Entrepreneurship, Financial Services, Insurance, Medical/Healthcare Sales, Technology

This growing program accepts students with varying majors at the University and requires that each student complete a sales-specific internship. It is growing rapidly.

UNIVERSITY OF NORTH ALABAMA

www.unasalescenter.com

Timothy D. Butler
tbutler3@una.edu

Florence, AL 35632
256-765-5240

Students: 100
Start Year: 2011
Accreditation(s): AACSB, ACBSP, USCA associate member
Program Type(s): UCE, UCO, UMJ, UMN, GF

The recently established sales program is just one example of the fact that the College of Business is the fastest growing unit of this university. It is committed to continuous improvement of its curriculum, academic programs, faculty and staff support, and its course management technology. A state-of-the-art Sales Laboratory is available for use in role play critique.

UNIVERSITY OF NORTH CAROLINA AT GREENSBORO

www.bryan.uncg.edu/ncsi

James S. Boles
jsboles@uncg.edu

North Carolina Sales Institute
Greensboro, NC 27402-6170
336-334-4413

Students: 97
Start Year: 2015
Accreditation(s): AACSB
Program Type(s): UCE, UCO
Focus Option(s): Entrepreneurship, Financial Services, Industrial Distribution, International Business, Technology

The NCSI was developed at the request of corporations for developing top new sales talent, cutting edge sales research, on-going training, and executive education for sales leadership. The mission is to create sales understanding, promote sales education, and develop 21st century sales leaders through research, education programs, and partnerships. All faculty have previous sales experience relevant to the course they are teaching.

UNIVERSITY OF NORTH CAROLINA AT WILMINGTON

<http://csb.uncw.edu/mkt/>

Dr. Lisa Scribner
scribnerl@uncw.edu

Cameron School of Business
Wilmington, NC 28403
910-962-3814

Students: 180
Start Year: 2013
Accreditation(s): AACSB, PSE
Program Type(s): UCO, ET

Professional selling is designed to help students develop the skills they need to be successful in a sales oriented career. The professional selling track is more people oriented as highlighted by the professional selling and sales management classes. The program created the UNCW Center for Sales Excellence & Customer Delight and an Advisory Board.

UNIVERSITY OF NORTH CAROLINA

www.kenan-flagler.unc.edu
David Roberts

dave_roberts@unc.edu

Kenan Flagler Business School
Chapel Hill, NC 27599-3490
919-962-3658

Students: 55
Start Year: 2010
Accreditation(s): AACSB
Program Type(s): UEM, GF, ET
Focus Option(s): Entrepreneurship, Financial Services, International Business, Medical/Healthcare Sales, Technology, Channel Sales

The program integrates sales strategy and skills through undergraduate and graduate business consulting projects. In addition to the sales emphasis, sales strategy and skills are a component of the entrepreneurship minor (undergrad), and Sales Strategy is offered as an elective for the full- and part-time MBA programs.

UNIVERSITY OF NORTH TEXAS

www.unt.edu

Dr. Jeffrey Lewin
Jeffrey.Lewin@unt.edu
Denton, TX 76203
940-565-4419

Students: 76
Start Year: 2014
Accreditation(s): AACSB
Program Type(s): UCO, UMN

Students in the Professional Selling Program participate in required internships where they learn tricks of the trade from seasoned sales professionals. They complete 11 marketing courses—with six of those focusing on business-to-business sales.

THE UNIVERSITY OF SOUTHERN MISSISSIPPI

www.usm.edu

Dr. Jayme Foster
jayme.foster@usm.edu
Hattiesburg, MS 39406
601-266-4627

Students: 50
Start Year: 2009
Accreditation(s): AACSB
Program Type(s): UCE
Focus Option(s): Entrepreneurship, Medical/Healthcare Sales

Southern Miss has a long history of placing students with companies from the Fortune 500 as well as smaller, entrepreneurial organizations. Students enter many industries including healthcare, consumer products, retail, capital equipment, oil & gas, business services, and others. The majority of marketing students start their careers in sales.

THE UNIVERSITY OF TEXAS AT ARLINGTON

http://www.uta.edu/marketing/undergrad_sales.html

Fernando Jaramillo
jaramillo@uta.edu
Arlington, TX 76019
871-272-2273

Students: 120
Start Year: 2013
Accreditation(s): AACSB
Program Type(s): UCE

The Sales Certificate program will enhance students' abilities to sell

themselves, their ideas, as well as products and services. It also equips students with knowledge and skills related to developing and managing mutually beneficial relationships with customers. The Sales Certificate program stresses the ethical, technological, and global aspects of professional sales. The Program responds to the growing demand for students with a sales education and it is available to both business and non-business majors.

THE UNIVERSITY OF TEXAS AT DALLAS

<http://jindal.utdallas.edu/academic-areas/marketing/marketing-undergraduate-program/>

Dr. Howard Dover
howard.dover@utdallas.edu

Richardson, TX 75080
972-883-4420

Students: 270
Start Year: 2012
Accreditation(s): AACSB, USCA
full member
Program Type(s): UCE, UCO, UEM, GF

Focus Option(s): Entrepreneurship, Financial Services, Insurance, International Business, Medical/healthcare Sales, Technology
Students in the professional sales concentration benefit from the involvement of industry-leading corporate partners, a faculty dedicated to their students' education both inside the classroom and out, and a cadre of peers driven to succeed. Students who complete a sales concentration emerge ready for the professional sales workforce, resulting in faster ramp-up to productivity and reduced turnover for employers.

UNIVERSITY OF TOLEDO

www.sales.utoledo.edu

Deirdre Jones
deirdre.jones@utoledo.edu or
edwardschmidtschool@utoledo.edu

Edward Schmidt School of Professional Sales
Toledo, OH 43606
419-530-6133, 419-530-2978

Students: 390
Start Year: 1990
Accreditation(s): AACSB, USCA full member, GSSI, PSE, AMA, NCSM
Program Type(s): UCO, UMJ, UMN, GCE, GF, EC, ET

Focus Option(s): Communication/broadcast Sales, Entrepreneurship, Financial Services, Insurance, International Business, Medical/Healthcare Sales, Technology
Our curricula is integrated, hands-on, and taught by faculty with sales experience. Students complete a required sales internship. UT is the only university in the US to require majors take a purchasing class. Students compete at regional and national competitions, maintaining a top 10 track record for over a decade. Our active advisory board ensures strategic alignment with the business community. UT has a customizable scholarship program dedicated to professional sales students (separate sponsorship).

UNIVERSITY OF WASHINGTON

www.foster.uw.edu/professionalsalesprogram

Jack Rhodes
rhodesj@uw.edu or salesprg@uw.edu
Michael G. Foster School of Business
Seattle, WA 98195-3226
206-685-1913 or 206-616-6134

Students: 198
Start Year: 2001
Accreditation(s): AACSB
Program Type(s): UCE
Focus Option(s): Communication/Broadcast Sales, Entrepreneurship, Financial Services, Industrial Distribution, Insurance, International Business, Medical/Healthcare Sales, Technology

The Husky Sales Club (a registered student organization and an arm of the Sales Program) hosts a business partner Speaker Series throughout the academic year and also hosts a Sales Career Fair. The Foster Professional Sales Program concludes each academic year with a "Business Partners Appreciation" breakfast. The Foster Professional Sales Program is affiliated with the Center for Sales and Marketing Strategy.

UNIVERSITY OF WISCONSIN-EAU CLAIRE

<http://www.uwec.edu/academics/college-business/departments-programs/management-marketing/academic-offerings/sales-center/>

Dr. Bob Erffmeyer
erffmmerc@uwec.edu

Eau Claire, WI 54701
715-836-4644

Students: 125
Start Year: 1995
Accreditation(s): AACSB, USCA full member, PSE
Program Type(s): UEM, ET
Focus Option(s): Marketing Analytics, Entrepreneurship, Financial Services, International Business

Students that complete the Professional Sales Emphasis take classes such as Professional Selling, Sales Management, Advanced Sales Topics and Marketing Analytics and Technology. Students use AC Nielson data in their classroom experiences. In addition, UW-Eau Claire hosts the Great Northwoods Sales Warm Up which gives students hands-on selling experience and feedback from sales professionals.

UNIVERSITY OF WISCONSIN OSHKOSH

www.uwosh.edu

Dr. Bryan Lilly
lilly@uwosh.edu
Oshkosh, WI 54901
920-424-7201

Students: 32
Start Year: 2012
Accreditation(s): AACSB
Program Type(s): UEM
Focus Option(s): Communication/broadcast Sales, Entrepreneurship, Financial Services, Industrial Distribution, Insurance, Medical/healthcare Sales, Technology
Students take the three required sales courses as one integrated

cohort class. Semester involves high participation with area sales professionals via a Sales Conference, a Career Symposium, field trips, ride-alongs, and a set of role play competitions coached by professionals.

UNIVERSITY OF WISCONSIN-PARKSIDE

www.uwp.edu/departments/business/sales/certificate/index.cfm
Dr. Peter Knight
knightp@uwp.edu
Kenosha, WI 53141-2000
262-595-2415

Students: 40
Start Year: 2010
Accreditation(s): AACSB
Program Type(s): UCE
Focus Option(s): Entrepreneurship, Financial Services, International Business

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

UNIVERSITY OF WISCONSIN-RIVER FALLS

http://www.uwrf.edu/cbe
Ozcan Kilic
ozcan.kilic@uwrf.edu
River Falls, WI 54022
715-425-4330

Students: 25
Start Year: 2013
Accreditation(s): AACSB
Program Type(s): UEM

The College of Business and Economics has a prime location close to the Twin Cities MSA with a large concentration of Fortune 500 companies. This enables students to get internships at top ranked companies in their respective industries. In addition to international sales experience, faculty has been teaching sales for over 20 years. The program has a state-of-the-art Sales Laboratory to reinforce experiential learning.

UNIVERSITY OF WISCONSIN-WHITEWATER

www.uwsales.org
Dr. Jimmy Peltier
peltierj@uw.edu
Institute for Sales Excellence
Whitewater, WI 53190
262-472-5474

Students: 275
Start Year: 2011
Accreditation(s): AACSB, PSE, USCA full member, AMA, GSSI
Program Type(s): UCE, UEM, UMN
Focus Option(s): Communication/Broadcast Sales, Entrepreneurship, Financial Services, Industrial Distribution, Insurance, Medical/Healthcare Sales, Technology

With seven different sales classes the program is serving another large set of students who have not

proclaimed sales but end up in sales. Numerous non-credit sales certificate programs are offered out of the Sales Institute; totally over 400 students attend annually. There are three internal sales competitions not counting those done for sending students out to other sales competitions. The program has a UWW Sales Team, and AMA Sales Team, and a PSE Sales Team.

UNIVERSITY OF WYOMING

www.uwyo.edu/business
Mark P. Leach, PhD
mark.leach@uwyo.edu
Laramie, WY 82071
307-766-3724

Students: 30
Start Year: 2016
Accreditation(s): AACSB, GSSI
Program Type(s): UEM

The University of Wyoming recently hired an endowed chair in sales, to complement its new Sales Initiative. The Sales Initiative will include a sales internship program, a sales mentorship program, a sales competition team, and a sales executive-in-residence program.

VIRGINIA POLYTECHNIC INSTITUTE AND STATE UNIVERSITY

www.marketing.pamplin.vt.edu
Brian K. Collins
collinbr@vt.edu
Blacksburg, VA 24061
540-231-9621

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

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

WASHINGTON STATE UNIVERSITY-VANCOUVER

www.vancouver.wsu.edu/prosales
Dr. Ronald W. Pimentel
ron.pimentel@wsu.edu
Vancouver, WA 98686-9600
360-546-9339

Students: 40
Start Year: 2005
Accreditation(s): AACSB
Program Type(s): UCE
Focus Option(s): Technology, Hospitality, Business Management

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

WEBER STATE UNIVERSITY

http://www.weber.edu/sales
Mikelle Barberi Weil
mikellebarberi@weber.edu
Alan E. Hall Center for Sales Excellence
Ogden, UT 84408

801-626-6913

Students: 500
Start Year: 1985
Accreditation(s): GSSI, USCA full member
Program Type(s): UCE, UMJ, UMN, EC

Focus Option(s): Communication/broadcast Sales, Entrepreneurship, Financial Services, Industrial Distribution, Insurance, International Business, Medical/Healthcare Sales, Technology

This center, opened in 2013, enhances current curricula in one of the best four-year sales degrees in the nation by providing quality training for today's new sales economy. By creating sales training programs and opportunities and aligning the sales profession with the increasing need in corporate America for professionals to combine user-driven product development with true customer expectations, the center sets itself apart from others. It is the first and only one of its kind among Utah's public universities.

WEST VIRGINIA UNIVERSITY

www.be.wvu.edu
Michael F. Walsh, PhD
michael.walsh@mail.wvu.edu
Morgantown, WV 26506
304-293-7960

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

The program offers opportunities for active student engagement via extra-curricular activities including sales club, sales contests and speakers.

WESTERN CAROLINA UNIVERSITY

www.marketingdept@wcu.edu
Dr. Julie Johnson-Busbin
jjohnson@wcu.edu
Cullowhee, NC 28723
828-227-3991

Students: 80
Start Year: 2002
Accreditation(s): AACSB
Program Type(s): UEM
Focus Option(s): Communication/Broadcast Sales, Entrepreneurship, Financial Services, International Business

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

WESTERN KENTUCKY UNIVERSITY

www.wku.edu/gfcb/cps
Dr. Lukas P. Forbes
Lukas.Forbes@wku.edu
Bowling Green, KY 42101
270-745-2993

Students: 250
Start Year: 2007
Accreditation(s): AACSB, USCA full member
Program Type(s): UMJ, UMN

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

WESTERN MICHIGAN UNIVERSITY

www.hcob.wmich.edu/mktg
Dr. Steve Newell
steve.newell@wmich.edu
Haworth College of Business
Kalamazoo, MI 49008-5430
269-387-6166

Students: 330
Start Year: 1999
Accreditation(s): AACSB
Program Type(s): UMJ

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

WIDENER UNIVERSITY

www.widener.edu
Dr. Mary E. Shoemaker
meshoemaker@widener.edu
Chester, PA 19013
610-499-4331

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

All students have significant interaction with sales professionals in performing role plays, interviewing sales people, and required networking events. Minimum 6 hours of interaction with professionals. Sales program alumni and professional sales trainers provide mentoring.

WILLIAM PATERSON UNIVERSITY

www.wpunj.edu/rbisales
Dr. Prabakar (PK) Kothandaraman
kothandaramanp@wpunj.edu
The Russ Berrie Institute for Professional Selling
Wayne, NJ 07470
973-720-3880

Students: 200
Start Year: 2003
Accreditation(s): AACSB, USCA full member, PSE, GSSI
Program Type(s): UMJ, UMN, ET
Focus Option(s): Entrepreneurship, Financial Services, Industrial Distribution, Insurance, Medical/Healthcare Sales, Technology

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

WINONA STATE UNIVERSITY

www.winona.edu
Marianne Collins
mcollins@winona.edu
Winona, MN 55987
507-457-5196

Students: 115
Start Year: 2011
Accreditation(s): AACSB, GSSI, PSE, USCA associate member
Program Type(s): UMN

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

XAVIER UNIVERSITY OF LOUISIANA

www.xula.edu/business
Amanda Helm
ahelm@xula.edu
New Orleans, LA 70115
504-520-5044

Students: 15
Start Year: 2002
Accreditation(s): ACBSP
Program Type(s): UCO, UMN

The business program offers a number of dynamic and exciting programs for undergraduate students and prepares them well to take leadership roles in corporate America. Sales class students sell ads for the student newspaper and log those sales in Salesforce.com.

NEW ENTRIES TO THE "TOP LISTING" AT PRESS TIME

UNIVERSITY OF KANSAS

https://business.ku.edu/degree-programs/undergraduate/certificate/professional-selling-program
Prof. Kissan Joseph,
Jennifer Jordan
kjoseph@ku.edu,
jjordan@ku.edu
Lawrence, KS, 66045
785-864-7535, 785-864-4466

Students: 45
Start Year: 2016
Accreditation(s): AACSB
Program Type(s): UCE
Focus Option(s): Consultative Selling

The mission of the professional selling program at the School of Business, University of Kansas, is to prepare students for successful careers in consultative selling. Graduates of the program will help consumers and businesses define their needs, understand and evaluate buying options, facilitate effective purchase decisions, and forge enduring relationships. The program includes a portfolio of experiential activities that is designed to stimulate interest in

professional selling and supplement classroom learning. ▲



WE EMPOWER Women to Succeed

At the University of Cincinnati, our female Professional Selling course empowers women to succeed by learning resiliency, conquering fear of failure and increasing confidence in their sales ability.

Learn more:

Jennifer Barlow
Director, External Relations
UC Center for Professional Selling

(513) 556-7375
Jennifer.Barlow@uc.edu

[f](#) [t](#) /LindnerCollege | @LindnerCollege

business.uc.edu/professional-selling

OTHER NOTABLE PROGRAMS

The following schools provide opportunities for students to obtain some classroom training and/or practical experience specific to professional sales. Most are working with their universities to establish formal programs.

CALIFORNIA POLYTECHNIC STATE UNIVERSITY

http://calpoly.edu/
Lisa Simon
lsimon@calpoly.edu

Orfalea College of Business
San Luis Obispo, CA 93407
805-756-5380

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

MIAMI UNIVERSITY

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

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

the Gamma Gamma chapter of Pi Sigma Epsilon.

MIDDLE TENNESSEE STATE UNIVERSITY

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

Students complete sales internships, sales courses and other preparatory programs and may join a sales team that participates in national sales competitions. To encourage sales skill development and participation in national competitive events, a corporate-sponsored competition across all sections of Personal Selling was created. The program is expected to be recognized in the Fall, 2018.

NATIONAL UNIVERSITY OF IRELAND

http://www.nuigalway.ie/courses/taught-postgraduate-courses/marketing-professional-selling-sales.html#course_overview
Dr. Declan Fleming
declan.fleming@nuigalway.ie
J.E. Cairnes School of Business and Economics

Gallway, Ireland
+ 35391492741

Significant core Marketing and International Business modules complement Sales Modules.

NORTHEASTERN UNIVERSITY
http://damore-mckim.northeastern.edu
Jay Mulki, PhD
j.mulki@neu.edu
Boston, MA 02140
617-373-5740

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

OHIO DOMINICAN UNIVERSITY

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

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

PENN STATE UNIVERSITY HARRISBURG

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

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

REINHARDT UNIVERSITY

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

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

SAINT JOHN FISHER COLLEGE

www.sjfc.edu
Monica Hodis, Ph.D.
mhodis@sjfc.edu

Rochester, NY 14618
585-899-3793
This emerging program offers two sales courses and is planning on a significant expansion in 2018.

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

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

SOUTHEAST MISSOURI STATE UNIVERSITY
<http://semo.edu/study/sales-management.html>
Dena Hale
dhale@semo.edu

Cape Girardeau, MO 63701
573-651-5139
This program serves 35 students and offers two sales courses.

TAMPERE UNIVERSITY OF APPLIED SCIENCES
<http://opinto-opas-ops.tamk.fi/index.php/en/170/en/49598/17ALITA/year/2017>

Pia Hautamäki
pia.hautamaki@tamk.fi
Tampere, Finland 33100
+358404156827
This program serves 70 students and started in the Fall of 2017. Two sales courses are offered with expansion in the future to provide a major in sales.

TEXAS CHRISTIAN UNIVERSITY
www.teeley.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. Faculty rely heavily on members of the community to participate in mentoring and panel discussions. Students are required to develop sales "playbooks" for a variety of products and markets that emphasize a thorough understanding of sales processes as well as participate in a Capstone Role Play exercise.

UNIVERSITY OF MICHIGAN
<http://www.bus.umich.edu>

Follett Carter
follett@umich.edu
Ann Arbor, MI 48109
218-726-6314
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](http://ut.edu)

Stacey Schetzle
sschetzle@ut.edu
Tampa, FL 33606-1490
865-407-5059
This program offers sales as an undergraduate elective to approximately 50 students annually. The sales program has a focus on hands-on training and application with the help of outside sales organizations and their experts.

UNIVERSITY OF TENNESSEE
<https://haslam.utk.edu/professional-sales-forum>

Tom Van Dorselaer
tvandors@utk.edu
Knoxville, TN 37996
865-407-5059

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

VILLANOVA UNIVERSITY
www.villanova.edu/business/
Greg Bonner
greg.bonner@villanova.edu
Villanova, PA 19085
610-519-4352

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

VIRGINIA COMMONWEALTH UNIVERSITY
<http://business.vcu.edu/departments-and-centers/marketing/>
Wayne Slough, PhD
sloughwm@vcu.edu

Richmond, VA 23284-4000
804 828-7089
The program offers a concentration in sales with two courses and executive training in Sales. ▲



Pi Sigma Epsilon (PSE) An Organization for Business, Education and the Development of a Skilled Salesforce

Pi Sigma Epsilon (PSE), is the only national, co-educational, professional fraternity in marketing, sales management and selling. Since 1952, PSE has consistently delivered value to its members and the business community through the advancement of sales as a profession and the skills development of its members through experiential learning, high level sales training and competition, and focus on sales education and research.

PSE STUDENTS: EMBRACING THE SALES PROFESSION

PSE provides a welcoming, professional environment for students across all majors, class levels, disciplines and backgrounds fostering diversity of thought and experience. What brings them together is a shared vision - to develop leadership and professional skills that will help them to identify and secure a great career. What keeps them together are the relationships that are forged with mentors, friends, educators and sales professionals from a vast array of life and professional experiences.

Added benefit is recognition of personal and group accomplishments through a national awards and scholarship program (which awards more than \$60k annually), the Pro-Am National Sales Competition (more than 350 competitors each year) and public speaking contests. The personal interaction that PSE students have with corporate recruiters and sales/marketing executives brings the PSE student experience full circle - to successfully identifying and securing a great and rewarding career.

PSE SALES COMPETITIONS: DEVELOPING 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.

The annual Pro-Am sales competition is in many ways our hallmark event, reflecting the very mission of PSE to support the professional development and success of our student members. PSE takes great pride in the quality and integrity of these regional and national events. Using Carew International as the sales training provider ensures student participants are getting the highest caliber skill development.

This is the fourth year that Carew has provided professional sales training for the event. The Pro-Am Sell-a-Thon is made possible with additional support from Northwestern Mutual, Liberty Mutual, Vector Marketing and UPS.

PSE'S COMMITMENT TO SALES EDUCATION: JPSSM AND NCSM

The partnership between sales educators and industry practitioners is key in the advancement of the selling profession. That's why PSE sets the standard in sales research and education through sponsorship of the National Conference In Sales Management (NCSM) and the Journal of Personal Selling & Sales Management (JPSSM).

NCSM is the premier international gathering of scholars, instructors, and practitioners interested in professional selling and sales management research and teaching. Papers include a mixture of conceptual, empirical, and education-oriented pieces. In recent years, NCSM has become an important place to learn

about the future trends in sales, and an important venue to support doctoral students in early and late stages of their programs.

The Journal of Personal Selling & Sales Management (JPSSM) is published on behalf of the Pi Sigma Epsilon National Educational Foundation, and is positioned as the premier journal internationally that is devoted to the publication of peer-reviewed articles in the field of sales management and selling. JPSSM's aim is to increase our understanding of selling and sales management, foster education in the domain, encourage knowledge transfer between science and practice, and identify issues and shaping of ideas associated with sales and selling as a company's single most important revenue-generating function.

PSE seeks to expand to new campuses where there is an interest in building strong ties among students, faculty and industry professionals with a shared commitment to the advancement of the sales profession.

To find out more about PSE, please contact Joan Rogala, CEO, at joan.rogala@pse.org ▲

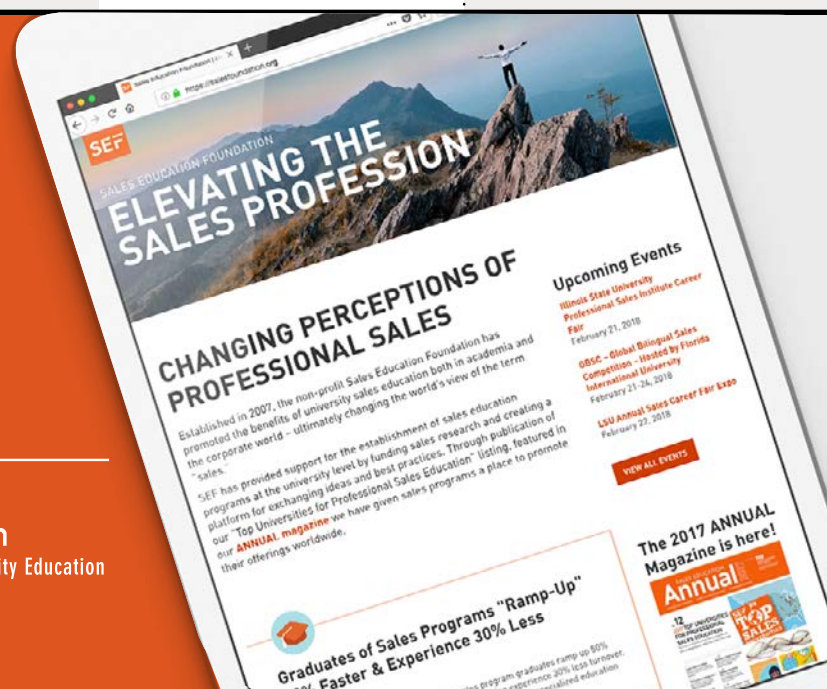


Joan E Rogala
Pi Sigma Epsilon
CEO

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Sales Education Foundation
Elevating the Sales Profession Through University Education



SPOTLIGHT ON RESEARCH

One of the fundamental goals of the Sales Education Foundation is to promote high-quality sales research that creates value for both the academic and professional communities. To that end, the SEF has awarded \$90,000 in academic research grants since 2011 with the support of sales researcher and visionary Neil Rackham. This year we highlight two past recipients of the SEF/Neil Rackham Research Grants whose research has yielded valuable insights.

HOW TO IMPROVE THE IMPACT OF SALES TRAINING

Sales training is a perpetual investment that sales forces make to increase sales performance. But it is an activity that is also under constant scrutiny as companies attempt to improve and sustain its impact. According to Blake Runnalls, Douglas Hughes, Roger Calantone, and Clay Voorhees—all of Michigan State University—one hidden secret lies in the social networks that surround sales trainees.

Essentially, the team's research demonstrates that the sustainability of training's impact is meaningfully improved when the new knowledge and skills are reinforced through the social networks in which the sellers reside. In particular:

"Sales training is a process and does not cease once instruction is complete. Informal learning promotes individual development through shared experiences. This may be achieved by effectively organizing work environments, reducing silos between team that are all too common within selling organizations, and promoting the exchange of information not only through verbal communication, but also through technology such as email, text, instant messaging, and CRM."

Furthermore, the researchers determined that there are certain salespeople or managers within the networks who have the stature to add enthusiasm and credibility to the training, which leads to greater adoption over time. These "ambassadors of training" can be engaged by sales leadership to endorse the training and support its implementation as the change process moves forward.

The research team's findings have clear implications for sales leadership: To maximize the sustainability and impact of sales training, you must appreciate the power of the formal and informal social networks within your sales force. Additionally, go out of your way to engage the influencers who can add credibility and durability to the effort.

HOW TO WIN BACK LOST CUSTOMERS

No salesperson wants to lose a customer. Both research and common sense tell us that it is much more profitable to keep an existing customer than to acquire a new one, yet no one is immune from customer defections. So when a desirable customer abandons you for the competition, how do proactive salespeople respond?

Mark Leach of the University of Wyoming and Annie Liu of Texas State University found that when salespeople lose a customer, they use a formal decision-making process to determine whether to pursue that lost customer. More specifically, they tend to focus on two key factors: 1) The value to be gained in winning back the customer and 2) The ease of reacquiring the erstwhile patron.

The value to be gained in reacquiring a customer is pretty straight-forward. The research revealed that potential value is measured by the account's size, potential profitability, relative influence in the marketplace, and the potential to cross-sell diverse products into the account. In other words, bigger and better is best.

The decision criteria for the ease of reacquisition, though, is a bit more nuanced. The researchers discovered that salespeople judge 'easy' targets to be those where: 1) they still have existing relationships they can leverage internally, 2) they feel that their products and services can genuinely add value, 3) there are few barriers to winning back the customer, and 4) they have the organizational support to do so.

Finally, the team found that all of the above are further influenced by the reason for the customer's defection, the formality of their company's processes for customer win-back, and the abundance of other competing opportunities for the seller. With these insights, sales management can build the systems to help enable these decisions and support the reacquisition of its lost customers.

STAY TUNED

If you are a sales professional, we encourage you to continue paying close attention to the great insights being uncovered by the community of university researchers. If you are a researcher looking for additional resources, please consider applying for a Sales Education Foundation Research Grant. ▲



Jason Jordan
Partner
Vantage Point Performance



The National Collegiate Sales Competition (NCSC) celebrates its 20th year in 2018, thanks, largely, to the support of sales faculty, their university sales programs from across the United States, and, as critically, the investment of time and resources of the business community. This article is not so much about the NCSC, as it is about the sales profession and the professionalization of our industry through the partnership of higher education and sales organizations across the globe.

That the NCSC has survived and thrived for 20 years bears out the importance of university-based sales education in developing the sales vocation into a “credible profession.” While everyone reading this sees sales as a profession, the general population does not. Despite questions about its relevance, in the eyes of the millions of individuals that regularly interact with salespeople and to those who are considering sales as a profession, higher education endorses the professions that are “worthy” to pursue. Higher education has the competencies to identify and disseminate standards and “best practices” (critical concepts, skills, methodologies, strategies, etc....) through research of the professions. Mostly, though, the general population still sees higher education as an authority source in developing the next generation of business leaders in all fields.

For this reason, the work of organizations like the Sales Education Foundation (SEF), founded in 2007 by Howard and Sally Stevens, and the University Sales Center Alliance (USCA), established in 2003, is critical and why, I believe, the NCSC has played a large role in nurturing university based sales education nationally and globally. Since its inception in 1999, the NCSC’s purpose has been to bring together the top sales researchers, faculty and instructors to engage each other and the business community in a conversation that advances the sales profession.

The first NCSC, held in 1999 at Baylor University, hosted 13 universities and included 10 participating corporate sponsors. The competition grew annually as more and more universities developed sales programs and sought to interact

with other sales faculty. Industry participation also continued to grow as companies discovered this much-needed resource for high quality sales candidates. The 20th annual competition will host more than 100 top sales faculty, between 45-50 sales organizations and over 300 industry sales professionals. More than 140 different universities and 1000’s of future sales leaders from across the U.S., Canada, Mexico, Belgium, Finland and Great Britain have participated in the event in the past 20 years. Additionally, dozens of new sales faculty have been afforded the opportunity to be introduced and connected to the larger university sales community. The NCSC has played a role in bringing the sales community together and in assisting industry in identifying and partnering with colleges and universities through the years. These partnerships not only allows industry to identify top sales talent (see H.R. Chally below), but also creates ideal opportunities to share and exchange best practices from the field and sales research.

H.R. Chally, a global leadership, sales potential and performance measurement firm, has revealed, graduates from university sales programs enjoy a 30% lower turnover rate and a 50% faster ramp-up time. This can be attributed largely to the commitment of sales faculty to their students and to the profession. However, the partnerships that develop between higher education and sales organizations at the NCSC continue throughout the years and contribute substantially to the success of sales graduates.

The USCA, a major contributor to sales education, has mentored and assisted in the development of dozens of new university sales programs since 2003 and has seen the alliance grow from its original 9 founding universities to almost 50 USCA member schools today, including three in Europe. Like the SEF and the NCSC, the alliance is on a mission to promote high

standards for sales practitioners and to professionalize sales. The USCA has been critical to the growth of sales education across the globe and was formed partly due to conversations and discussions that began at the first NCSC and continued over the past 20 years.

The original idea for the NCSC can be partially attributed to an earlier university sales role-play competition. Created around 1992, the North American Sales Cup Competition (NASC) was designed to promote a greater international awareness in sales students. The NASC utilized interpreters for each of the teams (Baylor University, U.S.; Ecole des Hautes Etudes Commerciales, Canada; Instituto Tecnológico y de Estudios, Mexico). The original plan for the competition was to rotate between each of the schools. However, due to lack of funding for travel, the NASC ended after only 2 competitions. The key faculty that created the NASC shared freely about their experience. After much feedback from many sales faculty and corporate representatives during 1997 and 1998 about a national sales role-play competition and getting their feedback, the NCSC was created. The NCSC has also made efforts to pay it forward.

The NCSC is the longest running university sales role-play competition in existence and is a proud member of the larger academic sales community. The university sales community is very giving and collaborative and liberally shares ideas and resources with one another. In keeping with this culture, the NCSC has shared ideas and materials and assisted many of the other quality university sales competitions around North America and Europe. The NCSC, since 1999, has given more than \$5.5 million back to the university sales community in an effort to positively impact the lives of the next generation of sales leaders and to promote, enhance and professionalize our great profession.

There is a tremendous need for universities to continue to work together to grow sales in higher education. While we have made noticeable progress, of the more than 4500 universities and colleges in the country there is still less than 4% that have any type of sales curriculum or programs. Additionally, universities are unable to create and maintain a sales program without assistance from the business community. We depend upon sales professionals and sales organizations for resources to develop and maintain our programs, as we are largely self-funded. A critical factor, however, is the need for solid, professional mentors and role-models to continuously share with the next generation of sales leaders how to conduct themselves with the character and integrity necessary for long-term sales success. The progression of a vocation to a profession begins with the development of programs and curriculum in higher education and professional schools – we have made much progress over the past 20 years, but there is a great need to continue moving forward. The NCSC is very honored to be a part of the sales community and to be able to work with everyone in this effort!

I would like to thank Dr. Scott Inks, Dr. Leila Borders, Mary Foster and Marty Holmes for their review, feedback and insights in writing this article. ▲



Dr. Terry W. Loe
Kennesaw State
University

NCSC NATIONAL CHAMPIONS OVER THE YEARS	
NCSC I	1999
BAYLOR UNIVERSITY	
NCSC II	2000
MIDDLE TENNESSEE STATE UNIVERSITY	
NCSC III	2001
BAYLOR UNIVERSITY	
NCSC IV	2002
UNIVERSITY OF CENTRAL FLORIDA	
NCSC V	2003
UNIVERSITY OF AKRON	
NCSC VI	2004
UNIVERSITY OF HOUSTON	
NCSC VII	2005
KENNESAW STATE UNIVERSITY	
NCSC VIII	2006
BRADLEY UNIVERSITY	
NCSC IX	2007
WASHINGTON STATE UNIVERSITY	
NCSC X	2008
FLORIDA STATE UNIVERSITY	
NCSC XI	2009
OHIO UNIVERSITY	
NCSC XII	2010
BOWLING GREEN UNIVERSITY	
NCSC XIII	2011
UNIVERSITY OF HOUSTON	
NCSC XIV	2012
UNIVERSITY OF HOUSTON	
NCSC XV	2013
TEXAS STATE UNIVERSITY	
NCSC XVI	2014
UNIVERSITY OF WISCONSIN, EAU CLAIRE	
NCSC XVII	2015
UNIVERSITY OF GEORGIA	
NCSC XVIII	2016
KENNESAW STATE UNIVERSITY	
NCSC XIX	2017
UNIVERSITY OF CENTRAL FLORIDA	

PREPARING STUDENTS FOR A PROFESSIONAL SELLING CAREER

AS NOTED IN THE SALES EDUCATION FOUNDATION (SEF) ANNUAL MAGAZINE, SALES EDUCATION CONTINUES TO BE AN IMPORTANT AREA OF ACADEMIC INQUIRY AND ITS REACH IS BROADENING.

From a needs perspective, according to the 2016-2017 Manpower Group Annual Talent Shortage Survey, professional sales has been a "Top 4" shortage area every year since 2006. In response, universities in the U.S. and globally have been improving their sales education efforts. As evidence, the DePaul University 2015-2016 Universities and Colleges Sales Education Landscape Survey found a total of 132 United States universities and colleges offered at least one sales course, up 34% from their 2011-2012 study.

The University Sales Center Alliance (USCA) has been at the forefront of these efforts. The USCA represents a consortium of sales centers and institutes that provide innovative education practices needed for competing in today's complex business environment. Our Mission is "To advance the selling profession through setting and monitoring sales program standards, sharing best practice, enhancing sales curricula, and preparing students for a career in sales."

Beginning as a small cadre of nine universities in 2001, the USCA has grown to about 50 sales centers and institutes today (and increasing at the rate of 3-5 new programs each year). This expansion has not only been in the U.S., but also globally, with three European universities joining the USCA since 2014: Justus-Liebig University (Germany), Edinburgh Napier University (Scotland), and HAN University of Applied Sciences (Netherlands).

Sales education has come a long way in just a few short years, as is evident from the schools highlighted in this year's SEF Annual magazine. Innovative teaching activities utilized by USCA (and non-USCA) programs include role-playing, job shadowing, business-student mentoring, internships, company audits, simulations, live projects, salesforce analytics, social selling, among other wide ranging educational initiatives.

The growth of sales centers/institutes is not without challenges. While demand for sales students is at an all-time high, there is a shortage of qualified sales professors possessing a Ph.D. or a DBA degree. Although this demand has been persistent for many years, doctoral granting

institutions have been slow to respond. This lack of response is in part due to the fact that relatively few programs and faculty at these institutions have encouraged sales-related dissertations. It is thus imperative that we find ways to increase the number of terminally qualified faculty interested in sales as a career.

One such way is to motivate doctoral students to pursue a sales-related dissertation. The USCA supports this strategy through our annual sponsorship of the National Sales Management Conference Doctoral Student Awards. Similarly, the American Marketing Association Sales SIG offers a Doctoral Dissertation Award Competition. Another solution for decreasing the doctoral sales faculty shortage is to transition current faculty into sales-related coursework and research. Like many faculty, my journey into sales education was spawned not from my doctoral work, but through need.

In closing, there are many benefits for becoming a sales educator. As a sales educator, you have the opportunity to not only fill an important need for business, you are helping students acquire a unique set of skills that will serve them well when they enter the workforce. Perhaps Dawn Deter, Immediate Past President of the USCA and President-Elect of GSSI said it best, "Sales faculty are not just teaching students; we are developing business professionals capable of changing the business world."

If you have any questions, please feel free to call (262-472-5474) or email me (peltierj@uww.edu) to learn more about what we do at the USCA. I look forward to hearing from you!



Dr. Jimmy Peltier,
University of Wisconsin-Whitewater
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.*
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UNIVERSITY	PRIMARY CONTACT(S)
Florida State University	Dr. Leff Bonney, lbonney@cob.fsu.edu
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University of Georgia	Dr. Sonny Lam, sonlam@uga.edu Dr. John Hullah, jhullah@uga.edu Dr. Sundar Bharadwaj, sundar@uga.edu
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University of Texas at Arlington	Dr. Fernando Jaramillo, jaramillo@uta.edu Dr. Raj Agnihotri, Rajshekar.Agnihotri@uta.edu
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University of Washington	Dr. Rob Palmatier, palmatrw@uw.edu
University of Wisconsin—Madison	Dr. Noah Lim, nlim@bus.wisc.edu
University of Wisconsin—Whitewater	Dr. Jimmy Peltier, peltierj@uww.edu
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/>

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.

<p>FEBRUARY, 2019 TBD</p> <p>Arizona Collegiate Sales Competition (ACSC)</p> <p>ARIZONA STATE UNIVERSITY</p>	<p>ACSC features a sales role play and 60-second visume (submitted in advance). The sales role play consists of three rounds and serves as a warm-up to the National Collegiate Sales Competition. Industry professionals serve as buyers and judges for the role play competition and judge the visumes. Students participate in a career networking event with 20 firms. This year's competition includes 8 universities and will be held at Insight's corporate headquarters in Tempe, AZ</p> <p>Year Founded: 2016 Contact: Detra Montoya, detra.montoya@asu.edu</p> <p>https://wpcarey.asu.edu/marketing-degrees/calendar-of-events</p>
<p>SEPTEMBER 21, 2018</p> <p>Ball State University Regional Sales Competition</p> <p>BALL STATE UNIVERSITY</p>	<p>The BSU Regional Sales Competition serves as a warm-up for the National Collegiate Sales Competition (NCSC). BSU offers 2 competition tracks—developmental and competitive. Competitors engage in a fifteen-minute sales call role-play with a business executive and receive performance feedback from industry professionals immediately following their sales calls. Industry professionals and sales experts participate as judges and buyers during the competition. The highest scoring performers (competitive track) advance to a second round role play.</p> <p>ADDITIONAL EVENTS: Cash prizes are offered to the top finishers competing in the competitive role play track. The competition also features a mixer/Networking dinner along with bowling and billiards on Thursday evening with the full-day competition on Friday.</p> <p>Year Founded: 2003 Contact: Deva Rangarajan, salescenter@bsu.edu Julie Eiser, jeiser@bsu.edu</p> <p>http://salescenter.wix.com/bsu-competition</p>
<p>MAY 30-31, 2018</p> <p>Salesforce European Sales Competition (ESC)</p> <p>EURIDIS BUSINESS SCHOOL FRANCE</p>	<p>As part of an initiative to increase the attractiveness of B2B sales focused university programs in Europe and at the same time push excellence in sales to the next level, the 2018 ESC will bring together 60 to 80 sales majors from 20 European universities to compete centrally on a Salesforce sales case, a speed selling and potentially a serious prospecting game. Maximum 20 participating universities, international jury track open to non European universities within availabilities.</p> <p>Year Founded: 2013 Contact: Bernard Hasson, b.hasson@euridis.net</p> <p>https://www.europeansalescompetition.com/</p>
<p>FEBRUARY 27 – MARCH 2, 2019</p> <p>Global Bilingual Sales Competition (GBSC)</p> <p>FLORIDA INTERNATIONAL UNIVERSITY</p>	<p>FIU's Global Bilingual Sales Competition is the only event of its' kind, bringing students from across the globe to compete in both English and Spanish. The competition consists of simulated role plays in which students sell to a buyer from a global organization. Students must conduct sales calls in English only, Spanish only, and English/Spanish. The role plays are conducted in FIU's Global Sales Lab, housing 12 rooms with recording capabilities. Judges and Sponsors have access to live videos.</p> <p>ADDITIONAL EVENTS: Global Exchange, a speed networking event; Career Expo, sales and marketing career fair; Domino and Salsa Night.</p> <p>Year Founded: 2016 Contact: Dr. Nancy Rauseo, xrauseon@fiu.edu</p> <p>www.fiuglobalsales.com</p>
<p>NOVEMBER 7-10, 2018</p> <p>International Collegiate Sales Competition (ICSC)</p> <p>FLORIDA STATE UNIVERSITY</p>	<p>Held at the Caribe Royal Resort in Orlando, FL, ICSC is one of the largest sales competitions. The 2017 event featured 70 universities, 140 role-play competitors and 120 Sales management case competitors. The role-play competition is all B2B role-play—focusing on one major account sale in four connected role-plays. The final round is a meeting with the final C-level decision-maker. The Sales Management case competition, focusing on a challenging sales management issue, is judged by senior corporate executives.</p> <p>ADDITIONAL EVENTS: Career Fair with over 40 Recruiting Companies; Complimentary tickets to Theme Park for students and coaches.</p> <p>Year Founded: 2011 Contact: Pat Pallentino, ppallentino@fsu.edu</p> <p>http://fsusalesinstitute.com/icsc</p>

UNIVERSITY SALES COMPETITIONS

<p>MARCH, 2019 TBD</p> <p>Redbird Regional Sales Competition (RRSC)</p> <p>ILLINOIS STATE UNIVERSITY</p>	<p>Meet amazing sales students from 10+ sales program universities from throughout the Midwest—all prepping for the NCSC. See your next top performer in action! Judge the role plays of the 40 students competing, be a mock buyer in three sales role play rounds, and help determine the winner. 40 contestants, 25 sales student volunteers, 65+ students to network with.</p>
	<p>ADDITIONAL EVENTS: Three rounds of role plays, two breakout sessions, awards ceremony—all in one day! Sponsor facilitated breakout sessions, station recruiters in the networking atrium, meet your next super star!</p>
	<p>Year Founded: 2018</p> <p>Universities Contact: Duleep Delpechitre, dsdelpe@ilstu.edu</p> <p>Companies Contact: Michael Boehm, mboehm@ilstu.edu (309-438-2954)</p>
	<p>https://business.illinoisstate.edu/psi/rrsc/</p>

<p>APRIL 3-6, 2018</p> <p>National Collegiate Sales Competition (NCSC)</p> <p>KENNESAW STATE UNIVERSITY</p>	<p>NCSC, the oldest and largest university sales competition, includes universities from North America and Europe. The format is an elimination style tournament of 20 minute Sales Call Role-Plays and five rounds of competition. Industry professionals and sales experts from academia participate as judges and industry professionals serve as prospects/buyers throughout the event. Prior to NCSC, sponsors are provided resumes of all participating sales candidates and access to competition recordings post-event for a limited time.</p>
	<p>ADDITIONAL EVENTS: A sponsor exclusive sales career expo runs in conjunction with the first two days of competition. An informal networking event is held that includes food, music, games, billiards and bowling. The Final four are announced during the networking event. The Championship Round and NCSC Awards Banquet are held on the final day.</p>
	<p>Year Founded: 1998</p> <p>Contact: Dr. Terry W. Loe, tloe@kennesaw.edu</p> <p>Ms. Mary Foster, mfoster@kennesaw.edu</p>
	<p>www.NCSC-ksu.org</p>

<p>NOVEMBER 14-16, 2018</p> <p>National Sales Challenge (NSC)</p> <p>WILLIAM PATERSON UNIVERSITY</p>	<p>NSC Role-Play Competition: Students engage in a fifteen-minute sales call role-play with a business executive. This segment has two rounds and a final. Speed-Sell: Students create a two-minute sales pitch about themselves. The 3-day competition is held at the state-of-the-art Russ Berrie Institute for Professional Sales Labs with judges drawn exclusively from the industry. Sponsored by leading corporations, the event also features corporate presentations and job interviews.</p>
	<p>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>
	<p>Year Founded: 2007</p> <p>Contact: Lisa Wright, WrightE@wpunj.edu</p> <p>Prabakar 'PK' Kothandaraman, kothandaramanp@wpunj.edu</p>
	<p>http://rbisaleschallenge.wpunj.edu/</p>

<p>OCTOBER 11-12, 2018</p> <p>National Team Selling Competition (NTSC)</p> <p>INDIANA UNIVERSITY KELLEY SCHOOL OF BUSINESS</p>	<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>
	<p>Year Founded: 2006</p> <p>Contact: Sonya Dunigan, skduniga@indiana.edu</p>
	<p>gokelley.iu.edu/ntsc</p>

<p>NOVEMBER 2-3, 2018</p> <p>Northeast Intercollegiate Sales Competition (NISC)</p> <p>BRYANT UNIVERSITY</p>	<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>
	<p>Year Founded: 2012</p> <p>Contact: Stefanie Boyer, sboyer@bryant.edu</p>
	<p>http://nisc.bryant.edu/</p>

<p>Regional conferences held each Fall; National Convention held each April.</p> <p>PRO-AM SELL-A-THON®</p> <p>PSE REGIONAL LOCATIONS</p>	<p>The Pro-Am Sell-a-Thon® is open to collegiate members of Pi Sigma Epsilon. The competition is held at five regional conferences (includes prizes for first and second place) and the National Convention. Prior to each regional and national competition students must review sales modules from Carew International and set an appointment that is scored. Carew provides additional training to students and professionals who serve as coaches. Students and coaches spend time refining the 12 minute, business to business, sales call role plays.</p>
	<p>ADDITIONAL EVENTS: Regional conferences—Networking Reception and Career Fair. National competition—Networking Reception and Career Fair.</p>
	<p>Year Founded: 1952</p> <p>Contact: Joan Rogala, CEO, joan.rogala@pse.org</p>
	<p>www.pse.org</p>

<p>OCTOBER 27, 2018</p> <p>Steel City Sales Challenge (SCSC)</p> <p>DUQUESNE UNIVERSITY</p>	<p>University sales education impacts sales career success, and the Steel City Sales Challenge, a regional experiential sales competition hosted by the Center for Leadership in Professional Selling at Duquesne University, provides an opportunity for students to gain experience in business-to-business professional selling with feedback from experienced sales professionals. Registration is limited to 30 students who compete in a preliminary sales role-play competition round, with top scorers moving on to a final sales role-play round.</p>
	<p>ADDITIONAL EVENTS: The SCSC experience includes lunch, networking, an awards ceremony, and up to \$5000 in scholarships.</p>
	<p>Year Founded: 2017</p> <p>Contact: Dr. Dorene Ciletti, Ciletti@duq.edu</p>
	<p>http://www.duq.edu/academics/schools/business/undergraduate/academics/minors/sales/steel-city-sales-challenge</p>

<p>OCTOBER 18-20, 2018</p> <p>The Great Northwoods Sales Warm-Up</p> <p>UNIVERSITY OF WISCONSIN-EAU CLAIRE</p>	<p>The Great Northwoods Sales Warm-Up is the first, highly personalized, competition of the year. We invite approximately 20 universities (3 students each) from across the country. We take pride in the quality of sales programs attracted to our event over the past 11 years. Our goal is to have students work hard but also have fun along the way. Students are guaranteed to participate in two 20 minute role plays and also receive immediate feedback 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>
	<p>Year Founded: 2007</p> <p>Contact: Jerry Kollross, kollrogm@uwec.edu</p> <p>Jessica Gardner, gardnejj@uwec.edu</p> <p>Bob Erffmeyer, erffmerc@uwec.edu</p>
	<p>http://www.uwecsaleswarmup.com/</p>

UNIVERSITY SALES COMPETITIONS

MARCH, 2019 TBD

UK University Sales Competition (UKUSC)

EDINBURGH NAPIER UNIVERSITY
SCOTLAND

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

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

Year Founded: 2018 **Contact: Tony Douglas, t.douglas@napier.ac.uk**
Sharyn Wilde, s.wilde@napier.ac.uk

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

FEBRUARY 21-23, 2019

University of Toledo Invitational Sales Competition (UTISC)

UNIVERSITY OF TOLEDO

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

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

Year Founded: 2016 **Contact: Deirdre Jones, Director, deirdre.jones@utoledo.edu**

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

APRIL 19-20, 2018

Western States Collegiate Sales Competition (WSCSC)

CALIFORNIA STATE UNIVERSITY, CHICO

The WSCSC is an exciting event for university sales students, corporate recruiters, and faculty. Students compete in role-plays featuring Henry Schein products. The competition includes a Corporate Connect event on Thursday evening and a competition, various mixers, interviews, and a banquet on Friday. Nineteen universities are competing in the 2018 event and competitors are judged by representatives from 20+ corporate partners. The competition provides complimentary hotel accommodations and food.

Year Founded: 2005 **Contact: Brittany Fortune, bfortune@csuchico.edu**

<http://www.csuchico.edu/cob/students/beyond-classroom/professional-sales/western-states-collegiate-sales-competition.shtml>

OCTOBER 20, 2018

West Virginia University Regional Sales Competition

WEST VIRGINIA UNIVERSITY

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

Year Founded: 2013 **Contact: Dr. Michael Walsh, Michael.walsh@mail.wvu.edu**

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

THE NEED FOR A GLOBAL SALES RESEARCH DATABASE

A rather alarming paradox exists in sales academe: That is, despite the rapid proliferation of sales programs throughout North America and Europe, and the growing need for PhD trained faculty to fill roles as researchers and educators, few PhD students focus on sales research during their doctoral studies. Statistics from the Sales Education Foundation (SEF) reveal that the number of colleges and universities housing sales programs is increasing rapidly. For instance, in 2007 only 27 colleges and universities were identified by the SEF as having top sales programs, and all of these programs were located within the United States. However, by 2017, the number of top sales programs has increased to 136, with 17 international programs located in countries including Germany, Greece, and Chile. Yet, despite this growth, and the concordant need for more sales faculty to fill roles as educators and researchers, the majority of Marketing PhD students research topical areas such as consumer behavior or quantitative modeling, according to the website marketingphdjobs.com.

Thus, given the rapid growth in sales faculty positions worldwide, the question becomes: why is there a relative lack of interest in sales research from PhD students and junior marketing faculty? We—the American Marketing Association's Sales Special Interest Group (AMA Sales SIG)—believe that a fundamental reason that many novice marketing

academics do not engage in sales research is the perception that a lack of access to professional samples will make publishing in high quality journals difficult, if not impossible. In response to this concern, we intend to create a global sales database that will provide access to professional samples of sales managers and sales representatives for sales academics of all experience levels.

This database will consist of two components: 1. Survey responses from sales representatives to form a "sponsored projects" component of the database. This component of the database would be designed to assist researchers in answering their own, pre-defined research questions by allowing them access to the panel for cross-sectional studies of their own and 2. Periodic survey responses from sales professionals that would provide a yearly snapshot view of the "state of the sales profession." This longitudinal component of the database would be designed to aid the field in uncovering trends in a dynamic discipline.

Sales academics interested in soliciting responses for their research projects through the sponsored projects component of the database will be required to submit a proposal to the AMA Sales SIG. Each year, on the basis of availability, a number of slots will be open to sales researchers, with preference given to PhD students and untenured assistant professors, though at least one slot would be open to more senior faculty of any rank. This is intended to provide more access for less experienced researchers, for whom publishing sales research in high quality journals represents a critical element in tenure and promotion decisions.

Responses from the longitudinal panel of sales professionals will be used to form the basis of periodic reports that would provide a "macro-level" view of the sales profession. For instance, these survey questions will provide insight into important issues facing global salesforces such as: the changing demographics of the sales force, the efficacy of collegiate sales programs, the division between inside and outside sales forces, training and hiring needs, technological changes, and the changing role of the salesperson throughout the sales cycle, amongst other important topical areas.

We believe that this database has the potential to make a very significant contribution to global sales research. Further information about its development will be coming shortly. In the meantime, please direct any questions to either Dr. Riley Dugan (rdugan1@u Dayton.edu) or Dr. Lenita Davis (lmdavis@ualr.edu). We look forward to hearing from you! ▲

This database will aid sales researchers in answering their own research questions.



This database will provide insight into important questions facing a dynamic discipline.

DESPITE THE GROWTH IN COLLEGIATE SALES PROGRAMS WORLDWIDE, THERE REMAINS A SHORTAGE OF DOCTORAL STUDENTS WHO ENGAGE IN SALES RESEARCH. WE BELIEVE THIS DATABASE WILL ENCOURAGE MORE MARKETING DOCTORAL STUDENTS TO FOCUS ON SALES RESEARCH.

The partner you need for the sales force you want.



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

We partner with you to customize an approach that optimizes your talent and aligns every member of your sales force to corporate revenue objectives. Our solutions help you translate strategic growth objectives into sales actions, focusing on enhanced sales by individuals. The result is an organizational alignment that accelerates profitable growth in a way that's systematic and certain.

For more information on creating the sales force you want, call us at 800-254-5995.

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