

SALES EDUCATION Annual 2020

Funded by: **SEF**

Sales Education
Foundation

Elevating the Sales Profession
Through University Education

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

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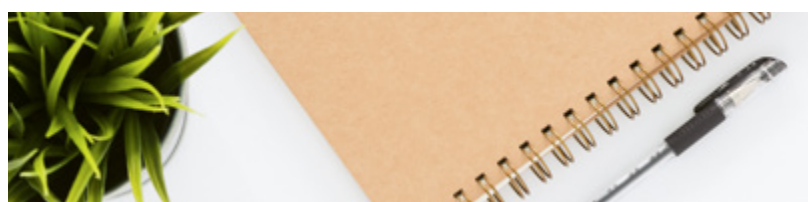
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SINCE 2008

IN 2019

OVER **\$200,000**

contributed through research grants, SEF-sponsored events/ workshops and scholarships

OVER **26,500** students from **90+** universities provided opportunities through SEF's Career Development Program

OUR MISSION:

ELEVATING THE SALES PROFESSION THROUGH UNIVERSITY EDUCATION

53 UNIVERSITIES participated in the Career Development Program (CDP)

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

+3,500 STUDENTS took Chally assessment



THANK YOU FROM SEF⁷

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

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BALL STATE UNIVERSITY,
CENTER FOR PROFESSIONAL SELLING
KENNESAW STATE UNIVERSITY,
CENTER FOR PROFESSIONAL SELLING
UNIVERSITY OF WASHINGTON, JACK & ANN
RHODES PROFESSIONAL SALES PROGRAM

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TEXAS STATE UNIVERSITY, MCCOY COLLEGE OF
BUSINESS CENTER FOR PROFESSIONAL SALES
UNIVERSITY OF DAYTON, FIORE TALARICO
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PROFESSIONAL SELLING PROGRAM

TEXAS A&M UNIVERSITY, REYNOLDS &
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INDIANA UNIVERSITY, KELLEY SCHOOL OF
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A SPECIAL THANKS TO THOSE INDIVIDUALS LISTED BELOW WHO SUPPORTED SEF DURING THE PAST YEAR:

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Sally C. Stevens
Executive Director



Marty Holmes
Associate Director

FROM THE EDITORS⁷

OUR 14TH EDITION INCLUDES MANY INTERESTING ARTICLES FROM INDUSTRY SALES PROFESSIONALS AND LEADING SALES ACADEMICS. ONE CENTRAL THEME EMERGED THROUGHOUT—SALES APPROACHES ARE IMPACTED BY NEW TECHNOLOGY AND MUST ADJUST TO CONSTANTLY CHANGING CONDITIONS IN THE MARKETPLACE.

Readers will enjoy our feature article on artificial intelligence and what organizations can do to help their sellers embrace AI. Other guest authors provide articles on topics including how sales stack technology is an essential resource, whether there is a level playing field in sales and debunking current sales myths. Additional topics include how one university program is focusing on using new technology, how others are providing multiple opportunities for students and how the increased availability of a D.B.A. might lift sales education programs.

The main focus of our ANNUAL magazine has never changed—the list of universities offering Sales education opportunities to their students, or as we call them—the “Top Sales Universities.” As we’ve stated before, the very first SEF listing featured 27 universities. Now 14 years later, you’ll find 147 North American universities in the 2020 listing. In addition there are 19 International universities featured. We continue our tradition of collecting, analyzing and sharing data on these universities who provide high quality professional sales education to their students. Explore the information and connect with the contacts listed to learn what each unique program is doing.

We thank those involved in professional sales education—whether an educator, administrator, professional or program sponsor company—each are responsible for helping this discipline gain recognition. We continue to see tremendous growth in the university sales education space and are excited to be a part of “elevating the sales profession through university education.”

We hope you enjoy our 2020 edition! ▲

SALLY C. STEVENS

MARTY HOLMES



The Sales Education Foundation is a component fund of The Dayton Foundation, a 501(c)(3) public charity.

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

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DON'T FEAR THE FUTURE OF ARTIFICIAL INTELLIGENCE



WHAT SALES ORGANIZATIONS CAN DO TO HELP SELLERS EMBRACE AI

ONE OF THE BIGGEST CHALLENGES SALES ORGANIZATIONS FACE TODAY IS KEEPING UP WITH THE VOLUMINOUS AMOUNT OF INFORMATION COMING AT THEM ALL DAY.

This information takes the form of buyer preferences, product knowledge, competitor intelligence, community knowledge, value creation—the list goes on and on. Essentially, everything today is a source of data. In fact, there is so much information coming at sellers everyday most sales organizations struggle with how to equip sellers with the right tools, content, and coaching and training to not be overwhelmed.

Many sales organizations are turning to AI tools to help organize this flow and help sellers be more efficient and productive. The marketplace for AI technology is growing every day. McKinsey & Company predicts AI will contribute \$1.4 trillion to \$2.6 trillion of value in marketing and sales.

Throwing technology at the sales team, of course, is nothing new. The product category known as Sales Force Automation (SFA) is at least two decades old. The emphasis was on making sales processes repeatable and standardized, with reps following a standard set of behaviors at each stage of the process. The adoption of such tools has always been an issue, but no one can argue with the influence these tools have had on sales force management.

The promise of AI tools is to make us more human not less, but somehow that message is being lost. Rather than looking to AI tools to make their day-to-day workflow more strategic by

automating repetitive, mundane tasks like updating CRM fields, most sellers are frightened by the mere mention of AI. They fear robots are coming for their jobs. It is not just that they will take their jobs, but in the process, develop a mind of their own replacing the need for human beings altogether. According to a survey conducted by Oxford University's Center for the Governance of AI¹, many people today fear a future where mechanisms of AI become too intelligent.

Fearing the future won't stop it from arriving. It is the job of sales leaders to debunk these fears, and work with sellers to ensure they have the right tools and sales enablement strategies and tactics in place for success. Buyers are demanding increasingly more sophistication from sellers, and this trend keeps accelerating. Sales is a complicated profession with many competing priorities. As more and more sophisticated new sales tools are available, more new challenges arise, particularly in the areas of training, integration, and getting full value.

So, what can organizations do to help sellers understand AI and its capabilities?

WHAT AI IS AND WHAT AI IS NOT

I might be dating myself with this reference, but sales leaders can borrow a page from Joe Friday's book. Joe Friday was the lead detective in *Dragnet*, an American television series, based on the radio series of the same name. The series was a crime drama that

later went on to be syndicated. It won over audiences across demographics because of its consistent storyline and Joe Friday's ruthless pursuit of the truth. In most episodes, as Detective Joe Friday was interrogating a suspect, he would declare, "Just the facts, give me just the facts."

The amount of misinformation and hype surrounding AI is at a fever pitch. The overarching goal of the sales executive is to create a team that can consistently provide revenue and profit in alignment with the company's overall financial goals and strategic direction. By sticking to just the facts about AI, you have the knowledge and ability to bring others along with its possibility rather than be paralyzed by its potential threat. This will help you accomplish this primary goal.

To understand AI's possibilities on sales, you need to know what it is and what it isn't. In short, AI is a broad concept referring to machines carrying out tasks in a way we'd describe as "smart." It isn't meant to replace human jobs — it's meant to enhance them.

Related to AI is machine learning, an application of AI that feeds data back into machines so they can learn based on that information. If you've ever used an email spam filter or seen Netflix's suggested shows and movies laid out for you, you've seen AI and machine learning at work.

Let's also consider what AI isn't. It's not a horde of robots. It's not emotional the way humans are because there's no reason to program it as such. It's

best at carrying out simple, repetitive tasks quickly and uniformly. It offers an opportunity for sellers to stand out, but only if they adopt a growth mindset about the tools and what they make possible in how they serve their customers.

MORE NOT LESS

To help sellers bridge the digital divide between traditional sales technology and the technology of the future, offer the perspective of more not less. AI offers the opportunity for sellers to do more of what they like to do, not less.

According to CSO Insights, currently, salespeople are spending 35.9% of their time selling, with the rest of their week consumed by other tasks. Why is this? Think about the amount of time sellers spend doing things that are not directly tied to generating revenue—gathering market intelligence, administrative tasks, researching competitors, keeping up with product enhancements, and email for sales related purposes. Add in social selling activities and catching up with colleagues with newly launched Slack channels, it is no wonder that any seller makes quota at all.

Deploying AI tools should allow for the insights to be automated, more accurate and faster, freeing sellers up to spend the time doing what they like to do most—delivering value to their clients.

HERE ARE JUST A FEW EXAMPLES OF WHAT AI CAN DO FOR SALES:

- Analyze which leads are most likely to convert to deals
- Analyze past deals and discover how to use that information to structure new deals
- Deliver data insights by combining micro-learning, sales enablement, video coaching, and live events
- Predict utilization of sales collateral
- Provide sales reps AI-generated response suggestions during live customer conversations
- Remove bias in the interviewing process
- Deliver relevant content by selling stage for salespeople to follow-up

TIME AND CO-CREATION

One of the best ways to empower sellers to use tools is to understand how they use their time. While being productive has always been a priority for sellers, time management is becoming even more important to succeeding in sales. AI can have exponential impact on sales, but only if sellers can easily see it working for them. Sellers have little patience for what doesn't work.

To increase sales force adoption, begin by understanding where their productivity is being thwarted. You can do this by surveying them, or by spending time understanding what a day in the life of your sellers entails. This allows you to partner with them and co-create the sales process. By understanding their day-to-day workflow, you can see where they are losing time and deploy AI tools accordingly.

At the end of the day, they might still be fearful of robots taking over, but more activity, even if it is done for you by an AI tool, means more sales. All sellers can embrace that. ▲

¹ <https://governanceai.github.io/US-Public-Opinion-Report-Jan-2019/ai-policy-and-u-s-china-relations.html>



TRACEY WIK
GrowthPlay

REPLACE OR EMBRACE?

HOW SALES TECHNOLOGY IS AFFECTING THE SELLING PROCESS

IF YOU DO A QUICK BROWSER SEARCH ON TECHNOLOGY AND SALESPEOPLE, YOU WILL PROBABLY SEE SOME DIRE HEADLINES.

EXTRA! EXTRA! READ ALL ABOUT IT!

Salespeople to become obsolete – Millions of sales jobs to disappear.

Obviously not everyone agrees, but the discussion is happening. Will technology replace the traditional salesperson? Or will it work side-by-side with the salesperson to enhance the selling process, embraced by the sales professional?

At the University of Toledo, we asked our corporate advisory board what they thought. We wanted to know: 1. how new technologies are affecting the sales process, and 2. how they are preparing for it. Overall, our partners are embracing technology for both the changes and the improvements it will bring. They are not anticipating technology will replace salespeople. Instead they are preparing. Chelsea Benton, Director, Northwestern Mutual noted that NWM has made major changes in its training by "dedicating at least 50% of our sales process training to leveraging technology and assuring it incorporates the utilization of different digital marketing/social media platforms."

The major change those we talked to see is that technology changes how time and space impact the selling process. No longer does a client have to wait for an answer until tomorrow. No longer is the salesperson limited by geography for sales meetings. Technology results in 24/7 accessibility for customers all over the world. Online technologies provide answers at the touch of an icon. Web conferencing technologies tear down borders and enable the selling process anywhere. The belief is that there is more opportunity, not less, for the technology-savvy salesperson.

While technology changes some things, it also improves the selling process and customer relationships. For example, big data provides more insights about customers, even at the one-to-one level. Partners report technologies that can identify good prospects, or provide a profile of a potential customer, up to and including social style based on social media use. Customer research becomes easier and better. Relationship building does too. Steve Kosinski, Sales Operations Leader, Owens Corning, notes that OC is using technology to empower the salesforce, not replace it. The key is "technology can help the salesperson get the right information to the right people in the right way. Using the right vehicles is important to every company's success."

Social media is another technology impacting selling right now. Our partners believe social media provides a way for salespeople to build trust and credibility with customers,



ELLEN PULLINS
University of Toledo



DEIRDRE JONES
University of Toledo



SEF RESEARCH GRANTS CONTINUE TO YIELD PRACTICAL INSIGHTS

AWARD RECIPIENTS

Since 2011, the Sales Education Foundation has disbursed more than \$125,000 in grants to promote high-quality research into the real-world practices of salespeople and sales leadership. Introduced with the support of sales luminary Neil Rackham, these grants have enabled university researchers around the world to accelerate the growth of our profession's body of knowledge.

In 2019, two previous award recipients published their completed research projects. We are thrilled to congratulate these two teams on their accomplishment and to highlight the insights of their effort.



JASON JORDAN
Director of Research, SEF

INVESTIGATING THE DRIVERS AND IMPACT OF SOCIAL MEDIA USAGE AMONG SALES PROFESSIONALS

PAOLO GUENZI & ED NIJSSEN—2017 GRANT RECIPIENT

Social media has become commonplace in most salespeople's toolkits, yet little research has been done on these relatively new technology platforms. In their research project, Paolo Guenzi of the SDA Bocconi School of Management and Ed Nijssen of the Eindhoven University of Technology investigated how sellers actually used social media and what impact it had. More specifically, Guenzi and Nijssen studied 385 salespeople to determine what drove both their motivation to use social media and their ability to use it productively.

The researchers discovered that a salesperson's motivation to engage on social media was determined by 1) the market readiness of the technology, 2) the influence of their peers, and 3) their organization's support of its usage. They further found that the salespeople's ability to integrate social media into their job was influenced by the technology's readiness and their peer's influence. Not surprisingly, the more motivated and able they were to employ social media, the more often they used it. Finally, Guenzi and Nijssen found a modest positive effect of social media usage on sales performance, suggesting that social media can be an important tool to enhance sales growth. ▲

MEASURING INFORMAL ORGANIZATIONAL CONTROLS ON B2B SALES PERFORMANCE

STACEY MALEK, SHIKHAR SARIN, & BERNARD JAWORSKI—2017 GRANT RECIPIENT

Within sales forces – just like other parts of the organization – there are two fundamental types of organizational control. First there are formal controls that are determined by management, such as policies, procedures, and proclamations. Then there are informal controls that are in the hands of the team, such as social recognition, self-policing, and cultural norms. While there has been plenty of research on the former, there has not been much on the latter.

Malek of Grenoble Ecole de Management, Sarin of Boise State University, and Jaworski of Claremont Graduate University studied 750 B2B salespeople and found that informal controls play a meaningful role in both the job satisfaction and the performance of sellers. In particular, they discovered that rewards and punishments that were social, cultural, and even self-administered had a highly influential effect on salespeople. When the feedback was positive, things went well. When the feedback was negative, things went poorly. In other words, what management says is important... but so is the voice of the organization. ▲

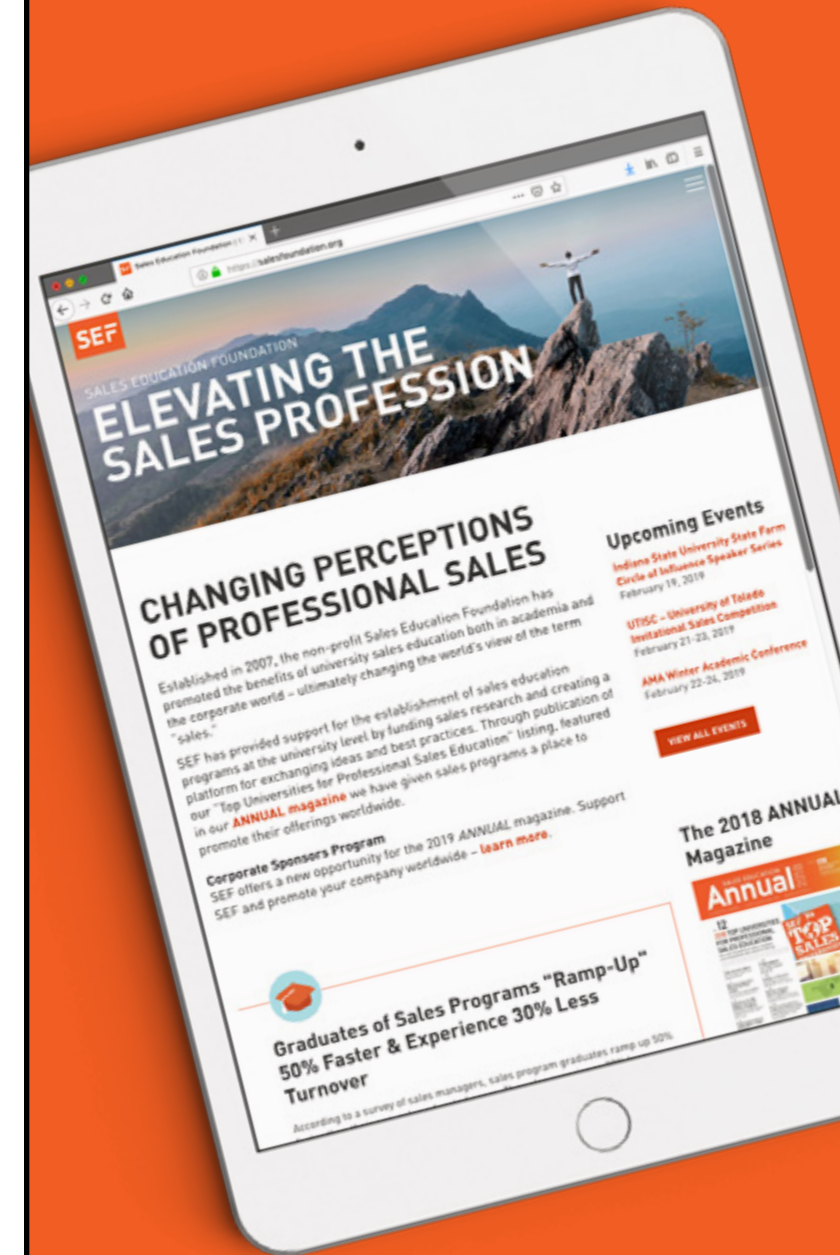
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SALES SKILLS ARE SKILLS FOR LIFE

MAKING THE CASE FOR SALES IN COLLEGE



MANY COLLEGE STUDENTS, REGARDLESS OF THEIR MAJOR, NEED GREATER AWARENESS OF THE FOUNDATION THAT CAN BE PROVIDED BY STARTING THEIR CAREER IN A SALES ROLE. THESE IDEAS ARE A DRIVING FORCE BEHIND THE REYNOLDS AND REYNOLDS SALES LEADERSHIP INSTITUTE'S ACTIVITIES AND GROWTH. THE FACULTY AND STAFF BELIEVE THAT SALES SKILLS ARE SKILLS FOR LIFE.

Like many other academic sales programs, Mays Business School saw the need to further enhance its undergraduate course offerings in sales and to build relationships with organizations interested in hiring sales talent.

Officially launched in 2015 as the Professional Selling Initiative, the program's first efforts were three-part: sales specific courses were added, experiential activities were created, and partnerships were developed. Students in the business school are currently offered five sales courses including: Professional Selling, Advanced Selling, Managing B2B Relationships, Sales Leadership, and Sales Analytics. Examples of experiential activities offered include competitions, company site visits, and working in the service learning call center. In 2019, the program was recognized as a university-level institute and was named the Reynolds and Reynolds Sales Leadership Institute. The institute continues to grow in the number of partners it serves which is indicative of the need for university educated sales professionals.

As any sales program or institute seeks to serve its students, industry partners and the academic and local communities, the support of the Dean is critical to success. With the support of Eli Jones, Dean of Mays Business School, opportunities continue to emerge for interdisciplinary engagements. Dean Jones is a Mays graduate, published author, outstanding teacher, and award-winning researcher. He has significant sales industry experience and sees the innate value in sales and sales education. Janet Parish, Institute Director said, "Dean Jones is an integral part of the Reynolds and Reynolds Sales Leadership Institute in carrying out our missions of teaching, research, and service as well as opening doors for our campus-wide service efforts."

INTERDISCIPLINARY PROGRAMMING

The Institute offers many opportunities for students campus-wide to come together for training, experience, and networking.

- The Sales Club, whose current president is a Communications major, is a student organization open to all students interested in learning sales skills and/or pursuing careers in sales. Currently, students in the Sales Club represent five different colleges within the university.

- Our Sales Competition, in its 11th year, is an annual campus-wide event that involves 60 students and 20 industry partners. It is co-hosted by three colleges: College of Agriculture and Life Sciences, College of Engineering and Mays Business School.
- The Collegiate Sales Team is an interdisciplinary group of 15 students and 5 coaches who prepare year round to travel to national sales competitions.
- The Professional Distinction in Sales is a point based incentive system designed to encourage student participation in resume building, career enhancing activities such as internships, networking events and training workshops. Students from multiple colleges and majors participate in this program. On average, 30 percent of participating students earn the distinction per semester.

In May 2019, the Business Immersion Program for Engineers was offered by the Institute and sponsored by Dell Technologies. This two-week summer program covers the business disciplines of accounting, finance, management, marketing, and supply chain as well as the business fundamentals of self-awareness, sales skills, presentation skills, and dining and networking etiquette. The 2019 program hosted 55 students from 12 different majors in the College of Engineering and 12 executives from Dell. The program was such a success that plans are to offer it again in 2020.

Due to the positive impact, the Institute is currently developing other immersion programs.

SUCCESS BREEDS OPPORTUNITY

Sales Immersion is a week-long boot camp designed to expose students to the concepts of customer-centricity, self and others awareness, problem-solving, strategic questioning, and the sales process. Tailored to the enrolled students (e.g., focus on technical or health-related sales), the program will conclude with a role-play competition. The plan is to offer this program to Engineering students. Future plans will include an extension of this program to include a Sales Analytics Immersion program.

Another developing program is the STEM Immersion Program, which will target business students who want to work in various STEM-related industries. Topics like technical communication, engineering ethics, problem-solving, process control, project management, and the engineering mindset will be explored. In addition, the business fundamentals of self-awareness, sales skills, presentation skills, and

dining and networking etiquette will be addressed. Students in this program will also receive overview information on a wide variety of industries like technology and energy from faculty in both the Business School and the College of Engineering as well as from industry professionals. The first STEM Immersion Program will focus on Energy with other industries such as Tech and Healthcare to follow.

Two faculty members and a strategic partner had a dream five years ago that sales education at Mays Business School could be something big. They worked together to start a small initiative which is now a much larger institute. Through the collaboration and support from faculty, staff, students, former students and recruiting partners, the program continues to gain steam; more and more see the benefits of enhanced interdisciplinary sales education. Whether a student goes on to sell themselves to a company, an idea within a company, a product for a company, or a vision to create a company, the Sales skills they learn in school will stay with them for the rest of their lives. ▲

SALES SKILLS ARE SKILLS FOR LIFE



ANDREW LORING
Texas A&M University



JANET PARISH, PhD
Texas A&M University



2020 **SEF** TOP UNIVERSITIES FOR PROFESSIONAL SALES EDUCATION

TOP NORTH AMERICAN SALES SCHOOLS

	ONLINE COURSE	SPECIALTY AREA	CRM	SALES INTERNSHIP REQUIRED	TOTAL FACULTY	% OF JOB PLACEMENT	HAS A SALES LAB
Appalachian State University		▲	▲		4	90	▲
Arizona State University				▲	5	90	
Arkansas State University	▲		▲	▲	3	95	▲
Auburn University		▲	▲		3	95	
Aurora University					3	95	
Ball State University	▲	▲			4	95	▲
Baylor University			▲	▲	5	100	▲
Bentley University		▲	▲	▲	3	100	
Bloomsburg University of Pennsylvania			▲		4	95	▲
Bowling Green State University	▲	▲			4	95	▲
Bradley University					2	95	▲
Brigham Young University		▲			1	100	
British Columbia Institute of Technology			▲	▲	5	100	
Bryant University		▲	▲	▲	2	*	▲
Butler University		▲			3	98	
California Polytechnic State University					3	100	
California State University, Chico		▲	▲		9	100	▲
California State University, Fullerton		▲	▲		7	95	▲
Central Michigan University		▲	▲		6	95	▲
Clemson University	▲	▲			4	100	▲
Cleveland State University			▲	▲	4	*	▲
College of New Jersey, The					2	100	
College of Saint Rose, The					3	*	
DePaul University	▲	▲	▲		18	97	
Douglas College		▲			9	90	
Duquesne University		▲			4	91	▲
East Carolina University	▲	▲			4	*	
Eastern Kentucky University		▲			3	*	▲
Eastern Michigan University		▲	▲		3	90	▲
Elon University		▲			4	95	▲
Ferris State University				▲	5	*	
Florida Gulf Coast University	▲				1	*	▲
Florida International University	▲	▲	▲		5	80	▲
Florida State University		▲	▲	▲	4	N/A	▲
Georgia Southern University	▲	▲	▲		4	98	▲
Georgia State University		▲			7	85	
High Point University	▲	▲			6	98	▲
Hodges University	▲				7	N/A	
Husson University	▲	▲		▲	2	100	

TOP NORTH AMERICAN SALES SCHOOLS CONTINUED

	ONLINE COURSE	SPECIALTY AREA	CRM	SALES INTERNSHIP REQUIRED	TOTAL FACULTY	% OF JOB PLACEMENT	HAS A SALES LAB
Illinois State University	▲	▲	▲		5	99	▲
Indiana State University	▲	▲			5	98	▲
Indiana University		▲	▲	▲	3	99	▲
Iowa State University					4	N/A	
James Madison University		▲	▲		5	98	▲
Kansas State University	▲		▲	▲	7	100	▲
Kennesaw State University	▲	▲	▲		7	98	▲
Kent State University	▲	▲		▲	6	100	▲
La Salle University		▲	▲		4	95	▲
Louisiana State University		▲	▲		15	100	▲
Marian University				▲	3	100	▲
Marquette University		▲	▲	▲	2	100	
Metropolitan State University of Denver	▲		▲		3	85	▲
Michigan State University	▲	▲	▲	▲	8	100	▲
Middle Tennessee State University	▲	▲			5	N/A	▲
Missouri State University	▲		▲		4	90	▲
Morehouse College			▲		2	100	▲
Nicholls State University		▲			1	95	▲
North Carolina A&T State University					N/A	99	▲
North Dakota State University			▲	▲	2	100	▲
Northern Arizona University			▲		2	N/A	▲
Northern Illinois University	▲		▲		7	100	▲
Northwest University		▲	▲	▲	4	100	
Ohio University	▲			▲	8	100	▲
Old Dominion University	▲				3	N/A	▲
Plymouth State University		▲	▲	▲	8	N/A	▲
Point Park University	▲				3	98	
Purdue University	▲		▲	▲	7	99.5	▲
Purdue University Northwest		▲			2	N/A	▲
Ryerson University	▲	▲			5	N/A	
Salisbury University			▲	▲	4.5	100	▲
Samford University			▲	▲	2	100	▲
San Diego State University		▲	▲		8	40	▲
Sonoma State University					7	N/A	▲
Southeast Missouri State University	▲	▲			2	N/A	▲
Southeastern Louisiana University			▲		4	100	▲
Southern New Hampshire University	▲				4	100	▲
St. Ambrose University		▲			5	100	▲
St. Catherine University		▲	▲	▲	8	95	▲

TOP NORTH AMERICAN SALES SCHOOLS

	ONLINE COURSE	SPECIALTY AREA	CRM	SALES INTERNSHIP REQUIRED	TOTAL FACULTY	% OF JOB PLACEMENT	HAS A SALES LAB
St. Cloud State University	▲				8	100	▲
Stetson University			▲		5	100	▲
Temple University		▲			N/A	N/A	
Texas A&M University					9	N/A	▲
Texas Christian University			▲		5	96	▲
Texas State University			▲	▲	6	95	▲
The Citadel	▲		▲		5	100	▲
Tuskegee University		▲			1.85	68	▲
University of Akron	▲	▲	▲		4	100	▲
University of Alabama			▲		6	100	▲
University of Alabama at Birmingham	▲	▲	▲		5	90	▲
University of Arkansas Little Rock	▲		▲		2	95	▲
University of Central Florida					7	100	▲
University of Central Missouri	▲				2	N/A	▲
University of Central Oklahoma	▲	▲	▲	▲	5	100	▲
University of Cincinnati		▲			13	99	▲
University of Connecticut		▲	▲	▲	2	100	
University of Dayton		▲	▲		6	98	▲
University of Denver					2	N/A	▲
University of Florida	▲	▲	▲	▲	2	N/A	
University of Georgia		▲	▲	▲	2	100	▲
University of Houston			▲		13	98	▲
University of Kansas			▲		4	100	
University of Louisiana at Lafayette	▲	▲	▲		1	100	▲
University of Louisville					2	N/A	▲
University of Minnesota Duluth			▲		1.25	95	
University of Missouri	▲	▲	▲	▲	8	90	
University of Nebraska - Kearney		▲	▲	▲	3.5	100	▲
University of Nebraska - Kearney	▲				2	89	
University of Nebraska - Lincoln		▲	▲		4	99	▲
University of Nebraska-Omaha					4	N/A	
University of New Hampshire		▲	▲	▲	2	100	▲
University of New Haven, The		▲	▲		2	90	
University of North Alabama	▲		▲		3	100	▲
University of North Carolina at Greensboro		▲			6	97	
University of North Carolina at Wilmington	▲		▲		3	84.5	▲
University of North Carolina	▲	▲			1	90	
University of North Georgia	▲			▲	3	100	
University of North Texas			▲	▲	3	100	
University of San Diego					1	100	
University of South Carolina			▲		5	95	▲
University of South Florida	▲		▲		5	N/A	▲
University of South Florida St Petersburg	▲				3	N/A	▲
University of Southern Mississippi		▲			3	N/A	▲
University of Texas at Arlington	▲				6	N/A	▲
University of Texas at Dallas		▲	▲	▲	4	95	▲

TOP NORTH AMERICAN SALES SCHOOLS CONTINUED

	ONLINE COURSE	SPECIALTY AREA	CRM	SALES INTERNSHIP REQUIRED	TOTAL FACULTY	% OF JOB PLACEMENT	HAS A SALES LAB
University of the Fraser Valley			▲		2	100	
University of Toledo	▲		▲	▲	6	96	▲
University of Washington		▲		▲	4	97	▲
University of Wisconsin - Eau Claire	▲	▲	▲		3	100	▲
University of Wisconsin - Oshkosh					2	N/A	
University of Wisconsin - Parkside		▲	▲		2	100	▲
University of Wisconsin - River Falls					3	98	▲
University of Wisconsin - Whitewater	▲	▲	▲		7	100	▲
University of Wyoming			▲		4	100	▲
Utah State University	▲		▲		3	92	
Virginia Commonwealth University	▲	▲			4	N/A	▲
Virginia Polytechnic Institute and State University	▲		▲		2	100	▲
Washington State University Vancouver		▲	▲		3	95	
Weber State University	▲	▲	▲	▲	21	99	▲
West Virginia University	▲	▲			5	100	▲
Western Carolina University		▲			3	N/A	▲
Western Kentucky University					3	N/A	▲
Western Michigan University					5	98	
Widener University			▲		1	95	
William Patterson University	▲	▲		▲	7	100	▲
Winona State University			▲	▲	3	100	▲
Xavier University of Louisiana	▲		▲		2	70	▲
Youngstown State University		▲	▲		4	86	▲

TOP INTERNATIONAL SALES SCHOOLS

	ONLINE COURSE	SPECIALTY AREA	CRM	SALES INTERNSHIP REQUIRED	TOTAL FACULTY	% OF JOB PLACEMENT	HAS A SALES LAB
Aalen University of Applied Sciences	▲	▲	▲		145	>90	▲
Athens University of Economics and Business		▲			2	50	▲
Copenhagen Business School	▲	▲	▲		10	N/A	▲
Eindhoven University of Technology		▲			9	95	▲
EURIDIS Business School	▲	▲	▲	▲	26	97	▲
Haaga-Helia University of Applied Sciences	▲		▲	▲	25	99	▲
IÉSEG School of Management				▲	24	90.9	▲
Justus Liebig University			▲		7	100	▲
Kristiania University College					12	91	
Reutlingen University		▲		▲	14	100	▲
Technological University Dublin	▲	▲			N/A	90	
Turku University of Applied Sciences	▲	▲			20	100	▲
Universidad de Chile	▲		▲		18	99	
Università Bocconi		▲			4	95	
University Clermont Auvergne	▲		▲		22	90	▲
University of Aberdeen	▲	▲			6	100	
University of Applied Sciences in Wiener Neustadt	▲	▲	▲		53	93	▲
University of Applied Sciences Upper Austria		▲		▲	26	99	▲
University of Portsmouth		▲			6	80	▲

*Information not provided



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 | 937-371-4552 | akrystofik1@udayton.edu

Saint Rose has launched a sales club, a colony of PSE and are on track to become a chapter this spring. We continue to building out our Program to solidify our standing as a top sales program. We have created a non-credit professional development sales certification program for companies and individuals who would like to sharpen their sales skills. 2020 is going to be a big year for the Huether School of Business and the Golden Knights Sales Program.

COPENHAGEN BUSINESS SCHOOL
<https://www.cbs.dk/en/research/departments-and-centres/departments-of-marketing/staff/mvdbmarkt>

Michel van der Borgh
mvdb.marktg@cbs.dk

Frederiksberg, Denmark 2000
+45 3815 2100

Students: 75 GRADUATE STUDENTS
Start Year: 2018
Accreditation(s): AACSB, GSSI, EQUIS

Program Type(s): **GF**

Graduates will have a hybrid profile combining both technological know-how and sales and marketing know-how.

DEPAUL UNIVERSITY
www.salesleadershipcenter.com

Dr. Richard Rocco
rrocco1@depaul.edu

Chicago, IL 60604
312-362-8655

Students: 800
Start Year: 2005
Accreditation(s): AACSB, USCA full member, PSE

Program Type(s): **UCO, UMN, GF, ET**
Focus Option(s): Entrepreneurship, Financial Services, Industrial Distribution, Insurance, Medical/healthcare, Technology, Category Management, Sports

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

DOUGLAS COLLEGE
www.douglas.bc.ca

David Moulton
moultond@douglas.bc.ca

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

Students: 75-100
Start Year: 1990

Accreditation(s): Canadian Professional Sales Association (CPSA), Canadian Society for Marketing Professional Services (CSMPS)

Program Type(s): **UCE, UCO**
Focus Option(s): Financial Services, International Business

Douglas offers three sales courses - Personal Selling, Professional Selling,

and Sales Management. The Peter Legge International Institute for Sales Excellence was established in 2012. The Upper Level Sales class involves actual sales activities on behalf of organizations with actual prospects and customers.

DUQUESNE UNIVERSITY
www.duq.edu

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

Students: 100
Start Year: 2012
Accreditation(s): AACSB, PSE

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

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

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

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

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

EASTERN KENTUCKY UNIVERSITY
www.eku.edu

Kevin Cumiskey
kevin.cumiskey@eku.edu
Berman Center for Professional Sales
Richmond, KY 40475
859-622-7016

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

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

EASTERN MICHIGAN UNIVERSITY
https://www.emich.edu/cob/faculty/L_hershey.php

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

Students: 150
Start Year: 2017
Accreditation(s): AACSB, USCA associate member

Program Type(s): **UCO**

All faculty have industry experience in sales.

EINDHOVEN UNIVERSITY OF TECHNOLOGY
www.tue.nl

CONTACT UNIVERSITY FOR MORE INFORMATION
Eindhoven, Noord-Brabant
Netherlands 5612 AS
0031 (0)402472170

Students: 95 GRADUATE STUDENTS
Start Year: 2009
Accreditation(s): AACSB, GSSI

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

ELON UNIVERSITY
www.elon.edu/salescenter

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

Students: 135
Start Year: 2008
Accreditation(s): AACSB, USCA full member, PSE

Program Type(s): **UCO, UMN**
Focus Option(s): Entrepreneurship, Financial Services, Industrial Distribution
Elon has been recognized as a Top Sales Program since 2011. RBI Sales Challenge Speed Selling and Role Play Champion - 2010, 2011, and 2012 and 2013; Overall Team Champion - 2010 and 2012 for RBI Sale Challenge, 2nd place 2013; NIU Competition - 2 finalist, Overall Winner, 2011; Overall Individual Champion at Wisconsin Eau-Claire, 2014 Finalist; and 1st Place in the BSU Regional Sales Competition, 2015.

EURIDIS BUSINESS SCHOOL
www.euridis-ecole.com

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

Students: 200
Start Year: 1998
Accreditation(s): National Accreditation of the French Ministry of Education
Program Type(s): **UCE, GCE, ECE, ET**
Focus Option(s): Communication/Broadcast Sales, Entrepreneurship, Industrial Distribution, International Business, Technology

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

the faculty staff are experienced B2B sales professionals.

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

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

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

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

FLORIDA GULF COAST UNIVERSITY
<https://www.fgcu.edu/cob/programs/marketing/>

Khaled Aboulnasr
kaboulna@fgcu.edu
Fort Myers, FL 33965
239-590-7598

Students: 24
Start Year: 2017
Accreditation(s): AACSB, PSE
Program Type(s): **UMN**

Florida Gulf Coast University's comprehensive undergraduate and graduate programs prepare students to excel and innovate. Its students, alumni, faculty and staff are actively engaged and environmentally conscious citizens. They serve their communities and inspire others by leading, doing and making a difference.

FLORIDA INTERNATIONAL UNIVERSITY
globalsales.fiu.edu

Nicolo Alaimo | nalaimo@fiu.edu
Rafael Soltero | rsoltero@fiu.edu
Miami, FL 33199
305-348-0694

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

Center for Professional Selling



Ball State University's Center for Professional Selling is committed to enhancing and promoting the field of professional selling through research, service to the business community, and producing college graduates who are uniquely prepared for successful careers in sales.

Events:

- Sales Career Fair, every January
- One of the largest university sales career fairs in the country
- 60+ companies interested in hiring salespeople
- 200+ students interested in professional sales careers

Courses:

- Professional Selling Seminar in Advanced Professional Selling
- Sales Management
- Sales Technology
- MBA Program with emphasis on Sales

Center for Professional Selling
765-285-5136 | www.bsu.edu/salescenter



leadership development, to provide an innovative curriculum that delivers real world results.

CLEMSON UNIVERSITY
<http://www.clemson.edu/centers-institutes/sip/index.html>

Ryan Mullins
rmullin@clemson.edu
Clemson, SC 29634
864-656-5292

Students: 120
Start Year: 2009
Accreditation(s): AACSB
Program Type(s): **UCE**
Focus Option(s): Medical/healthcare

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

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

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

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

This program puts emphasis on hands-on data analysis and interpretation, Corporate

engagement leading to experiential learning, recruitment, and collaboration on impactful research.

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

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

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

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

THE COLLEGE OF SAINT ROSE
www.strose.edu

Mark Michalisin
michalim@strose.edu
Albany, NY 12203
518-485-3392

Students: 24
Start Year: 2018
Accreditation(s): ACBSP, PSE
Program Type(s): **UCO, UMN**

HAAGA-HELIA UNIVERSITY OF APPLIED SCIENCES
www.haaga-helia.fi
Tuula Korhonen
tuula.korhonen@haaga-helia.fi
Helsinki, Finland 520
+358 40 488 7049

Students: 40 GRADUATE STUDENTS
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: 424
Start Year: 2014
Accreditation(s): SACS
Program Type(s): UMJ, UMN, GF, ET
Focus Option(s): Communication/Broadcast Sales, Entrepreneurship, Financial Services, Insurance, International Business, Medical/healthcare, Technology, Furniture Industry

Led and taught by successful Sales Leaders from Industry; Extraordinary Sales Education facility with excellent Learning Lab spaces decorated in variety of different Industry motifs; Strong recognition and support from President and Dean to require EVERY University student to take at least one Sales course as a "Life Skill"; Showcased by University in all Freshman recruiting events.

HODGES UNIVERSITY
www.hodges.edu
Dr. Dee Batiato
dbatiato@hodges.edu
Johnson School of Business
Naples, FL 34119
941-496-0464

Students: 15
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.



WINNERS GO HERE.

UCF Professional Selling Program

Two-time winners of the National Collegiate Sales Competition

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

business.ucf.edu/professional-selling



College of Business

#UCFBusiness

HUSSON UNIVERSITY
www.husson.edu
Susan Reisman
reismans@husson.edu
Bangor, ME 04401
207-478-6576

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.

IÉSEG SCHOOL OF MANAGEMENT
www.ieseg.com

Bert Paesbrugge & Fawaz Baddar
b.paesbrugge@ieseg.fr
Paris-La Défense Cedex, France 92044
+ 33155911010

Students: N/A
Start Year: 2015
Accreditation(s): AACSC, GSSI, EQUIS
Program Type(s): GCE, GF, ET

It's mission is to educate managers to be inspiring, intercultural and ethical pioneers of change and promote creative solutions for and with responsible organizations.

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

Students: 280
Start Year: 1998
Accreditation(s): AACSB, USCA full member, PSE

Program Type(s): UCE, UMJ, ET
Focus Option(s): Entrepreneurship, Financial Services, Insurance, International Business, Technology

ISU students learn how to deliver a company's "value proposition". The sales faculty team collaborates together to 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 (annual sales revenue is just over \$900,000)!

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

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

The tag line for Indiana State University is "There's more to Blue." This is carried out within the sales program through a strong focus on experiential learning. Sales students use the

sales recording capabilities to complete skill practice exercises and receive formative feedback on their performance, with a goal of improving skills. Sales students develop their sales skills "more," so they can serve clients "more," and can provide "more" value to their employers sooner after graduation.

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

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

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

IOWA STATE UNIVERSITY
https://www.business.iastate.edu/undergraduate/majors-minors/marketing/
Raj Agnihotri
raj2@iastate.edu
Ames, IA 50014
515-294-0475

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

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

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

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

International Business
All classroom role plays use our corporate partner network and their real-world scenarios, products, services, and objections to advance the education of our sales students.

JUSTUS LIEBIG UNIVERSITY
www.sales-research.net
Dr. Alexander Haas
Alexander.Haas@wirtschaft.uni-giessen.de
Giessen, Germany 35394
0049-641-9922401

Students: 35
Start Year: 2013
Accreditation(s): USCA full member
Program Type(s): UCE, UCO, GC, GF

The program has an International Sales Week, where US schools visit us for joint classes and competitions. The program emphasizes a Sales for Society focus, with among others two initiatives: (1) Female Sales Leaders, where we support and coach, and provide networking opportunities to, our female students to make a career in sales; (2) Sales for Start-ups, where we support and coach founders in the area of sales.

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: 450
Start Year: 2010
Accreditation(s): AACSB, GSSI, USCA full member, PSE
Program Type(s): UCE, UEM, UMJ

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

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

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

Host of the National Collegiate Sales Competition (NCSC): the oldest and longest running, Collegiate Sales Competition in the U.S. The NCSC has directly

contributed more than \$5 million to university sales education since its inception. One of the oldest sales programs in the U.S. with a Sales Major offered continuously since 1989. Founding Member of the University Sales Center Alliance.

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

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

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): UCO

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. The program also offers students salesforce.com, sales representative and sales management training.

LOUISIANA STATE UNIVERSITY
http://business.lsu.edu/marketing/Pages/About.aspx
Greg Accardo, MBA
gaccardo@lsu.edu
E.J. Ourso College of Business
Baton Rouge, LA 70803
225-578-8797

Students: 150
Start Year: 2014
Accreditation(s): AACSB, PSE
Program Type(s): UCO, ET
Focus Option(s): Entrepreneurship, Financial Services, Industrial Distribution, Insurance, Medical/healthcare Sales, Technology

This program is highly focused on internships and the Sale Practicum class in order to develop skill sets for real-world selling. Additionally, the program has integrated video technology into the Sales Practicum Class pedagogy and use in live-selling exercises and projects.

MARIAN UNIVERSITY
https://www.marian.edu/business
Lori Rumreich
lrumreich@marian.edu
Indianapolis, IN 46222
317-955-6037

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

Byrum School's Professional Selling Program is distinguished in its ability to prepare transformative leaders for service to the world. Framed within the context of our Franciscan values, our students

participate in four years of experiential education, working closely with local business leaders throughout their college career. In collaboration with our Walker Center for Applied Ethics, ethical sales practices are embedded in the educational experience.

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

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

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

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

Students: 130
Start Year: 2012
Accreditation(s): AACSB, USCA full member

WHAT WE OFFER:

- Student Sales Society
- Sales Apprentice Program
- Sales degree Specializations
- Bilingual Sales Competitions
- Sales Lab with 12 training rooms
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Eli Jones
Professor of Marketing
Dean of Mays Business School
Texas A&M University



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and our community.

mays.tamu.edu/sales



OUTSTANDING DEAN | 2019

Also pictured:
Fern Jones

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
rumlerrj@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.

MIDDLE TENNESSEE STATE UNIVERSITY
www.mtsu.edu/sales
Dr. Lucy M. Matthews
lucy.matthews@mtsu.edu

Murfreesboro, TN 37132
615-898-2112

Students: 130
Start Year: 2018
Accreditation(s): AACSB
Program Type(s): UCO

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.

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

MOREHOUSE COLLEGE
www.morehouse.edu
Dr. Cassandra Wells
drwellsmkg@gmail.com

Atlanta, GA 30314-3773
470-639-0587

Students: 16
Start Year: 2014
Accreditation(s): AACSB
Program Type(s): UMN

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

NICHOLLS STATE UNIVERSITY
<https://www.nicholls.edu/business/marketing/>
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>

Joseph R. Huscroft, Jr., PhD
jrhuscroftjr@ncat.edu
Greensboro, NC 27411
336-285-3386

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

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

NORTH DAKOTA STATE UNIVERSITY
<http://www.ndsu.edu/business/> or
https://www.ndsu.edu/business/research/centers_institutes/sales_center/

Rajani Ganesh Pillai
rajani.pillai@ndsu.edu
Fargo, ND 58102
701-231-5848

Students: 69
Start Year: 2013
Accreditation(s): AACSB, USCA associate member
Program Type(s): UCE

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

NORTHERN ARIZONA UNIVERSITY
<http://franke.nau.edu/>

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

Students: 150
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
<https://www.cob.niu.edu/academics/marketing/certificates/prof-sales.shtml>

Chuck Howlett
chowlett@niu.edu
DeKalb, IL 60115
815-753-6219

Students: 325
Start Year: 1988
Accreditation(s): AACSB, USCA full member, PSE, GSSI
Program Type(s): UCE

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

NORTHWEST UNIVERSITY
<https://www.northwestu.edu/college-business/>

Dr. Jeremy Chambers
jeremy.chambers@northwestu.edu

Kirkland, WA 98033
425-889-5206

Students: 20
Start Year: 2014
Accreditation(s): ACBSP
Program Type(s): UCO, UMN

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

OHIO UNIVERSITY
www.scheysalescentre.com

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

Students: 600
Start Year: 1997
Accreditation(s): AACSB, SMT
Program Type(s): UCE, UEM, GF, EC, ET

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

OLD DOMINION UNIVERSITY
<https://www.odu.edu/academics/programs/undergraduate/professional-sales>

Aaron Arndt
aarndt@odu.edu
Norfolk, VA 23529
757-683-4986

Students: 56
Start Year: 2016
Accreditation(s): AACSB, PSE
Program Type(s): UCO

The sales concentration is affiliated with the newly launched Thurmond Negotiations Lab, which focuses on empowerment through personal selling, negotiations, and communication skills. The Lab hosts the annual Sales Slam Competition featuring solution selling and watching pitch events. Additionally, sales classes are held in the state-of-the-art Jensen Communication Lab. Sales classes are capped at 28 students.

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
Focus Option(s): Medical/healthcare Sales

The program has a Sales Advisory Board made of 20 companies who represent 1MM 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.

POINT PARK UNIVERSITY
www.pointpark.edu or
<https://www.pointpark.edu/academics/schools/business/UndergraduateProgram/MarketingandSales>

Dr. Dorene Ciletti
dciletti@pointpark.edu
Pittsburgh, PA 15222
412-392-1940

Students: 50
Start Year: 2019
Accreditation(s): IACBE
Program Type(s): UCO, UMN, UMJ

Point Park's professional sales program demonstrates a commitment to social responsibility in sales. We plan to continue growing sales offerings, supporting student learning and career opportunities. The program strives to develop career-ready graduates who are well-prepared to meet the demands of the marketplace.

PURDUE UNIVERSITY
www.purdue.edu/proselling

Dr. Anita Dale
DrADale@purdue.edu
West Lafayette, IN 47907-2060
765-494-4860

Students: 400
Start Year: 2010
Accreditation(s): USCA associate member

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

PURDUE UNIVERSITY NORTHWEST
<https://academics.pnw.edu/business/white-lodging-professional-selling-lab/>

Claudia Mich
cmich@pnw.edu
Hammond, IN 46323
219-989-2776

Students: 50
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 3099

Students: 21
Start Year: 2011
Accreditation(s): AACSB, FIBAA
Program Type(s): GCE
Focus Option(s): Information Technology

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

RYERSON UNIVERSITY
ryerson.ca/tedrogersschool/htm

Karen Peesker
karen.peesker@ryerson.ca
Ted Rogers School of Management
Toronto, Ontario, Canada M5B 2K3
647 960 8803

Students: 58
Start Year: 2018
Accreditation(s): AACSB
Program Type(s): UMN
Focus Option(s): Entrepreneurship, Financial Services, International Business, Technology, Tourism & Hospitality

Applied professional skills are developed throughout research assignments, tutorials, case studies, simulations, an internship course and off-campus applied projects.

SALISBURY UNIVERSITY
<http://www.salisbury.edu/masmi>

Dr. Amit Poddar
axpoddar@salisbury.edu
Perdue School of Business
Salisbury, MD 21801
410-548-7756

Students: 115
Start Year: 2015
Accreditation(s): AACSB, USCA full member

Program Type(s): UMN
Students are required to do a mandatory Internship in Sales. The internship is a faculty supervised internship.

SAMFORD UNIVERSITY
<http://samford.edu/business/professional-sales-concentration>

C. Clifton Eason
ceason@samford.edu

Connect with future professional sales leaders.



The Center for Global Sales Leadership creates career-defining moments for undergraduate students at the Kelley School of Business, **ranked #6** in Marketing by *U.S. News & World Report*, 2020. Through innovative sales education and corporate networking opportunities, CGSL turns students' individual moments into lasting career momentum.

Learn more: gokelley.iu.edu/globalsales

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Birmingham, AL 35229
205-726-2677

Students: 55
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.

SAN DIEGO STATE UNIVERSITY
<http://cbaweb.sdsu.edu/marketing/sales>

Heather Honea
hhonea@mail.sdsu.edu
San Diego, CA 92182
619-594-4308

Students: 50
Start Year: 2012
Accreditation(s): AACSB, GSSI, PSE
Program Type(s): USP
Focus Option(s): Communication/Broadcast Sales, Entrepreneurship, International Business

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.

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.

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

Dena Hale
dhale@semo.edu
Cape Girardeau, MO 63701
573-651-5139

Students: 90
Start Year: 2010
Accreditation(s): AACSB
Program Type(s): UMJ, UMN
Focus Option(s): Communication/Broadcast Sales, Entrepreneurship, Industrial Distribution, International Business

SMSU is developing a sales center and enhancing its sales program. The focus is on creating an entrepreneurial mindset among our sales students.

SOUTHEASTERN LOUISIANA UNIVERSITY
southeastern.edu/sales

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

Students: 90
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: 70
Start Year: 2013
Accreditation(s): NCBSB
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
Kehoejosephl@sau.edu
Davenport, IA 52803
563-333-5825

Students: 70
Start Year: 2016
Accreditation(s): USCA
Program Type(s): UMJ, UMN
Focus Option(s): Medical/Healthcare Sales

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

ST. CATHERINE UNIVERSITY
www.stkate.edu/sales

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

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

Focus Option(s): Entrepreneurship, Medical/Healthcare Sales
Students have minimum 6 hours personal interaction with sales professionals. Students are certified using Speak Easy software, learning the skills of making outbound sales

calls. Students are required to complete a Business Practicum class before graduation.

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

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

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

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

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

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

Students: 112
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.

TECHNOLOGICAL UNIVERSITY DUBLIN
www.dit.ie

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

Students: 120
Start Year: 1994
Accreditation(s): AMBA & Marketing Institute of Ireland
Program Type(s): UCE, UMN, GF, GCE

We are a founding institute of the AKAM (Association for Key Account Management). We host the Ireland Chapter of the American Association of Inside Sales Professionals (AA-ISP) and run the only MSc (Sales Management) masters programme in Ireland.

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: 80
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
www.mays.tamu.edu/sales

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

Students: 120
Start Year: 2015
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 CHRISTIAN UNIVERSITY
<http://www.neeley.tcu.edu/SalesandInsights/>

Dr. Zach Hall
sci@tcu.edu
Fort Worth, TX 76129
817-257-5068

Students: 75
Start Year: 2018
Accreditation(s): AACSB
Program Type(s): UCE

This program has been recognized by the university and is offering three sales classes.

TEXAS STATE UNIVERSITY
<http://txstsalescenter.com/>

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

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

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

THE CITADEL
www.citadel.edu

Bob Riggle
bob.riggle@citadel.edu
Charleston, SC 29409
843-953-6978

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

The program is up and coming. Student placement is consistently improving, and the program is forging new relationships with companies every day. The cadets

are hard workers and faculty strives daily to find new and different ways to challenge them.

TURKU UNIVERSITY OF APPLIED SCIENCES
www.turkuamk.fi

Sirpa Hanti
sirpa.hanti@turkuamk.fi
Turku, South-West Finland 20520
+358505985675

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

The project is developing a new type of sales training concept where higher education institutions and companies are in close collaboration to develop sales know-how. The objective is a system extending to all of Europe, with companies joining in at all stages of sales training: planning, implementation and evaluation of the skills of students.

TUSKEGEE UNIVERSITY
www.tuskegee.edu/

Faye Hall Jackson
fhalljackson@tuskegee.edu
Andrew F. Brimmer College of Business and Information Sciences
Tuskegee, AL 36088
334-727-8775

Students: 20
Start Year: 1996
Accreditation(s): AACSB, PSE
Program Type(s): UMJ

Students receive CRM training. Salesforce is the CRM platforms of choice. Sales Internships are provided by 3M, Altria, Graybar, Edward Jones, Otis Elevators-United Technologies, Rockwell Collins, P&G, and many others. Students receive SAP training (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: 35 GRADUATE STUDENTS
Start Year: 2000
Accreditation(s): AACSB
Program Type(s): GE, GF, ET

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

UNIVERSITA BOCCONI
www.sdbocconi.it

Dr. Paolo Guenzi
paolo.guenzi@sdbocconi.it



Milano, Italy 20136
+39 02 58366820

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

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

UNIVERSITY CLERMONT AUVERGNE

<http://iae.uca.fr>
Pascal Brassier
pascal.brassier@esc-clermont.fr
Clermont-Ferrand
Auvergne, France 63008
0033 4 73 17 78 04

Students: 130
Start Year: 2017
Accreditation(s): GSSI, IAE
Network (French Business Administration Institutes)
Program Type(s): UCO, UMJ, UMN, USP, GCE, ET
Focus Option(s): International Business

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 ABERDEEN
www.abdn.ac.uk

Peter Waggott
peterwaggott@verticalmotives.com
Aberdeen, Scotland AB24 3FX
0 44 (0) 1224 272000

Students: 60
Start Year: 2016
Accreditation(s): GSSI, Association of professional Sales (UK)
Program Type(s): UMN, GCE, GF, ET
Focus Option(s): Entrepreneurship, International Business, Technology
A 2-Day Sales Workshop is delivered at our Doha campus in Qatar twice a year since Academic Year 2018/2019.

UNIVERSITY OF AKRON

<http://www.fishersalesinstitute.com>
David Payne
dpayne@uakron.edu
Fisher Institute for Professional Selling
Akron, OH 44325
330-972-8084

Students: 270
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 30 Corporate Partners at three different levels of engagement and related benefits. The Fisher supports a



EQUALITY, PARITY, LEVEL PLAYING FIELD & GETTING STARTED

For students about to graduate and begin their sales career, managers who'll be adding these new hires to their sales teams, and sales leaders overseeing a sales organization, there are many questions to answer. The first one is usually "Is this job/candidate/prospect a good fit?"

THERE'S NOTHING NEW ABOUT THE NEED TO QUALIFY AN OPPORTUNITY/PROSPECT. WHAT IS NEW IS AN AREA OF RELATIONSHIP THAT HAS BEEN DISCOVERED WHICH WARRANTS PLENTY OF CONSIDERATION.

MedReps, a Jackson Healthcare company, specializing in staffing for the medical industry, recently released a study of 750 sales reps with the title, "The State of the Sales Industry: 'Boys Club' in 2019."¹ In their 9th annual salary survey, they found that the base salary of women was lower than men, which led to this follow-up study.

My assumption has always been that in the field of sales, gender does not/could not play a role. No company has a sales comp plan that has differences based on gender. How could women consistently be paid less in the same role(s)? It may be that total comp was the same for the same roles, but what the data did show was women started at lower base salaries than men. The question is why?

The survey did not define what a "Boys Club Mentality" is, even though nearly two-thirds of respondents indicated it exists in their companies. My interpretation was that this might mean favoring males in assignments (territory, quota, promotions), evaluations, and opportunities. All of these contravened my own opinion of a level playing field. I decided to go looking.

STEREOTYPES ARE REAL

Two articles published by the Harvard Business Review provided research-based perspectives in my early search: "How Gender Stereotypes Kill a Woman's Self-Confidence²," and "Gender and Competition: What Companies Need to Know."³

The first article begins with the notion of "occupational sorting," with men choosing higher paying careers, such as, computer programming. But sticking strictly to sales, what it said next was eye-opening.

She gives herself a morning pep talk to remind herself every day to raise her hand and speak up in meetings.

New research identifies one reason women might be shying away from certain professions: They lack confidence in their ability to compete in fields that men are stereotypically believed to perform more strongly in, such as science, math, and technology. Women are also more reluctant to share their ideas in group discussions on these subjects. And even when they have talent—and are actually told they are high-achievers in these subjects—women are more likely than men to shrug off the praise and lowball their own abilities.

If you're a woman choosing a sales career, you've already bypassed occupational sorting. Yet women sales candidates are offered, and regularly accept, lower starting salaries for the same jobs/roles as their male counterparts (more on this in a bit). Where does this women's pay inequity begin and why does it persist?

For starters, I'll suggest this is not discussed or recognized in day-to-day management practices. Two women I heard from reminded me, this is a shared responsibility of both the individual employee and the sales manager.

The first of these is a senior female executive at a company on the record to promote equality, diversity and parity. Yet, this capable, experienced and successful woman told me, she has "to remind herself every day to raise her hand and speak up in meetings." She gives herself a morning pep talk to remember to do just that.

Men tend to see themselves as fully qualified and/or reasonably so if they have 60% of a job's stated requirements, while women often see themselves as "not ready," if they don't have 100% of requirements. The combination of accepting lower starting salaries, along with reticence to reach for higher roles can, and probably does, contribute to lower overall compensation and the continuance of a Boys Club mentality. It's not just in the Boys' heads!

THE BATTLE OF THE SEXES

The second article I recommend looks at competition versus cooperation, with experiments involving 236 women and men.

The researchers didn't find a significant difference in performance between the cooperative and the competitive payment schemes for either men or women. "This is in contrast to previous studies," says Fletcher. Prior research had found that men exerted extra effort and performed better than women when they were in a competitive situation, whereas women exerted similar amounts of effort whether or not they were competing.

Fletcher says that *homophily—our tendency to associate and form relationships with those who are similar to us—might lead individuals to feel more comfortable and perform better on same-gender teams, whether cooperative or competitive.*

"THERE'S A STRONGLY HELD ASSUMPTION THAT MEN ARE COMPETITIVE AND WOMEN AREN'T, AND OUR RESULTS SHOW OTHERWISE," she says. "Men and women work together differently when they're dependent [on each other] versus independent and when they work on stereotypically male or female tasks."

The three findings point to stereotypes that do not serve men or women in sales. While sales is a competitive occupation, increasingly, collaboration and co-creation with customers and/or colleagues is part of the mix. Avoiding competition will get you nowhere, but being super-competitive may also limit how far you go. Remember the proverb: If you want to go fast, go alone. If you want to go far, go together.

The take-away from this article for sales leaders, at every level, is to recognize gender but not pander to it. As with any coaching, it needs to be tailored. In fact, coaching equals feedback.

Diversity today is reality. It can make managing harder but also make teams stronger. Again, the key is to avoid stereotyping and, instead, rely upon principles and values (e.g., Win/Win, transparency, etc.).

Continued on page 30

THE ARTICLE HAD THREE KEY FINDINGS:

WOMEN ARE LESS CONFIDENT THAN MEN IN CERTAIN SUBJECTS, LIKE MATH

WOMEN DISCOUNT POSITIVE FEEDBACK ABOUT THEIR ABILITIES

WOMEN HOLD BACK ON EXPRESSING IDEAS ON 'MALE TOPICS'

The combination of these stereotypical behaviors telegraphs to the topic of this article. When companies advertise a range of base pay for a role, the data shows women are more likely to accept a lower starting salary, rather than negotiate for a higher one, even though they may be skilled negotiators (e.g. avoiding discounting) when they are selling. It's not hard to generalize this tendency toward acceptance of a low initial offer being true of recent grads with little/no sales experience.

The opportunities for growth and improvement lie just outside the zone where you currently operate.

Another female executive I interviewed offered this observation about her comfort zone and gender homophily. She's a COO in the hi-tech industry and often the only woman in the room. At a recent conference in Atlanta, there were 2 other women among the 125 attendees.

In the past, she would have thought, "Wow, there are only two other people like me here." But then she realized that beyond gender, there were many people like her there who likely shared her introverted personality, or were there to make new acquaintances, with the common goal of making sales to Microsoft, the host.

FOR FEEDBACK TO BE MEANINGFUL/ USEFUL IT NEEDS TO MEET 5 TESTS:

The infographic is a yellow-bordered box divided into five quadrants by a red dotted line. Each quadrant contains an icon and a label:

- Top-left: A clock icon and the word "TIMELY".
- Top-right: A target icon and the word "ACCURATE".
- Middle-left: A speech bubble icon and the words "OBJECTIVE/CONSISTENT".
- Middle-right: A person icon with a plus sign and the word "RELEVANT".
- Bottom-left: A fingerprint icon and the word "INDIVIDUALIZED".

This notion of reframing to see new possibilities is key to creating new opportunities. And what is sales, if not creating new opportunities? Below are some action items that can improve the situation.

RECENT GRADS:

BE TRANSPARENT. When being offered a position/salary, ask if this is the same for all people in this role and be clear on the requirements. More companies are saying up front "This is the salary, these are the requirements, for everyone." One woman said she was 40 before learning to ask for money. Her take: "Girls are raised to accept what's presented to them. Boys are taught to fight." Without being overly accepting or confrontational, come from a position of confidence and transparency.

SPEAK UP. Give yourself a pep talk before starting out each day, reminding yourself to "raise your hand" during meetings, to speak up. The COO who talked about reframing said, "I want to hear from you. If you don't say something in the first 10 minutes of a meeting, I'll assume you have nothing to say." Here's a tip: prepare for each meeting, have something to say, and say it in a way you're heard.

STEP OUTSIDE YOUR CZ. Whether it's speaking up, reframing, practicing a new skill, approaching a new prospect, trying a new way is a start.

FORTUNE FAVORS THE BOLD. Sales is an occupation that rewards those who are bold, it's that simple.

SALES MANAGERS:

MAKE SURE EVERYONE GETS THEIR UPS. When running a team meeting, realize new reps may be reluctant to speak up. Help facilitate everyone speaking up by asking, "Cindy, what do you think about what Roger just said? Do you have a different thought on that topic?"

SALES LEADERS:

CONDUCT A SALARY AUDIT. Do you have a pay gap or inequities in hiring practices? Find out. If there are, take positive actions to end these; if there aren't, let everyone know. Why?

Per the MedReps survey, more than a quarter of sales respondents stated they would consider leaving current employers for an offer from a company that has proven gender parity, and 60% said they would turn down an offer if there's evidence of a gender pay gap.

CONCLUSION

While a "Boys Club" may still exist, either overtly or otherwise, there are things both women and men can do to promote the equality, parity and level playing field of dreams.

When it comes to the workplace, stereotypes are not helpful and need to be recognized so that a transparent, culture of growth that is helpful and encouraging leads to a successful career in sales for all men and women. ▲

¹ <https://www.medreps.com/medical-sales-careers/the-state-of-the-sales-industry-boys-club-in-2019>

² <https://hbswk.hbs.edu/item/how-gender-stereotypes-less-than-br-greater-than-kill-a-woman-s-less-than-br-greater-than-self-confidence>

³ <https://hbswk.hbs.edu/item/gender-and-competition-what-companies-need-to-know>



BARRY TRAILER
Sales Mastery

HAVE YOU EVER THOUGHT ABOUT BECOMING A PROFESSOR?

THE FOLLOWING SCHOOLS HAVE Ph.D. OR D.B.A. PROGRAMS IN MARKETING WITH AN OPTION TO FOCUS ON SALES.*

APPLY NOW AND BECOME A SALES PROFESSOR!



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University of Washington	Dr. Rob Palmatier, palmatr@uw.edu
University of Wisconsin-Whitewater	Dr. Jimmy Peltier, peltierj@uww.edu
West Virginia University	Dr. Jody L. Crosno, jody.crosno@mail.wvu.edu Dr. Emily Tanner, emily.tanner@mail.wvu.edu

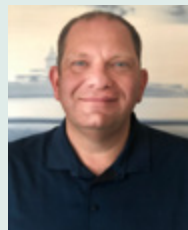
*This list has been prepared by the University Sales Center Alliance | <http://www.universitysalescenteralliance.org/>

SALES TECH STACK

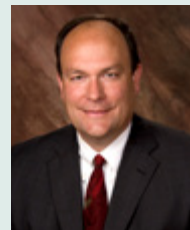
PURPOSE, COST, AND COMPLEXITY

DO YOU REMEMBER A TIME WHEN A SALESPERSON WOULD HEAD OUT THE DOOR WITH A ROLL OF QUARTERS TO MAKE CALLS FROM THE ROAD?

All he or she needed was the knowledge in their head and a tad of social skills: barely table stakes in today's buyer-seller environment. The salesperson's job has radically changed with so many inventions relating to technology. New salespeople will grow into this environment, while more matures sellers will need to adjust, but either way the approach taken when interacting with buyers is forever different with the infusion of the Tech Stack in Sales.



DAN CILLEY
Vendor Neutral



ROBERT M. PETERSON PhD
Northern Illinois University

WHAT IS A TECH STACK?

Not too long ago, a tech stack meant nothing more than a phrase representing your IT infrastructure. Now, an essential part of customer-facing strategies for modern sales organizations, it consists mostly of cloud-based software solutions that work to address the needs and provide tools for sales and marketing teams to become more efficient and effective within their roles.

The sales technology stack today is often segmented by Top/Prospecting, Middle/Demos, Bottom/Closing and Operations/Training, trending towards the unification of technology throughout the sales cycle. Nearly 50% of the solutions address top-of-funnel activities, such as lead generation and prospect engagement, with the remaining focused on managing opportunities through the sales cycle, closing, and reporting. Examples include:

TOP/PROSPECTING FUNNEL

- Lead prioritization engines
- Account targeting and lead building
- Email automation software
- Auto dialers for phones

MIDDLE/DEMO

- Screen sharing
- Proposal software
- Price quote development

BOTTOM/CLOSING

- Electronic Signatures
- Contract Lifecycle management

CROSS FUNNEL OPERATIONAL/TRAINING

- Predictive analytics
- Pipeline diagnostics
- Call recordings and analysis
- Sales-specific Learning Management System

HOW SALES TECHNOLOGY ASSISTS STAKEHOLDERS

A good sales stack should enable its users to become more efficient and improve their ability to quickly gather intelligence, align resources and content to the prospect's needs, engage with the right prospect at the right moment, manage opportunities through a sales cycle, and coach their teams towards success. Leveraging the tech stack to more quickly/fully assist the Customer's Buying Journey stands as the ultimate purpose for deploying such tools.

What salesperson would not covet technology that helps log calls, creates personalized emails, and



Vendor Neutral Certified 100 Landscape



allows for marketing content to be found, used, and tracked with amazing proficiency. In theory, and reality, this gives the seller a more efficient method for interacting with a prospect, one the prospect might also value. Additionally, reps often spend much of their time manually qualifying leads, which is time-consuming. Automated lead scoring solutions exist that can identify the opportunities more likely to close, saving time.

Like all tools, a Tech Stack's improper usage can cause harm. It should assist, not replace; allow efficiency, not enslave the rep. In the end, most complex purchases cannot be solved by clicking a few boxes on an app or running more reports. Rather, the customer's decision-making process and the type of interaction desired are paramount.

The cost to outfit each sales representative with an effective tech stack can be significant. Firm size influences the spend on sales technology, with large firms leveraging economies of scale to spend \$260/mo, medium firms shelling out \$433/mo, and small companies outlying \$386/mo, on average. These numbers include CRM costs, but do not incorporate the additional IT staff support required to keep a sales force up and running. It appears that large firms can use economies of scale to reduce their tech spend.

TECH STACK AND SELLING PROCESS

No longer is success determined by the size of your organization or your sales team. A nimble start-up with the right technology stack can quickly outpace or leapfrog its unprepared competitors. Legacy organizations that are unable to adapt quickly will be left to play catch up with competitors who are not limited by outdated processes and technology.

Sales leadership and representatives can reap the benefits of sales technology, especially the insights surfaced through AI and machine-learning resources. It all began with cloud-based CRM, allowing sales professionals to access their accounts and contacts from anywhere with an internet connection.

This innovation created a major impact on performance and user efficiency. A growing trend is listening more and letting technology take notes which are automatically entered into a CRM. Plus, notes can then also be quickly shared with the buyers to further grow trust.

DATA HAS DEVELOPED INTO A MOST VALUABLE RESOURCE AND WITH THE RIGHT TECHNOLOGY, WE ARE NOW ABLE TO COLLECT, ANALYZE, AND APPLY INSIGHTS DIRECTLY TO OPPORTUNITIES.

Moreover, analytics can suggest the proper content to use and the strategy that will have the highest closing percentage. Inevitably, data and the right

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IS THE DOCTORATE OF BUSINESS ADMINISTRATION DEGREE (DBA) RIGHT FOR YOU?

By Dr. Andrew Artis
University of South Florida-Tampa

It is fitting that the Sales Education Foundation ANNUAL 2020 Edition—first of this new decade—include a discussion on why sales executives are returning to college to earn DBA degrees. The increase availability of DBA programs will have a profound effect on sales education allowing more veteran sales professionals with extensive real-world experience to join business college faculty, teach practitioner methods, and connect students with employers for internships and jobs.



ANDREW ARTIS
University of South Florida-Tampa

MAJOR TIDAL FORCES HAVE ALIGNED TO LIFT THE DBA

Four trends are converging at the beginning of this decade to start a great renaissance within the sales-education profession.

1. The growth of university sales centers - As a result of college deans responding to their stakeholders who want more college-educated salespeople, resources are being made available to create sales centers to attract students, prepare and graduate professional salespeople. Hence, we need more qualified instructors to teach sales curriculum, coordinate extracurricular activities with students, and work with practitioners.
2. The increased use of clinical professors - Clinical business professors who teach professional selling curriculum bring great value to their colleges. Students benefit from improved instruction that comes from all the professor's practical experience and the relationships cultivated over years of daily selling rituals. Colleagues within the business college benefit from the research opportunities that clinical professors can make available via their observations and connections in the field. Practitioners who hire college graduates get more and better prepared graduates to recruit. College administrators benefit as clinical professors strengthen the bonds with business practitioners that are needed to support the college.
3. The increase in Baby-Boomers looking to make a career pivot - Highly experienced sales professionals are looking for new careers as college instructors, but don't have the academic credentials to meet accreditation standards. Hence, there is a pool of highly-motivated candidates who want to be college instructors, and need teaching credentials.
4. The global expansion of DBA offerings - Over the past decade there has been a rapid expansion of DBA programs. According to DBA-Compass.com, in 2018 there were more than 280 DBA programs offered all over the world with the majority located in Europe (39%), North America (35%), and Asia Pacific (21%). Hence, there is sufficient access for experienced sales professionals to earn the credentials to be full-time, clinical business professors.

DBA ADVOCATES AND CRITICS...

University of South Florida-Tampa is currently working with 15 DBA students at various stages of their graduate training. Not all these students are conducting sales-related research, but it is easy to find additional advocates for sales professionals to use a DBA to make a pivot into other careers. Simply find someone who has earned their DBA and ask them to share their insights. They'll say something like this,

"DBA's are about the practical application of knowledge and discovering new insights from practice. Sales research fits perfectly into DBA programs allowing sales professionals to explore their understanding of the field."

*Dr. Geoff Parkes, Senior Lecturer
Aston University in Birmingham, UK*

"The DBA has provided value on multiple levels. First, I cherish the relationships that have developed as part [of my DBA] program. Second, I gained new insights about me. Third, I improved and sharpened skills that I've been able to apply directly to my work."

*Dr. Rob Hammond, Director of USF-Tampa
Center for Marketing and Sales Innovation*

There are detractors. Critics who have often not taken the time to understand this type of graduate degree argue that it is just a bloated MBA (a "country club" MBA) or watered down PhD (a "PhD Light"). In truth, the DBA is designed to meet the needs of a business executive when neither a PhD nor an MBA provide the right tools. The most common reason for pursuing a DBA is for candidates to differentiate and advance their professional career. The knowledge, skills and abilities (KSAs) provided within the DBA curriculum are excellent for those who want to establish themselves as subject-matter-experts and consultants for hire.

READY TO CONSIDER A DBA DEGREE? AVOID THESE MISTAKES:

MISTAKE 1: NOT SEEING THE HANDWRITING ON THE WALL

Be proactive. If you want a full-time position as a college instructor, clinical professor, or tenured-track faculty member then you need to be aware that business colleges and universities are in a state of disruption. Administrators are being pressured to do more with less, and while all faculty members need to find ways to demonstrate value, part-time faculty are most vulnerable. Several of our DBA graduates have full-time jobs in the private sector, and work as part-time adjunct professors.

Instructors with DBA degrees provide unique opportunities for college administrators. First, the work loads of college faculty members are comprised of teaching, research, and service, but we are sorely lacking in administrative experience. DBAs usually have to have executive experience to be admitted to a DBA program, and therefore, often qualified to fill desperately needed administrative roles.

Colleges need all faculty to contribute to the research effort. Because at its core, DBA education is designed to teach executives how to do research, DBA graduates that publish research are more likely to be retained at colleges

over those who show little sign of producing publishable research. Therefore, look for ways to collaborate with research faculty; these will be the same people who will work to make you successful in the duties assigned.

MISTAKE 2: NOT UNDERSTANDING WHAT THE DBA IS

The term Doctorate of Business Administration or DBA is the most common type within a group of "executive" doctoral degrees. Graduate degrees of this type are designed for practitioners with extensive real-world knowledge and experience as executives in business or government operations. These students are imbedded within the research phenomena they intend to study, know what their research focus will be, but need the research training necessary to pursue that research. Hence, business colleges with PhD programs are well suited to also train DBA candidates because the faculty are hired to be researchers and have plenty of experience applying the scientific method to develop new research scholars.

MISTAKE 3: NOT DOING YOUR OWN NEEDS ASSESSMENT AND CRAFTING YOUR OWN CRITERIA

You give yourself the best chance to enroll in a program that fits your needs if you can specify your needs. This may sound obvious, but some candidates choose the program first and then try to convince themselves and admissions staff that they are a good fit. So, before you even start to analyze and compare DBA programs craft your statement-of-purpose with your family, posse, and mentors. These people know you, and they will serve as a great sounding-board as you hash out what is important to you.

As part of the application process the staff of each program will ask you to explain why you want a DBA degree and then why you chose to apply to their program. This is a big decision and you want to get this right so it is better to develop your own criteria instead of grafting someone else's criteria onto your decision making process.

MISTAKE 4: UNDERSTAND THAT IT IS ABOUT HAVING THE RIGHT ATTITUDE

Renown Stanford University psychologist and educator Dr. Carol Dweck found that students who were told that the task ahead was difficult, but within the students' skill sets were more likely to absorb the pain, maintain the necessary attitude, and find a way to succeed. In contrast, students who were told the task was easy, but found it hard were more likely to quit and fail. Getting your DBA will require you to work through the hardship, but it is because it is hard that makes it special. It is no harder than your career as a sales professional.

YOUR PLACE IN THE CURRENT RENAISSANCE

Did the great Italian artist Michelangelo know he was part of a renaissance? No, I don't think so. He just got out of bed on Monday morning, collected his paint brushes, and went to work on the Sistine Chapel. Your contribution to the sales education renaissance is similar. It may feel to you like it's just another Monday, but in fact, you are taking part in the creation of a new and better way to prepare a generation of college students to succeed as sales professionals. So grab your brushes and let the renaissance begin. ▲

WHAT IS SOCIAL SELLING?

WITH OVER 4,000 BOOKS ON AMAZON FOR SOCIAL SELLING, AND 9 MILLION VIDEOS ON THE WEB, THERE'S MORE THAN ENOUGH CONTENT ON SOCIAL SELLING. SO LET'S TAKE A LOOK AT THIS OVERUSED AND MISUNDERSTOOD TERM, AND SHARE PRAGMATIC TIPS TO HELP YOU ALONG THE WAY.

Let's start by stating social selling is **not** selling on social networks like LinkedIn, Twitter and Facebook. No one wants to be on the receiving end of a "sales pitch" on social media. Social selling is an effective method to define your personal brand and value proposition, develop a network, build and nurture business relationships, gather, curate and share relevant information and research. Developing your social selling on-line presence is a skill that needs to be developed.

A study done by the Aberdeen Group found sales reps that leverage social selling in their sales processes were 79% more likely to achieve quota versus reps who didn't. In this hyperactive environment, with heightened customer expectations, technology and digitization have impacted the traditional sales process. But we are still humans who value honesty and mutually beneficial business relationships.

Social Selling is not a silver bullet, but it can help generate more revenue. You might ask "How?" Most will agree that sales processes vary among

organizations, but a well-defined process can be replicated, measured and adjusted. Given that sales is a "game of inches," a few well executed social selling tactics can give you a measured advantage in closing more deals.

It is critical to have a solid social selling strategy. This does not replace marketing and sales fundamentals. But there are specific social selling strategies you can implement so that you:

- Show up on the radar screen of a buying team looking into solutions months before they start reaching out to companies for RFPs.
- Apply tactics to ensure you connect and resonate with members of the prospects buying team.

Because price and product are easily replicated, the right social selling strategies may be a tie breaker for getting the business.

3 SOCIAL SELLING STRATEGIES

THREE STRATEGIES YOU MIGHT USE TO HELP YOUR SOCIAL SELLING EFFORTS

1. CONNECT THE SOLUTIONS YOU PROVIDE CLIENTS TO SOLVING PROBLEMS. SHOWCASE YOUR SOLUTIONS IN POSTS YOU CAN EASILY PUBLISH ON YOUR LINKEDIN PROFILE. A SALES REP COULD:

- Gain permission from your client to showcase your solution/success story on LinkedIn.
- Write a brief 100 to 200 word article.
 - Take a photo of your client and members of their team/or employees using the solution.
 - Include a couple of quotes from their client, buyer or end user(s).
- Post this success story on their LinkedIn profile, and hashtag the clients' web site and a few key personnel from the reps team.
- Share the success story/solution with prospects in an industry that doesn't compete with their clients' success as a form of social proof.

2. UPLOAD BRIEF VIDEOS OF YOUR SOLUTION ON YOUTUBE

- Consider how your prospect/buyer would conduct their internet searches. Look up some key words competitors are using on the click on pay sites.
- Use your company's videos showcasing these solutions, and/or produce your own. Title the video with the exact words buying teams are using in their internet searches. These social selling tactics help SEO rankings. Note that SEO apparently favors fresh, relevant content in rankings. This may impact both your rankings, and help your solution appear in the internet searches of buying teams earlier in the process. This could lead to helping you shape the buying team's RFP.

3. CONNECT TO THE BUYING TEAM

Use the search feature on LinkedIn as a database to uncover buyers, their connections within the company and skillfully reach out to them.

- Select the right contacts using filters by job title.
- Send a customized invitation with a personal note that references a recommendation (or connections) from one of their peers, or counterpart from a non-competing organization.

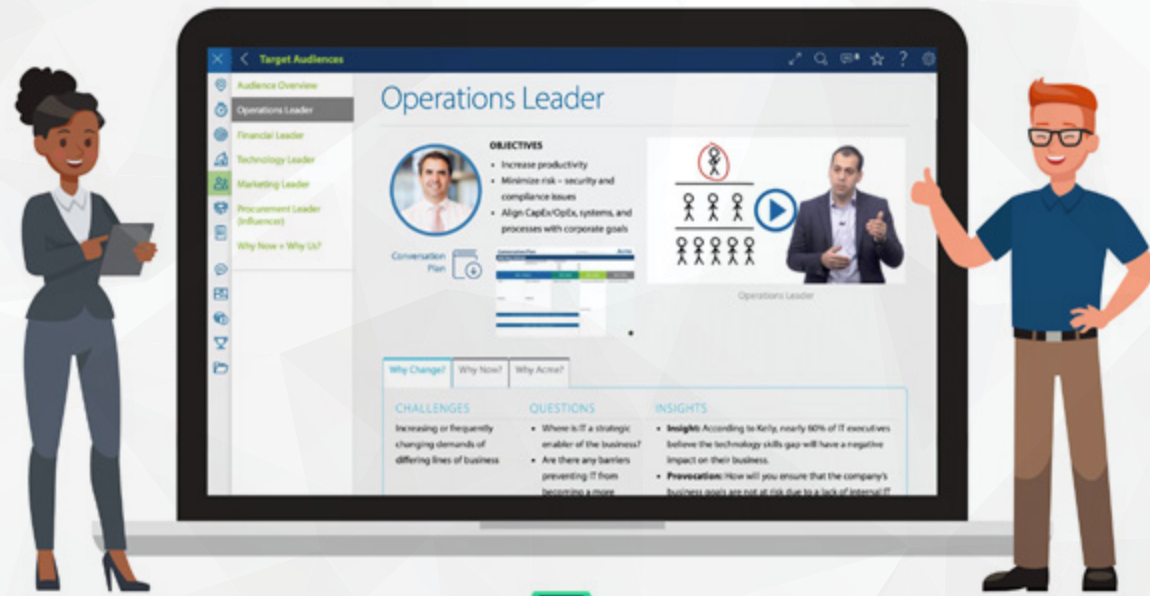
Because price and product are easily replicated, a buying team will be looking for differentiators. These include having more contacts within a company and a tailored message/ approach to their specific role (buyer, influencer, end user, CFO, CIO, CMO, etc). Applying social selling strategies could have you increasing the probability of success against your competitors. ▲

GOOD SELLING!

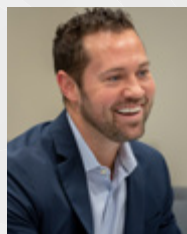


PROFESSOR BOB NADEAU
Plymouth State University

Virtual-Visual Playbooks: Executing Your Sales Strategy



Year after year, sales organizations face sizable challenges to meet higher sales targets with many firms aiming for over 20% sales growth (State of Sales Productivity, 2015)¹. Compounding this challenge, organizations are often asked to achieve these targets with the same or fewer resources allocated to managing big data, along with demands of efficiently training and onboarding sales reps; developing new front-line managers; learning and deploying customer relationship management systems; and keeping up with ever-changing sales strategies. These challenges present a question of how firms can effectively and efficiently deploy the strategies of the executive team to their vast sales teams.



ZACH HALL
Texas Christian University



MATT MCCLENDON
President, DSG Consulting

¹ *State of Sales Productivity (2015). Docrated State of Sales Productivity Report. Vol. 1, p. 1-15*

² *Statista - <https://www.statista.com/statistics/259477/hours-of-video-uploaded-to-youtube-every-minute/>*

PLAYBOOKS: BORROWING A PAGE FROM SPORTS ORGANIZATIONS

In the late 90s and early 2000s, sales organizations began documenting sales processes into physical binders. This collection of materials functioned as a reference of critical information and steps (similar to a football playbook) that the sales team should utilize in order to ensure that they know what to say, when to say it, and how to say it. The problem was, many of these collections (or playbooks) were bulky, sat on shelves, and were rarely used. Many organizations have still not evolved. Last month, an executive at a Fortune 500 company shared with us their 279-page playbook. While the playbook is now on the cloud via a PDF rather than in a binder on a shelf, playbooks at most organizations have not evolved to accommodate the habits and behaviors of new sales reps. Today's sales professional is more technologically savvy, and the information provided to prospects and clients must be agile and relevant.

VIRTUAL, VIDEO PLAYBOOKS: ENABLING EXECUTION OF SALES STRATEGIES

While organizations moved their playbooks to the cloud, the adoption and effectiveness has been marginal at best. The persistent challenge is that most playbooks are cumbersome volumes of text that are difficult to navigate on demand. The solution is that playbooks should be virtual and should rely heavily on video content. This technical solution is more than a fad; it's a movement—video content has become a rapidly-growing and useful information medium. For context, in 2019, there were 500 hours of video content uploaded to YouTube per minute (257 million hours per year), which was a 2,500% increase from the previous year (Statista 2019)².

America's sales community amounts to over 25 million people. In the service and manufacturing industry, each salesperson supports an average of 17.91 jobs within their company, and among the largest 500 companies in the U.S. with a salesforce, their generated revenues amount to over \$9 trillion (SellingPower, 2020). By obvious measure, the stakes

are high for helping sales teams become more efficient, data infused, and better trained.

Virtual, video playbooks help organize and sequence data insights, satellite officing, and virtual communication for the sales community. To explain a virtual-visual playbook, imagine a user dashboard with every bit of relevant information available for a salesperson or team all in one place (let's say, on a smartphone), well organized and prioritized, and always available to them. This dashboard has a "slick" and easily navigable user interface, which powers the salesperson's training (often through video engagement), tracks their learning, and simplifies the complexities of prospecting and customer relationship management. Further, all the content, videos, and best practices are developed by the sales organization's leadership and top talent. Together, the software tool and salesperson grow and win.

For anyone sounding the alarm that virtual playbooks have upended the classic, interpersonal ethos of sales by immersing teams in software, they can take solace knowing that these digital platforms have expedited internal processes providing more time for tried-and-true sales engagements. With virtual playbooks, there is less diffusion of information and less administrative inefficiency, which are two sales limitations that have existed since the inception of happy hours, golf outings, and boardrooms. Virtual playbooks have helped salespeople engage these environments and other sales opportunities more frequently and with more preparation than what prior, more analog systems enabled. Fittingly, this marketplace movement's success has been coined, Sales Enablement.

DSG CONSULTING VPLAYBOOK IMPACTING EDUCATION AT TCU

Virtual-video playbooks (aptly called vPlaybook) were created to help companies enter the business intelligence market. Adopted by Panasonic, Tableau and Adobe, DSG's vPlaybook's success gained the attention of the TCU Sales and Customer Insights Center, the newest center at the Neeley School of Business. Faculty leaders at the Center inquired about the virtual playbook software to learn about its

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marketplace reach and developer, DSG Consulting, which would later become a partner with the Center.

The Sales Enablement movement is now represented by more than dashboard tools for enterprise sales teams in thousands of companies. Like many contemporary and market-altering phenomena, there is the emergence of thought leaders, a blogosphere, and formal white papers produced by industry research groups. There is plenty of information to substantiate Sales Enablement as a tenet of sales practice in the current era. To prepare students for such a dynamic, tech-infused marketplace, TCU's Sales and Customer Insights Center has become the first university program to include a virtual playbook in the classroom to support live selling.

THE CENTER IS IN ITS FIRST YEAR OF OPERATION AND HAS A MISSION TO ADVANCE THE NEXT GENERATION OF SALES TALENT AND BUSINESS LEADERS BY PROVIDING HIGH VALUE TO CORPORATE PARTNERS, WHICH INCLUDE DEEP RESEARCH CAPABILITIES FROM FACULTY.

This year, a formidable roster of students in the Certificate in Consultative Selling program are engaged in sales exercises that are quantified in dollar figures and provide rankings alongside grade scores. The course is informed by industry and overseen by Dr. Zach Hall, Associate Professor of Marketing. The Certificate program is open to all business majors with plans to open the program to all majors starting this fall. Course assignments are market-applied and involve industry analysis, lead generation (finding potential sales targets), and customer relationship management. The Center's dedication to elevating students' abilities also includes career placement, which has an emphasis on increasing graduates' remunerative potential.

With the use of a virtual-video playbook, sales training, and live sales experience, students are shown a pathway to increase earnings and given a clear, repeated mantra—sales is present every day in nearly every career role, no matter the industry. Thus, it is important to begin mastering sales tools and customer-facing skills, even if one's early-career position does not explicitly require direct sales. With the first-ever in-class virtual playbook TCU has married technology with the timeless practices of sales. As Dr. Hall explains, "Our students will do more than build strong careers and win deals, they will lead." ▲

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SALES TECH STACK PURPOSE, COST, AND COMPLEXITY

technology help us improve our ability to sell by uncovering prospects that we may not have considered previously, and in-turn, provides awareness of a greater forecast opportunity.

CHALLENGES TO THE TECH STACK AND THE FUTURE

Most sales professionals agree that sales technology is an essential resource in their ability to identify and close deals, but the most successful also value the importance of a relationship and how that could be impacted by too much technology.

This might sound somewhat straightforward, but market realities make it much more complex and hyper-competitive. The sales tech stack landscape is crowded and fragmented into many different categories of assistance. Vendor Neutral has captured the essence of this environment in the figure below that contains roughly 40 separate segments where reps could find tech stack assistance. This very graphic evolves on a weekly basis, which makes the salesperson's job potentially more efficient, but certainly arduous in many regards, like learning multiple platforms.

IN THE END, IT'S THE SALESPERSON'S DILIGENCE AND WORKING SMARTER VIA TECHNOLOGY ASSISTANCE THAT WILL SERVE THE CLIENT AT A MORE SATISFYING LEVEL. A representative cannot simply outsource prospecting by letting marketing automation send emails to potential leads. Hope is not a strategy. A sales rep empowered with technology should outperform those without it; it's a powerful tool, when used appropriately. ▲

PICTURE THIS: THE COMPLEXITY OF THE TENURE-TRACK FACULTY MEMBER'S ROLE WHEN SERVING AS A SALES CENTER DIRECTOR

You know the phrase, "picture this." Such a phrase typically signals that what comes next is somewhat of a surprise. What we're about to share may well surprise readers who work in a corporate setting, but these results will not surprise readers who serve as university faculty.

The University Sales Center Alliance (USCA) examined sales center director activities and how they allocate their time. Our study examined the work activities for both tenure-track faculty (faculty responsible for teaching and generating academic research) and non-tenure-track faculty (faculty evaluated primarily on the basis of their teaching). While USCA sales center directors occupy both tenure-track and non-tenure-track positions, we found the results for those center directors in tenure-track positions to be particularly interesting, especially when comparing their activities to the stated requirements for tenure-track faculty without a center director role. The contrasts are set up for what might be called "balanced" schools, where the emphasis on teaching and research is balanced.

WHAT DOES A TENURE-TRACK FACULTY MEMBER DO?

In most balanced schools, a tenure-track faculty member is expected to spend approximately 40-45% of his/her time on teaching-related activities, 40-45% of his/her time on research-related activities, and 10-20% on service-related activities. When a faculty member is reviewed and considered for the tenure and promotion decision (typically after 5-6 years), all tenure-track faculty members are evaluated against the same criteria, regardless of that faculty member's administrative responsibilities. In other words, if a tenure-track faculty member is, for example, expected to have published 6-8 articles where 1-2 appear in top-tier journals, this requirement is the same for both faculty members with and without an administrative role.

When a university asks a tenure-track faculty member to serve in an administrative role such as the director of a sales center, that faculty member may be released from the responsibility of one of his/her courses with the thought that such freed-up time will cover the time spent on managing the center. In a university setting where a faculty member teaches three courses per semester, the faculty member with center director responsibilities will teach five courses while the faculty member without the administrative role will teach six courses during a typical academic year.

On the face of it, that seems like a somewhat equitable tradeoff. One semester course might

represent 12-13% of a faculty member's time. However, when we dive deeper into our data of what sales center directors actually do, the picture may not necessarily be as balanced as is initially portrayed.

TWO KEY AREAS DRIVE FACULTY TENURE EVALUATIONS: TEACHING AND RESEARCH

The data indicates that faculty heading up a sales center spend slightly less time on their teaching (35% compared with 40-45%), and that may result from the course reduction in teaching load. During the tenure review process, faculty -- regardless of administrative assignments -- are measured on the same standards for research output. However, faculty heading up a sales center must carve out time for center administration, fundraising and managing the center's financials, managing sales competitions (internal and external), advising students, and much more. In fact, our research identified a broad spectrum of activities that occupy sales center directors. The proportions of the time committed to various activities are not large; however, they do require a shift in one's focus for completion and do occupy more than the 12-13% offset by the reduced teaching load.

WHY IS THIS IMPORTANT FOR EXECUTIVES WORKING WITH SALES CENTERS?

Tenure-track faculty serving as sales center directors work diligently to satisfy their Corporate Partners and their students. At the same time, they are also working to satisfy the university's requirements to maintain their tenure-track faculty appointments. Understanding a little more about the nature of a tenure-track faculty's job can help Corporate Partners engage even more effectively with tenure-track faculty serving in sales center director roles. In fact, in what we'd call a picture-perfect world, when we speak with our Corporate Partners about the research work we are doing, they'll understand how important those conversations are to our careers. ▲



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UNIVERSITY SALES COMPETITIONS

UNIQUE EVENTS SHOWCASE THE TALENT FOUND AT UNIVERSITY SALES PROGRAMS WORLDWIDE

University sales competitions provide opportunities for professional sales students to showcase their talents while networking with fellow students and future employers. Some competitions focus on regional attendance, while others bring in international students. Competitions vary in format—from role play, team selling and speed selling to elevator pitch exercises and boot camp offerings. These events are supported by sponsoring companies who bring recruiters for career fairs and employees who serve as buyers and judges. University sales competitions are “the” premier venues for top sales organizations to meet the future generation of Sales professionals and see them in action.

It’s important to note that many universities provide internal competitions for their students throughout the year. Our redesigned 2020 Annual magazine feature lists the “major” sales competitions provided worldwide. SEF defines a major competition as one that is open to students from other universities.

Use the chart provided with the listing below to discover 22 university sales competitions held annually. Visit their websites and contact the individuals listed for details.

SEF is proud to provide this service to all our readers. We applaud each university host, student competitor and company volunteer who are truly helping to “elevate the sales profession through university education.”

COMPETITION NAME	UNIVERSITY HOST	DATE	YEAR FOUNDED	ROLE PLAY	TEAM	SPEED SELLING	CAREER FAIR	NETWORKING EVENT	AWARDS EVENT
ACSC-ARIZONA COLLEGIATE SALES COMPETITION	Arizona State University	February 2021 TBD	2016	▲	▲	▲	▲	▲	▲
BALL STATE UNIVERSITY REGIONAL SALES COMPETITION	Ball State University	November 6, 2020	2003	▲					
ESC-EUROPEAN SALES COMPETITION	University of Applied Sciences Wiener Neustadt	May 19-20, 2020	2015	▲				▲	▲
GBSC-GLOBAL BILINGUAL SALES COMPETITION	Florida International University	October 1-3, 2020	2016	▲		▲	▲	▲	▲
GREAT NORTHWOODS SALES WARM-UP	University of Wisconsin - Eau Claire	October 22-24, 2020	2007	▲			▲	▲	▲
ICSC-INTERNATIONAL COLLEGIATE SALES COMPETITION	Florida State University	November 11-14, 2020	2010	▲	▲	▲	▲	▲	▲
KSC-KEYSTONE SALES CHALLENGE	Bloomsburg University	April 7-9, 2021	2020	▲	▲	▲	▲	▲	
KU/KING'S HAWAIIAN TEAM SALES COMPETITION	University of Kansas	April 9-10, 2021	2021		▲	▲		▲	▲
NCSC-NATIONAL COLLEGIATE SALES COMPETITION	Kennesaw State University	March 2021 TBD	1998	▲	▲	▲	▲	▲	▲
NCSSC-NATIONAL COLLEGIATE SPORTS SALES COMPETITION	Mercer University	November, 2020	2019	▲	▲		▲	▲	▲
NISC-NORTHEAST INTERCOLLEGIATE SALES COMPETITION	Bryant University	November 6-7, 2020	2012	▲	▲	▲	▲	▲	▲
NSC-NATIONAL SALES CHALLENGE	William Paterson University	November 18-20, 2020	2007	▲	▲	▲	▲	▲	▲
NSSC-NATIONAL SHORE SALES COMPETITION	Salisbury University	March 25-27, 2021	2020	▲		▲	▲	▲	▲
NTSC-NATIONAL TEAM SELLING COMPETITION	Indiana University	October 21-23, 2020	2006	▲	▲			▲	
PENSACOLA PITCH COLLEGIATE SALES COMPETITION	University of West Florida	March 2021 TBD	2020	▲	▲		▲	▲	▲
PI SIGMA EPSILON PRO-AM SELL-A-THON®	Various University Locations	Check Listing	1995	▲			▲	▲	▲
RNSC-REDBIRD NATIONAL SALES COMPETITION	Illinois State University	February 25-26, 2021	2018	▲				▲	▲
SCSC-STEEL CITY SALES CHALLENGE	Duquesne University	October 2020 TBD	2017	▲			▲		▲
SELLING WITH THE BULLS INTERCOLLEGIATE COMPETITION	University of South Florida-Tampa	February 4-6, 2021	2019	▲	▲	▲	▲	▲	▲
TCCSTC-TWIN CITIES COLLEGIATE SALES TEAM CHAMPIONSHIP	University of Minnesota	March 31-April 2, 2021	2018	▲	▲		▲	▲	▲
UTISC-UNIVERSITY OF TOLEDO INVITATIONAL SALES COMPETITION	University of Toledo	February 25-27, 2021	2016	▲			▲	▲	▲
WVU PROFESSIONAL SALES COMPETITION	West Virginia University	October 17, 2020	2014	▲	▲	▲			

ACSC-ARIZONA COLLEGIATE SALES COMPETITION ARIZONA STATE UNIVERSITY

<https://wpcarey.asu.edu/marketing-degrees/arizona-collegiate-sales-competition>

Detra Montoya | Detra.montoya@asu.edu

ACSC features a sales role-play, speed selling, and a 60-second visume. The sales role-play and speed selling are tournament style competitions. Visumes (video resumes) are submitted and scored in advance. Student competitors will earn points for each competition, contributing to an overall school champion. Sales professionals serve as buyers and judges for all three competitions. Professional development for student competitors includes a career networking event and company tours prior to the competition.

BALL STATE UNIVERSITY REGIONAL SALES COMPETITION BALL STATE UNIVERSITY

<https://www.bs.edu/academics/centersandinstitutes/professional-selling>

Danielle Wheat | djwheat@bsu.edu

Deva Rangarajan | drangarajan@bsu.edu

The Ball State Regional Sales Competition is a premiere event for Ball State’s campus. This is a one-day, fast-paced mock sales role play competition that invites students from other Universities to demonstrate their talents and skills to regional and national industry leaders. This year’s competition will be held at the Ball State Alumni Center.

ESC - EUROPEAN SALES COMPETITION UNIVERSITY OF APPLIED SCIENCES WIENER NEUSTADT

<https://www.europeansalescompetition.com/>

Johannes Reiterer | johannes.reiterer@fhwn.ac.at
Alexander Eigner | alexander.eigner@fhwn.ac.at

The European Sales Competition aims at filling the gap in sales education among (under)graduate students in Europe by creating a pan-European Sales Alliance across universities and bringing European students' sales skills to the next level. The competition is held at a different university each year.

GBSC - GLOBAL BILINGUAL SALES COMPETITION FLORIDA INTERNATIONAL UNIVERSITY

<http://www.fiu-gbpc.com>

Gaby Alpizar | galpizar@fiu.edu

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. Through simulated sales call role plays and numerous networking activities, talented students can showcase their sales skills to corporate recruiters and sales executives. 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.

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

www.uwecsaleswarmup.com

Bob Erffmeyer | erffmerc@uwec.edu

Jessica Gardner | gardnejj@uwec.edu

The Great Northwoods Sales Warm-Up is the first, highly personalized, competition of the year. We invite approximately 20 universities (3 student competitors) from across the country. We take pride in the quality of sales programs attracted over the past 13 years. Our goal is for students to work hard, but also have fun along the way. Students are guaranteed to participate in two 20-minute roleplays to sponsor’s sales personnel and receive immediate feedback from the sponsor judges.

ICSC - INTERNATIONAL COLLEGIATE SALES COMPETITION FLORIDA STATE UNIVERSITY

<http://fsusalesinstitute.com/icsc/>

Chuck Viosca | cviosca@fsu.edu

Shannon Young | styoung@fsu.edu

The Collegiate World Cup of Sales is the ultimate measure of a

University sales program’s focus on overall business revenue generating skills: strategic decision-making in a Sales Management Simulation event; confidence and resilience in a Warm Calling event; relationship development skills in a Role-Play event; sales management problem solving skills in a Sales Management Case event; presentation and speech skills in a Speed Selling event and a “give back attitude” in the Community Involvement event.

KSU - KEYSTONE SALES CHALLENGE BLOOMSBURG UNIVERSITY

<https://www.bloomu.edu/keystone-challenge>

Dr. Monica Favia | mfavia@bloomu.edu

The inaugural Keystone Sales Challenge (KSC) at Bloomsburg University will be held on April 8-10, 2020. Bloomsburg has a brand new five room recording facility for the event. The KSC will have a role-play competition, a B to B Marketing Case Competition and Speed Sell. Entry fees are \$45 each and include lunch and casino night. Universities may bring more than two competitors for each event except the Case Competition.

KU/KING'S HAWAIIAN TEAM SALES COMPETITION UNIVERSITY OF KANSAS

Website to come

Kristen Helling | khelling@ku.edu

The KU/King’s Hawaiian Team Selling Competition welcomes teams of four to compete in a case study competition. Each team member will also compete in an individual speed sell round. Join the Jayhawks for an exciting competition, cash prizes, and great networking opportunities.

NCSC-NATIONAL COLLEGIATE SALES COMPETITION KENNESAW STATE UNIVERSITY

<https://www.ncsc-ksu.org/>

Terry W. Loe, Ph.D | tloe@kennesaw.edu

Mary Foster | mfoster@kennesaw.edu

NCSC is the oldest and largest university sales competition. Participants come from North America and Europe. The elimination style tournament features role-plays and five rounds of competition. Prior to NCSC, sponsors receive resumes of competitors and access to recordings post-event. The sponsor exclusive Career Fair runs Saturday and Sunday. The Final Four are announced during the informal networking event, featuring food, music and games. The Championship Round and Awards Banquet are held on the final day.

NCSSC-NATIONAL COLLEGIATE SPORTS SALES COMPETITION

MERCER UNIVERSITY AND BAYLOR UNIVERSITY'S S3 PROGRAM

<https://www.eventbrite.com/e/2020-national-collegiate-sports-sales-championship-atlanta-ga-tickets-83594269711>

Lane Wakefield | Wakefield_LT@mercer.edu

Want to work in pro sports? Seniors or grad students (only) interested in ticket sales for professional sports are invited to State Farm Arena, home of the Atlanta Hawks, to pitch in role-plays with hiring managers from the NBA, NFL, MLB, NCAA and more. This is the only sports-specific sales competition in the country. Space is limited to 20 recruiting organizations and 128 students on a first-come, first-serve basis with priority to returning universities.

NISC-NORTHEAST INTERCOLLEGIATE SALES COMPETITION BRYANT UNIVERSITY

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

Dr. Stefanie Boyer | sboyer@bryant.edu

Kathy Stichel | kstichel@bryant.edu

Join us! The NISC prepares students for sales careers by providing individualized, immediate feedback from sales professionals during the tournament-style four-round sales competition (5 compete per school), social media competition, and multilingual elevator pitch competitions in English, Spanish, French and Chinese. Try improv-training to promote adaptive selling and celebrate with your new friends Friday evening. Up to three complimentary hotel rooms provided Friday for 25 universities.

NSC-NATIONAL SALES CHALLENGE WILLIAM PATERSON UNIVERSITY

<https://rbisaleschallenge.wpunj.edu>

Lisa Wright | wrighte@wpunj.edu

NSC is a 3 day competition that includes role plays and speed selling; judged by business executives in the sales industry. The competition is held at the state-of-the-art Russ Berrie Institute for Professional Sales Labs. Sponsored by leading corporations, the event also features table talks and corporate presentations, and a boot camp conducted by senior sales executives in a small group interactive setting.

NSSC-NATIONAL SHORE SALES COMPETITION SALISBURY UNIVERSITY

www.salisbury.edu/nssc

Dr. Amit Poddar | [masmi@salisbury.edu](mailto:masaki@salisbury.edu)

Ms. Christa Hughes | [masmi@salisbury.edu](mailto:masaki@salisbury.edu)

The National Shore Sales Challenge (NSSC) the biggest sales championship in the Mid-Atlantic region would host up to 45 universities in 2021. The sales competition has three role play rounds and a very unique cold call wild card round. Along with an evening mixer at the biggest bayside dance club on the east coast the competition provides a travel subsidy to each team and also hotel rooms for the duration of the competition (conditions apply).

NTSC-NATIONAL TEAM SELLING COMPETITION INDIANA UNIVERSITY

gokelley.iu.edu/ntsc

Sonya Dunigan | ntsc@indiana.edu

NTSC is a premier team selling competition that attracts undergraduate sales students from America's leading universities who wish to pursue high-level, complex sales careers. Teams compete in two rounds of role-play with a final presentation pitch from top three schools. Atria and 3M develop the case, role-play as buyers and senior management, and serve as judges. Cash prizes: 1st place \$3,000, 2nd place \$2,000, 3rd place \$1,000. Two networking receptions are included for all participants.

PENSACOLA PITCH COLLEGIATE SALES COMPETITION UNIVERSITY OF WEST FLORIDA

<https://uwf.edu/cob/the-pensacola-pitch/pensacola-pitch/>

Jim Sparks | cfe@uwf.edu

The Pensacola Pitch Sales Competition is available to undergraduate students and features cases from real businesses looking to hire the best up and coming sales people in the country. Each two person team has 20 minutes to present as if they are sales representatives from the case company. Finalists are given a "twist" and have to adjust their presentation based on the new information and present again to a new group of judges.

PI SIGMA EPSILON PRO-AM SELL-A-THON® REGIONAL COMPETITIONS HELD AT DIFFERENT UNIVERSITIES

<https://www.pse.org/our-services/pro-am-sell-a-thon-2/>

Joan E Rogala, IOM, CAE | joan.rogala@pse.org

The Pro-Am Sell-A-Thon® is one of the largest sales competitions in the nation. This year-long competition is hosted at PSE's Fall Regional Conferences and National Sales & Marketing Convention in the spring. Students are encouraged to compete as early as their freshman year to begin building life skills that will serve them throughout their academic and professional careers. The competition is made possible through the generous support from Carew International, Liberty Mutual, Vector Marketing and UPS.

RNSC-REDBIRD NATIONAL SALES COMPETITION ILLINOIS STATE UNIVERSITY

<https://business.illinoisstate.edu/psi/rnsc/>

UNIVERSITIES CONTACT: Duleep Delpchitre, dsdelp@ilstu.edu

COMPANIES CONTACT: Michael Boehm, mboehm@ilstu.edu or 309-438-2954

Meet up to 54 amazing sales students from 18 sales programs from around the country. Be a mock buyer or be a Judge in four sales role-play rounds. You determine the winner! These students are prepping

for the NCSC so here's your chance to meet them before NCSC. Plus, you'll meet 25+ Illinois State University Sales Excellence Academy student volunteers who are great candidates for your internship program.

SCSC-STEEL CITY SALES CHALLENGE DUQUESNE UNIVERSITY

<https://www.duq.edu/academics/schools/business/undergraduate/minors/sales/2019-steel-city-sales-challenge>

Ryan Luchs | luchsr@duq.edu

Paul Caswell | caswellp@duq.edu

Registration is limited to 30 students who will compete in a preliminary sales role-play competition round. Top scorers will move on to a final sales role-play round. Experienced sales professionals will serve as judges and evaluate student sales role-plays. There is an added incentive for the students to participate and perform. In addition to building their sales skills, up to \$5,000 in scholarship prizes will be awarded.

SELLING WITH THE BULLS INTERCOLLEGIATE COMPETITION UNIVERSITY OF SOUTH FLORIDA

<https://www.usf.edu/business/centers/marketing-sales-innovation/competition.aspx>

Rob Hammond | rwhammond@usf.edu

Selling with the Bulls: Intercollegiate is the "Toughest Test in Sales Education". The community engagement event features competitions in networking, cold call prospecting, elevator pitch, and field sales. The competition is hosted by the Center for Marketing and Sales Innovation at the University of South Florida in Tampa, FL. Teams of four students compete for individual and team awards in all events and all rounds over an action packed 30-hour experience.

TCCSTC - TWIN CITIES COLLEGIATE SALES TEAM CHAMPIONSHIP UNIVERSITY OF MINNESOTA

<http://csle.umn.edu/competition/page/>

Todd Williams | toddwms@umn.edu

The Twin Cities Collegiate Sales Team Championship is designed to provide Collegiate Sales Teams a unique opportunity to compete on a team basis. In addition to providing a great learning experience for students; this competition provides great value to universities by having six student competitors with a guarantee of a minimum of three role play experiences, and a career fair with the top companies looking for sales professionals.

UTISC- UNIVERSITY OF TOLEDO INVITATIONAL SALES COMPETITION UNIVERSITY OF TOLEDO

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

Deirdre Jones | deirdre.jones@utoledo.edu

UTISC is the nation's first and only national sales competition to focus exclusively on juniors, sophomores, and freshmen and hosts 36 universities. UTISC 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! UTISC also includes three Coaching/Interviewing sessions that pair the competitors, alternates, and peer coaches with sponsors. Resumes and contacts sent two weeks in advance.

WVU PROFESSIONAL SALES COMPETITION WEST VIRGINIA UNIVERSITY

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

Dr. Emily Tanner | emily.tanner@mail.wvu.edu

Our emphasis is on development...helping you become a better sales professional. Contestants receive one on one feedback from the judges with the goal of providing students with substantive and constructive feedback. ▲



THE MYTH: SALES PIPELINES ARE FOR FORECASTING

TRUTH: For most sales forces – and especially B2B – revenue forecasts are derived from sales pipelines. However, the pipeline is much more than a forecast machine... Rather, it's the best coaching tool in a sales manager's possession. By examining a sales pipeline, you can learn much about your sellers. Do they have the skills to move deals from stage-to stage through the sales cycle? How good are they at qualifying (and disqualifying) leads? Do they focus too much on specific customers? Do they avoid selling certain products? Do they engage the resources required to win deals? If you're spending your weekly meetings discussing deal sizes, win percentages, and close dates...You're forecasting. Instead, use your sales pipeline for the more important stuff...Coaching.

THE MYTH: YOU SHOULD ONLY COACH YOUR MIDDLE PERFORMERS. OR BOTTOM PERFORMERS. OR TOP PERFORMERS.

TRUTH: The debate continues to rage over who should receive top priority when it comes to sales coaching. Should you spend your precious coaching hours with your middle performers who have a baseline of skills to improve? Should you coach your bottom performers who have the most to gain? Should you coach your best sellers to supercharge their performance? The answer is: None of the above. In reality, you should coach the sellers you deem to be coachable. No matter where they are on the sales board, some people will reject coaching while others will embrace it. If you want your coaching to have the greatest impact, focus it where it will be received willingly and actually make a difference. When it comes to sales coaching, choose your battles to increase your victories.

THE MYTH: WE SHOULD PROMOTE OUR BEST SALESPEOPLE TO MANAGERS.

TRUTH: The logic makes sense. Great salespeople should become great sales managers. They are model sellers, and their insights should allow them to replicate their standout performance across an entire team of salespeople. The only problem? It rarely works out that way. If you've been in sales long enough, you've seen a star salesperson promoted to manager only to struggle in their new role. The truth is, the skill set required to be a rock star seller is quite different from that to be a rock star coach. Sales managers play a variety of roles: leader, follower, mediator, mentor, financial analyst, IT director, administrator, and probably a dozen other. You need to view the front-line sales manager role as a totally different role. It's not a linear promotion up through the ranks; it's a totally distinct gig with totally different demands. Assess what skills are needed in your sales managers, and then search for a competent salesperson who's up to the tasks.

THE MYTH: COFFEE IS FOR CLOSERS ONLY.

TRUTH: Coffee is for everyone.

KEEP IN MIND—

your local university sales program may offer sales research to help you debunk your own sales myths. Use our 2020 Top Sales Programs listing to find a university program near you.



JASON JORDAN
Director of Research, SEF



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