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2022 TOP UNIVERSITIES FOR PROFESSIONAL SALES EDUCATION

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



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Spanning The Globe*

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SEF thanks the members of our **Advisory Board** who continue to provide insights and support for our efforts.

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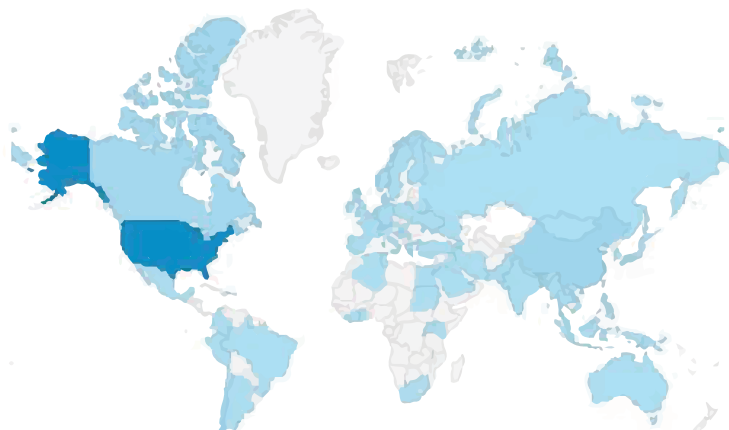


The **Sales Education Foundation's website**

receives visitors from all over the world.

While many come to our site to learn more about SEF, most are there to view each year's SEF Annual and the listing of universities offering some type of Professional Sales education.

This map illustrates the many countries where visitors live and work.



The **United States** contains our largest group of visitors averaging **over 80%**.

During **2021**, the website received nearly **14,000** visitors.

Website visitors came from **+140 countries**.

www.salesfoundation.org

from the editors

OUR 16TH EDITION FOCUSES ON PROFESSIONAL SALES AROUND THE GLOBE



MARTY HOLMES
Executive Director



SALLY C. STEVENS
SEF Co-Founder

This year's edition features interesting insights from practitioners and academicians located in North America and AMEA. Our feature article, *A Sales Education Journey Around the Globe*, enables readers to gain an understanding of the unique educational opportunities and lack thereof, from universities around the world. In another internationally focused article, our guest authors explore *Thinking Globally*, offering a unique perspective from international sales professionals. As the role of professional sales is expanding our guest authors note there is still a lack of recognition on the importance Sales places within the international business and educational communities.

Within the pages of this year's edition, you will also find two articles on university sales competitions, one from our European colleagues on their unique competition and another from colleagues who run a bilingual competition. Other articles provide insights on sales enablement, the role of the Customer Success Manager and relationship selling. Our Sales Myths Debunked feature has been expanded to include multiple myths from five SEF Board members.

The focus of our SEF Annual has never changed—the list of universities offering Sales education opportunities to their students. Our very first publication in 2007 listed 27 universities. Fast forward to 2022's listing featuring over 200 universities. This year we acknowledge the differences between universities and colleges, both offering their students educational opportunities. Our annual survey allows us to collect, analyze and share the data submitted by these institutions who provide high-quality professional sales education to their students. Explore the information and connect with the individuals listed to learn what each unique program is doing to elevate the sales profession.

We thank those involved in professional sales education—whether an educator, administrator, professional or corporate sponsor. 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 16th edition!

A handwritten signature in black ink that reads "Marty Holmes".

Marty Holmes

A handwritten signature in black ink that reads "Sally C. Stevens".

Sally C. Stevens

A stylized globe with a network overlay. The globe is rendered in a light blue color, showing latitude and longitude lines. Overlaid on the globe is a network of white dots connected by thin white lines, creating a digital or data network effect. The background is a dark blue gradient with a subtle pattern of white dots and lines, similar to the network overlay.

a
sales
education
journey
around
the
globe

The sales role is one of the most common positions in the world, but options for university education in sales are limited and, in many parts of the world, non-existent. Although availability and interest in university-level professional sales studies has grown in recent years, there is still great variability. Some universities have developed sales education programs that prepare students to take a professional selling or sales management position on graduation, but these programs are in the minority.

Development of these programs are hindered by the stigma of salespeople, lack of culturally specific content, resource constraints, and the belief that sales programs don't belong at the university-level. We will take a brief journey to explore examples from every continent to provide a sense of the current state of sales education around the globe and the challenges that limit its growth.

University sales curricula were first developed in the United States and the very first sales centers were started around three decades ago. In 2021, the Sales Education Foundation (SEF) reported 200 universities in the United States have some sort of sales program, 37 of them with full sales majors.

Several organizations, such as the SEF and the University Sales Center Alliance (USCA), were started to help fledgling sales programs and promote best practice in educating students for sales positions. "Developing sales education faced many challenges within and outside of the USA. We still do. But having institutionalized resources and mentoring to help new programs has made a lot of difference in the States," according to Andrea Dixon, Past President of USCA. "It's easier than it was 25 years ago. We're not completely there, but we have made progress in overcoming barriers like stereotypes, lack of respect, and limited resources. With American universities putting a spotlight on the sales area more than 30 years ago, we are now able to spark similar conversations on these same issues in other parts of the world."

In 2006, Haaga-Helia University of Applied Sciences in Helsinki began development of the first European sales major with support from the University of Toledo. The two universities sponsored a conference to gather colleagues from the United States and Europe to discuss what, if anything, was happening in sales education in Europe. This first gathering led to the creation of the Global Sales Science Institute (GSSI), dedicated to promoting

sales education around the world, and holding annual conferences on five continents over the past 15 years.

Growth in USA-based programs, institutionalized through organizations like SEF and GSSI, led to new programs in other locations. With lessons learned from development in the United States, European programs grew more quickly. Today, several European universities have professional selling and sales management degrees, and many others are offering sales courses as a part of their curricula. Interestingly, most sales programs are offered at universities of applied sciences; fewer science-based universities teach sales.

To clarify, there are two different kinds of universities in Europe: universities of applied sciences and science-based universities. Universities of applied science focus on close collaboration with

companies and teach practical skills to students. Science-based universities focus on sales management and on teaching managerial issues rooted in academic research.

Though academic research underlies the education at both types of universities, universities of applied science are more practically oriented and skill-based; whereas science-based universities are more theoretical and, well, scientific. Given the practical nature of the selling profession, sales curriculum has

proliferated more rapidly at universities of applied science.

Examples of applied science programs can be seen in Austria. According to Professor Margarethe Überwimmer, University of Upper Austria, some universities of applied sciences focus on both B2B marketing and sales, some only on B2C selling, and still others teach international business and sales. Most programs are taught in German, but there are also programs taught in English. The University of Upper Austria is a forerunner with its international degree opportunity for Global Sales and Marketing. It is taught in English and collaborates closely with universities around the globe for exchange semesters.

In addition to the growing number of undergraduate degrees in sales, master's programs in sales-related disciplines have also

We're not completely there, but we have made progress in overcoming barriers like stereotypes, lack of respect, and limited resources. With American universities putting a spotlight on the sales area more than 30 years ago, we are now able to spark similar conversations on these same issues in other parts of the world.

**ANDREA DIXON,
Past President of USCA**

continued on page 4

taken root in Europe. In Finland, there is a master's program at the University of Eastern Finland, a science-based university, focusing on International Business and Sales Management; as well as at Tampere University of Applied Sciences, which offers both bachelor's and master's programs for International Selling and Sales Management. The University of Applied Sciences, Upper Austria, offers a program for Master of Global Sales and Sales Management.

While sales education has made great strides, barriers to growth and geographic expansion abound. To truly capitalize on the full potential, we need to address sales stereotypes, add to our scholarly knowledge of selling in different parts of the world, legitimize the scholarly study at higher levels, and increase resources, especially qualified faculty.

There are also universities in Europe that focus on sales education within engineering degrees. Both Aalen University in Germany and Turku University in Finland teach sales engineers. These programs are important to Europe as selling is often based on export rather than traditional sellers. Complex service selling needs teamwork and close collaboration with technical experts. Increasingly these non-traditional sales team members, such as engineers, are part of sales teams providing solutions for customer challenges. Offering both master's degrees and context-specific sales education in Europe leads similar efforts in the USA and seems to be driven by unique factors in Europe.

There is still room for improvement in Europe. Though common to have marketing-focused programs at the universities of applied sciences and science-based universities, opportunities for students to choose sales as a major or degree remain limited and, in some areas, are not available at all.

Despite Germany's initiatives for sales education in some engineering degrees, Professor Stefan Wengler, Hof University, says that sales education is still underrepresented there. The focus of most universities is still more on marketing than on sales. Hof University offers no dedicated sales program. However, Wengler sees that the amount of sales education is growing in Germany, both at universities of applied sciences, as well as at the science universities. "We need truly international programs that cater to the interconnectedness of markets as well as provide sales managers the necessary directions for how

to manage the digital transformation in sales." Wengler noted "People too often jump from digital tool to digital tool hoping for some improvements. They do not understand that selling needs to be looked at from a broader perspective before implementing necessary tools."

Italy is an example where programs haven't been systematically developed yet. Professor Silvio Cardinali, Marche Polytechnic University, says that sales education at Italian universities is still in the early stages of development. Courses are limited to B2B marketing and Key Account Management, although most bachelor's programs do not include sales topics. Based on his knowledge, students do not have the option to choose sales programs at the state universities because there aren't any.

The only limited options are marketing and sales programs available at some of Italy's private business schools. Cardinali admits that there is a mismatch with the labor market's requirements and the offering at the universities. He is, however, hopeful that there will be sales programs in Italy in the not-so-distant future.

Portugal is similar. As Professor Jorge Gomes, ISEG, School of Economics and Management in Lisbon, explains, sales education is not well-developed there. As far as he knows, there is no degree associated with professional selling. ISEG offers only a short executive education course focused on B2B selling.

CEO Sergi Ramo from Growz Consultants, from Spain, shared similar thoughts. He believes that selling is not taught at the universities because graduates do not appreciate it. Ramo knows what he is talking about. He works both as a sales teacher and as a sales consultant at his consultancy company.

In Europe, the main barrier to advancing the number of sales programs seems to rest predominantly with the universities' understanding of the importance of sales for future business. As we move toward increased selling on digital platforms and doing sales in international, complex environments with the help of different digital tools and technologies equipped with artificial intelligence, the need for more faculty with an understanding of how to sell grows. We need more opportunities to develop faculty who study and research selling and sales management, as well as how selling is linked to marketing and strategy.

Sales education in other parts of the world is less developed. At one extreme, colleagues in Japan report no development in sales education. According to Kenichi Hosoi, Professor at Hiroshima University of Economics, "We have no sales coursework. Students may learn about sales as a part of marketing, a textbook chapter or a mention by a guest speaker. If sales-related coursework were introduced, it could be cutting edge. The problem is nobody intends to provide the opportunity to learn about sales." Hosoi says companies view students as a commodity and prefer to do their own sales training.

Similar reports come from the Middle East, where preliminary efforts to encourage development of B2B sales education were being promoted prior to the pandemic. However, efforts are now

stalled. According to Professor Piotr Kwiatek, formally of the American University of the Middle East, there are no sales programs in Kuwait. “Sales education at the university level is limited to some courses or topics within courses in the marketing, HRM, and new venture areas. There is some vocational training in sales available, mainly through (short) diploma courses delivered through licensed western educational institutions.

The situation is better, though not developed, in other parts of Asia. In India, post-graduate management programs are two-years. Sales courses are offered as electives. Still, specialized sales programs are hardly evident in top-tier business schools.

G. Sridhar, Professor in Marketing, Indian Institute of Management, Kozhikode notes that “Sales education in post-graduate management course is still in its infancy despite having a good and large salesforce in the country.” He adds further, “Selling in India is different in rural and urban markets. Rural markets have 70% of the country’s population and are geographically scattered. These markets are different on economic, social and cultural parameters. This poses the challenge of optimizing cost to serve and requires a different selling approach. The urban markets are densely populated and are akin to other markets in the world.”

Dr. Sridhar feels that most sales education in India is based on western findings. “There is a need for indigenous knowledge to be accumulated, classified and disseminated. As of now, such knowledge is in anecdotal form. It is high time that there is a concerted effort to enrich the understanding of sales, specifically the Indian way of selling.”

In China, Jianguo Wang, Program Director for the Joint Sales Degree at Zhejiang University of Finance and Economics (ZUFE) claims that sales education is virtually non-existent as a major at the university level in favor of technical or trade school offerings. However, there are some courses taught at universities. Some students start their sales-related programs in the business innovation parks on campuses. Wang commented “In my opinion, practical selling skills are cutting edge and should be taught in China.” According to Wang, this belief is behind ZUFE’s joint degree program in professional sales with the University of Toledo. Wang claims it is the only program of its kind in China.

Overall, University-level sales education in Asia seems hindered by lack of context-specific knowledge and of the failure to recognize the need for university-level coursework.

In Australia, Associate Professor Joona Keranen, Acting Deputy Dean (R&I) for the Graduate School of Business and Law at the RMIT University, notes that sales higher education in Australia and New Zealand “seems to be behind European and USA counterparts. Most universities tend to offer only one basic or general course on sales management, or embed sales management into marketing management programs, but no specialized sales programs, centers or majors seem to be available.” He believes “this is especially visible at the industrial selling level, which is (re)gaining momentum in sales higher education elsewhere in the world.”

According to Vincent Onyemah, Associate Professor of Sales at Babson College, who has close connections to Africa and is originally from Nigeria, sales “still has no decent home in the business curriculum of most Universities in Africa. It is rare to find courses on sales at the undergraduate and graduate level. For example, at the Lagos Business School (Pan Atlantic University), there is no standalone course on professional selling and sales management. Rather, sales is taught as part of business-to-business marketing. However, the school offers 2–3 days open enrollment workshop on sales management a few times a year.”

Generally, across the continent of Africa, it is common to refer to salespeople as marketers, so the need for sales education is less obvious. Besides, most believe it can be learned on the job. Higher education in sales in Africa also remains hindered by the stigma associated with the career.

Sales education is also in an embryonic stage in South America. According to Jorge Bullemore, Associate Professor and Academic Director of Executive Education, at the Universidad del Desarrollo, “for example, the business area of my university is one of the only universities in my country that has two elective courses in sales at the end of the studies. Without a doubt, there is a lot to move forward and do in Chile and in South America.”

At universities in Chile, sales can be offered as a short course or executive education certification. Bullemore’s university offers two certifications that last approximately five months each, and two short courses. Bullemore suggests “In my opinion, we have to continue increasing the quantity and quality of teachers, who have both solid academic training and practical experience in sales.”

While sales education has made great strides, barriers to growth and geographic expansion abound. To truly capitalize on the full potential, we need to address sales stereotypes, add to our scholarly knowledge of selling in different parts of the world, legitimize the scholarly study at higher levels, and increase resources, especially qualified faculty.

Institutions like Sales Education Foundation, USCA, and GSSI, among others, are likely the best way to continue to reach new markets for sales education and to mentor new colleagues to grow the programming at their own locations around the world. Local businesses can help by promoting their need to hire well-prepared students from their local universities. △



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SEF

RESEARCH GRANTS CONTINUE TO YIELD PRACTICAL INSIGHTS



JASON JORDAN
Director of Research, SEF



IT'S THAT TIME OF THE YEAR... LET'S TALK SALES RESEARCH!

Each year for more than a decade, the Sales Education Foundation has awarded research grants to university researchers who strive to advance the discipline of sales. Through their practical research into sales-related topics, they produce actionable insights for both salespeople and sales leaders. In 2021, we awarded grants to two teams of researchers to investigate the impacts of machine learning and home-based work on the sales performance. Also in 2021, a group of 2020 research grant recipients had their completed research project published in *International Journal of Research in Marketing*. Below is an overview of the insights that research yielded.

SHOUT THE GOOD THINGS, SQUASH THE BAD

There are many things that influence the performance of a sales force—some formal, some informal. In their paper *A Measurement Model of the Dimensions and Types of Informal Organizational Control: An Empirical Test in a B2B Sales Context*, Stacey L. Malek of Erasmus University in the Netherlands, Shikhar Sarin from Boise State University, and Bernard J. Jaworski of Claremont Graduate University explore the impact of informal 'controls' on a salesperson's job satisfaction and performance.

Formal controls in a sales force are things like sales processes, incentive plans, quotas, and metrics. These are the traditional management tools that add structure and accountability to a



sales team. Informal controls are the softer side of a sales organization like self-motivation, culture, and social norms. Malek, Sarin, and Jaworski discovered that the largest influencers of a salesperson’s job satisfaction and performance were the rewards and punishments that were self-imposed or imposed by the sales force’s culture.

Self-rewards are things like personal satisfaction and pride that you feel when you achieve a milestone or master a task. Self-punishments are the opposite feelings like loss of self-esteem or feelings of failure when you let yourself down. These rewards and punishments are very personal in nature, so the impact of them is obviously strong. Self-rewards led to improved enjoyment and performance on the job, while self-punishments accomplished the contrary.

Cultural rewards are things like receiving approval by your peers or feeling a sense of membership. Examples of cultural punishments could be the disapproval of your colleagues or hostilities experienced in the workplace. As you might expect, these rewards and punishments were also very strong influencers of satisfaction and performance. Cultural rewards increase both job satisfaction and performance, while cultural punishments diminished them.


The managerial implications from these findings are simple, but important. In the words of the researchers, “Managers may want to inspire salespeople to focus on and celebrate their successes and use failures largely as a learning opportunity without overtly negative reactions. Sales managers might also consider tackling cultural punishments head on by speaking up when workers attempt to stereotype or pigeonhole salespeople based on their past transgressions. By speaking out on undesirable norms, managers also help shape the culture of the organization.”

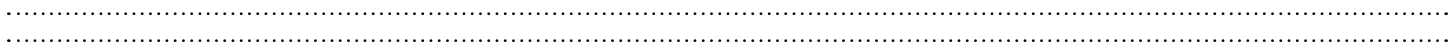
There you have it... Amplify the good things and tackle the bad. Over time, self-perception and cultural norms will elevate both

the satisfaction and the output of your sales team. Everything will be just a little bit better.

STAY TUNED

If you are involved in Sales, we encourage you to continue paying close attention to the great insights being uncovered by the community of university sales researchers. We encourage researchers to look for additional resources for funding. SEF provides two annual research grants.

Visit the Sales Research page of the SEF website for more on grants and published research (<https://salesfoundation.org/elevating-sales/sales-research/>) 



Sales Enablement: Enabling Sales Teams, Sales Conversations, and Market Shares



JOËL LE BON, Ph.D.
Johns Hopkins University

Sales Enablement is an organization's strategic, cross-function effort and ongoing process to support sales teams by leveraging capabilities and resources to provide training, education, knowledge, tools, and technology throughout the sales process and customer journey. Sales enablement integrates marketing, sales, operations, customer success, human

resources, training, and information technology for go-to-market alignment, and business growth. As sales enablement is one of the fastest-growing roles in corporate sales, its very purpose and evolving practices makes it a function of significant importance in the ever-transforming world of sales.

The main complexities of sales enablement pertain to (a) its increasing importance and sales teams' demand for support, (b) its collaboration with multiple organizational functions and accountability, and (c) the effective creation and dissemination of resources and content. Sales enablement leaders also need to carefully draw on capabilities, evolving in-demand skills and technologies to adapt and deploy sales enablement operations to their organizations' specific challenges.

Regarding the increasing importance of sales enablement and sales teams' demand for support, recent research from Forrester found that high-performing organizations increased their sales enablement budget by an average of 25% versus 12% for low-performing organizations. Further, within high-performing organizations, sales enablement supports about 17% more of the sales teams, and averaged a better ratio of the Full Time Equivalent (FTE) number in sales enablement to the FTE number in sales (i.e., about 1 sales enablement FTE per 36 full-time sellers versus 1 per 49 for low-performing organizations). Such figures show the pervasive importance and impact of sales enablement in organizations today.

Sales enablement collaboration with multiple organizational functions and accountability is of the essence due to required cooperation with the involved stakeholders. One of the key questions organizations face relates to the sales enablement reporting structure and span of responsibilities. As customer-facing roles are becoming more complex, high-performing organizations maintain sales enablement as a sales function rather than a marketing function, while making it report more effectively to sales leadership rather than marketing, human

resources, training, or business unit leadership. Sales enablement organizational responsibilities and accountability is also particularly essential for global organizations where local regions, customers, thus sales teams entail market adaptation. Notwithstanding wherever sales enablement is practiced in the world, it is critical for the function to receive support, especially in terms of resources and investment. This may be one of the most significant factors of success to establish a sales enablement culture within an organization and ensure sales enablement success. High-performing organizations accomplish this by having for example a charter of political support and accountability at the very top management level.

Sales enablement's effective creation and dissemination of resources and content require organizations to build enablement engagement models, key performance indicators, and measures of impact. However, such an endeavor is not an easy task due to the multidimensional aspects of sales enablement. Sales enablement resources and content indeed involve training, learning, intelligence, knowledge, best practices, technology, tools, and deal support throughout the sales process and customer journey. High-performing organizations measure sales enablement performance and impact at different levels, and points of time. For example, at the training and learning level, interesting metrics relate to onboarding effectiveness and time-to-first deal, time-to-productivity, and certification completions. At the intelligence, knowledge, best practices levels, metrics may be content consumption, content shared, and attribution reporting. At the technology, tools, and deal support level, performance indicators are for example technology adoption and usage, pipeline generation, lead-to-customer conversion, compared quota attainment, win/loss rates and revenue increase among sellers while benefiting from enablement. Most importantly, leading organizations and sales enablement executives constantly A/B test and measure against control groups, tweak and adjust, and are prepared to make the necessary changes. In the end, the bottom line remains for sales enablement to support, develop, and accelerate the growth of people, organizations, and sales.

Indeed, sales enablement is about turning knowledge into shares of mind to turn sales conversations into market shares. ▲

SEF BARBARA GIAMANCO MEMORIAL SCHOLARSHIP

Scholarship created to financially support and encourage current female university sales students

Barbara Giamanco made an impact on professional selling. She was passionate about advocating and supporting women role models in B2B sales. She was a successful sales professional in the technology sector and blazed a trail for other women to follow in her footsteps. In addition to launching her own sales consulting firm, she launched an award-winning podcast called, *Conversations with Women in Sales* and interviewed more than 70 women over a two year period. Barb was known globally as a Top Influential Leader, Speaker, Blogger and Expert in Sales, Leadership, Social/Digital Selling and Marketing and Business by Top Sales World, LinkedIn and others. Tragically, Barb passed away in May 2020.

The Sales Education Foundation is honored to support this annual scholarship award program in Barbara's memory. We are proud to recognize our eleven SEF Barbara Giamanco Memorial Scholarship recipients for 2021.



Chloe Cunningham, University of Cincinnati

Annabella Figueroa, University of New Mexico

Ann Marcelle Lafranca, Louisiana State University

Karie Lenard, University of Minnesota Duluth

Shelby Lewis, University of Central Florida

Anna Marie Martino, University of Cincinnati

Kate Matthews, Middle Tennessee State University

Riley Melvin, University of Central Florida

Kaitlynn Nelson, University of Central Florida

Allie Tipton, Oklahoma State University

Emma Zupo, University of New Hampshire

These young women represent the future. They attend university sales programs, study the science of professional sales and excel in their various courses. They represent the high quality sales education being taught at +175 universities in the US.



Donations to the **SEF Barbara Giamanco Memorial Scholarship** are ongoing. You can contribute to this important outreach. No donation is too small and 100% of donations go toward the scholarship fund. To donate visit the **SEF webpage**: salesfoundation.org/the-sef-barbara-giamanco-memorial-scholarship-fund/

2022 SEF TOP UNIVERSITIES FOR PROFESSIONAL SALES EDUCATION

TOP NORTH AMERICAN UNIVERSITIES

	ONLINE COURSE	SPECIALTY AREA	CRM	SALES INTERNSHIP REQUIRED	TOTAL FACULTY	% OF JOB PLACEMENT	HAS A SALES LAB
Appalachian State University			▲		7	90	▲
Arizona State University	▲		▲	▲	5	N/A	
Arkansas State University	▲	▲		▲	3	99	▲
Auburn University	▲		▲		7	60	
Aurora University			▲		3	75	
Ball State University	▲		▲		6	95	▲
Baylor University	▲		▲	▲	5	100	▲
S3 @Baylor University		▲	▲	▲	2	100	▲
Bentley University			▲	▲	2	100	
Bloomsburg University			▲	▲	3	95	▲
Bowling Green State University	▲				3	90	▲
Bradley University					3	100	▲
Brigham Young University					3	95	
Bryant University		▲	▲	▲	1	99	▲
Butler University		▲			2	95	
California Polytechnic State University, San Luis Obispo		▲	▲		3	95	N/A
California State University, Chico		▲	▲		8	100	▲
California State University, Fullerton		▲	▲		6	80	
Catholic University of America (The)		▲			4	95	
Central Michigan University		▲	▲	▲	5	95	▲
Clemson University	▲	▲			5	100	▲
Cleveland State University			▲	▲	4	N/A	▲
Colorado State University	▲				4	N/A	
DePaul University	▲	▲	▲		19	97	
Duquesne University	▲	▲	▲		19	N/A	▲
East Carolina University	▲		▲		3	N/A	▲
Eastern Kentucky University	▲		▲		6	90	
Eastern Michigan University		▲			6	85	▲
Elon University					5	100	▲
Ferris State University	▲		▲		3	N/A	
Florida Gulf Coast University					2	N/A	▲
Florida International University	▲		▲		3	90	▲
Florida State University			▲	▲	5	100	▲
Georgia Southern University	▲		▲		3	95	▲
Georgia State University	▲	▲			1	80	
High Point University	▲	▲			12	100	▲
Hodges University	▲				7	N/A	
Husson University	▲	▲		▲	2	100	
Illinois State University	▲				4	98	▲
Indiana State University	▲	▲	▲		4	98	▲
Indiana University	▲		▲	▲	4	100	▲
Indiana University Southeast	▲	▲			3	80	▲
Iowa State University					5	N/A	▲
James Madison University			▲		5	99	▲
Kansas State University	▲		▲	▲	8	99	▲
Kennesaw State University	▲		▲		6	99	▲
Kent State University	▲	▲		▲	4	99	▲

TOP NORTH AMERICAN UNIVERSITIES *continued*

	ONLINE COURSE	SPECIALTY AREA	CRM	SALES INTERNSHIP REQUIRED	TOTAL FACULTY	% OF JOB PLACEMENT	HAS A SALES LAB
La Salle University				▲	4	100	▲
Liberty University	▲	▲	▲		1	N/A	
Louisiana State University		▲			5	100	▲
Marian University			▲	▲	3	100	▲
Marquette University	▲	▲	▲		2	100	
Marshall University					2	N/A	▲
Metropolitan State University of Denver	▲		▲		5	98	▲
Michigan State University	▲		▲	▲	6	100	▲
Middle Tennessee State University	▲				5	90	▲
Missouri State University	▲				3	90	▲
Nicholls State University		▲			1	80	▲
North Carolina A&T State University		▲	▲		3	90	▲
North Dakota State University		▲	▲	▲	4	95	▲
Northern Arizona University	▲	▲	▲		4	N/A	▲
Northern Illinois University	▲	▲	▲		5	100	▲
Northern Kentucky University	▲	▲			4	N/A	
Northwest University				▲	N/A	100	
Ohio University			▲	▲	7	100	▲
Oklahoma State University	▲		▲		5	99	▲
Old Dominion University	▲				6	70	▲
Oregon State University	▲				3	100	
Pace University		▲	▲		4	98	▲
Penn State University Harrisburg					4	70	
Plymouth State University		▲			4	95	▲
Point Park University	▲		▲		4	90	▲
Purdue University			▲	▲	7	100	▲
Purdue University Northwest			▲		3	80	▲
Robert Morris University			▲		2	85	▲
Ryerson University		▲			4	N/A	
Saint Cloud State University	▲				6	99	▲
Salisbury University				▲	5	95	▲
Samford University			▲	▲	2	100	▲
San Diego State University		▲	▲		8	40	▲
Sonoma State University					1	N/A	
Southeast Missouri State University	▲	▲			2	N/A	▲
Southeastern Louisiana University			▲		3	95	▲
Southern New Hampshire University	▲		▲		5	100	▲
St. Ambrose University	▲			▲	4	99	▲
St. Catherine University		▲	▲	▲	4	90	
Stetson University					3	100	▲
Susquehanna University					3	N/A	
Temple University					12	N/A	
Texas A&M University			▲		6	97	▲
Texas Christian University					5	100	▲
Texas State University			▲	▲	4	100	▲
The Citadel			▲		7	99	▲
Tuskegee University					3	80	

TOP NORTH AMERICAN UNIVERSITIES *continued*

	ONLINE COURSE	SPECIALTY AREA	CRM	SALES INTERNSHIP REQUIRED	TOTAL FACULTY	% OF TOP PLACEMENT	MBA SALES LAB
University of Akron	▲			▲	4	100	▲
University of Alabama			▲		7	100	▲
University of Alabama Birmingham	▲		▲		4	90	▲
University of Arkansas at Little Rock	▲		▲		2	95	▲
University of Central Florida					4	100	▲
University of Central Missouri	▲				2	N/A	▲
University of Central Oklahoma	▲				6	95	▲
University of Cincinnati	▲	▲			12	100	▲
University of Colorado Denver	▲		▲		6	65	
University of Connecticut	▲	▲	▲	▲	2	N/A	
University of Dayton		▲			5	97	▲
University of Delaware					6	95	
University of Denver			▲		2	N/A	▲
University of Florida	▲		▲	▲	2	N/A	
University of Georgia		▲	▲	▲	2	100	▲
University of Houston			▲		8	98	▲
University of Idaho	▲	▲			2	90	
University of Kansas					5	95	
University of Louisiana at Lafayette		▲		▲	1	100	▲
University of Louisville	▲				3	N/A	▲
University of Minnesota		▲		▲	N/A	100	▲
University of Minnesota Duluth			▲		3	88	
University of Missouri				▲	16	100	▲
University of Nebraska - Kearney	▲				5	98	
University of Nebraska - Lincoln			▲		4	99	▲
University of Nebraska - Omaha	▲				3	N/A	▲
University of New Hampshire				▲	3	99	
University of New Haven		▲	▲	▲	2	100	▲
University of New Mexico (The)			▲		3	90	
University of North Alabama	▲		▲		3	96	▲
University of North Carolina	▲	▲	▲		1	90	
University of North Carolina Greensboro					4	90	
University of North Carolina Wilmington			▲		3	75	▲
University of North Georgia	▲				3	100	
University of North Texas			▲	▲	3	100	
University of San Diego (The)					1	100	
University of South Carolina (The)					5	95	▲
University of South Florida (The)	▲		▲		7	N/A	▲
University of Southern Mississippi (The)	▲				2	N/A	▲
University of Tampa			▲	▲	3	N/A	▲
University of Tennessee - Chattanooga	▲	▲	▲		5	100	▲
University of Tennessee - Knoxville		▲			1	90	▲
University of Texas at Arlington	▲				6	N/A	▲
University of Texas at Austin			▲		5	N/A	
University of Texas at Dallas		▲	▲	▲	3	95	▲
University of the Fraser Valley					3	80	
University of Toledo	▲	▲		▲	8	93	▲
University of Utah						N/A	
University of Washington				▲	2	98	
University of Wisconsin - Eau Claire			▲		3	98	▲
University of Wisconsin Oshkosh					2	N/A	

TOP NORTH AMERICAN UNIVERSITIES *continued*

	ONLINE COURSE	SPECIALTY AREA	CRM	SALES INTERNSHIP REQUIRED	TOTAL FACULTY	% OF TOP PLACEMENT	MBA SALES LAB
University of Wisconsin - Parkside	▲	▲	▲		2	60	▲
University of Wisconsin - River Falls					4	98	▲
University of Wisconsin - Whitewater	▲	▲	▲		5	100	▲
University of Wyoming			▲		5	95	▲
Utah State University	▲	▲	▲		3	93	▲
Virginia Commonwealth University		▲	▲		2	N/A	▲
Virginia Polytechnic Institute & State University					4	100	▲
Washington State University - Vancouver			▲		7	95	
Weber State University	▲	▲			22	100	▲
West Virginia University		▲	▲		4	72	▲
Western Carolina University					3	80	▲
Western Colorado University					4	80	
Western Kentucky University	▲		▲		3	N/A	▲
Western Michigan University					4	100	▲
Widener University			▲		1	90	
William Paterson University	▲	▲			6	90	▲
Winona State University			▲	▲	3	100	▲
Xavier University of Louisiana	▲		▲		2	70	▲
Youngstown State University	▲	▲	▲	▲	2	95	▲

TOP NORTH AMERICAN COLLEGES

	ONLINE COURSE	SPECIALTY AREA	CRM	SALES INTERNSHIP REQUIRED	TOTAL FACULTY	% OF TOP PLACEMENT	MBA SALES LAB
British Columbia Institute of Technology			▲	▲	5	95	
College of New Jersey (The)					1	97	
College of Saint Rose (The)		▲	▲	▲	3	95	
Conestoga College	▲		▲		8	N/A	▲
Douglas College	▲	▲	▲		12	100	
Granite State College	▲				2	100	
Hocking College	▲				1	N/A	▲
Morehouse College			▲		1	95	▲

TOP INTERNATIONAL SALES SCHOOLS

	ONLINE COURSE	SPECIALTY AREA	CRM	SALES INTERNSHIP REQUIRED	TOTAL FACULTY	% OF TOP PLACEMENT	MBA SALES LAB
Aalborg University Business School	▲	▲		▲	12	N/A	
Aalen University of Applied Sciences	▲	▲	▲	▲	2	95	▲
Athens University of Economics and Business		▲			4	80	
Copenhagen Business School	▲	▲	▲	▲	18	100	▲
Cranfield University					5	95	
ESB Business School				▲	21	100	
Euridis Business School	▲	▲		▲	1	100	▲
Haaga-Helia University of Applied Sciences		▲	▲	▲	11	100	▲
HAN University of Applied Sciences	▲	▲			15	95	▲
IESEG School of Management			▲	▲	N/A	N/A	▲
Justus Leibig University	▲	▲	▲		8	100	▲
Kristiania University College			▲		1	80	
Reutlingen University		▲	▲	▲	2	100	
Tampere University of Applied Sciences	▲	▲	▲	▲	3	95	
Technological University Dublin	▲	▲	▲		18	90	
Turku University of Applied Sciences		▲	▲	▲	11	95	▲
Universidad del Desarrollo	▲	▲			6	95	
Università Bocconi					3	95	▲
University Clermont Auvergne				▲	21	85	
University of Applied Sciences Upper Austria		▲	▲	▲	49	40	
University of Applied Science in Wiener Neustadt	▲	▲			15	95	▲
University of Portsmouth	▲				2	98	

SEF TOP SALES UNIVERSITIES

REQUIREMENTS FOR TOP UNIVERSITY SALES PROGRAM LISTING

The following university programs prepare students for careers in professional selling. To be listed, sales programs must: a) offer a minimum of three sales-specific courses; b) receive accreditation from an external source; c) have university recognition of the program.

PROGRAMS:

Undergraduate: UCE = Certificate	UCO = Concentration	UEM = Emphasis	UMJ = Major	UMN = Minor	USP = Specialization
Graduate: GE = Graduate Emphasis	GF = Graduate Focus	GCE = Graduate Certificate			
Executive: EC = Executive Certificate	EF = Executive Focus	ET = Executive Training			

AALBORG UNIVERSITY

www.business.aau.dk
 Karina Burgdorff Jensen
 burgdorff@business.aau.dk
 Aalborg Ø, Northern Jutland 2000
 20768279

STUDENTS: **180**
 START YEAR: **2020**
 ACCREDITATION(S): **GSSI**
 PROGRAM TYPE(S): **GCE**
 FOCUS OPTION(S): International Business, Technology
 The program is designed around the two core topics of value creation and value capture, with a specific focus on the marketing-sales interface. Creating superior customer value, and capturing part of this value, is the primary goal of sales and a means of attaining a competitive edge. Thus, maximization of customer value is seen as a critical goal for firms.

*INFORMATION FROM 2021 AALEN UNIVERSITY OF APPLIED SCIENCES

www.hs-aalen.de/de/courses/25
 Arndt Borgmeier
 arndt.borgmeier@htw-aalen.de
 Aalen, Germany 73430
 +49 7361 576 2210

STUDENTS: **20**
 START YEAR: **1994**
 ACCREDITATION(S): **GSSI, AQAS, ZEVA**
 PROGRAM TYPE(S): **UMJ, USP, GF, ET**
 FOCUS OPTION(S): Entrepreneurship, Industrial Distribution, Technology
 The institution provides Interdisciplinary (Techno-Commercial know-how) that is unique in Europe. Also, a Bachelor Program (B. Eng.) as well as Master Program (M. Eng.) is offered. Hidden Champions provides a Strong Practical as well as Research Orientation.

APPALACHIAN STATE UNIVERSITY

appstate.edu
 Bonnie Guy, Ph.D.
 guybs@appstate.edu
 Boone, NC 28607
 828 262 7828

STUDENTS: **225**
 START YEAR: **2016**
 ACCREDITATION(S): **AACSB, PSE**
 PROGRAM TYPE(S): **UCO, UMN**
 The Professional Selling program at Appalachian State offers mentored and experiential in-class and extra-curricular assignments and activities. Each student in the foundational selling course works one-on-one with a sales mentor. Students often do sales internships as part of their curriculum, and they network closely with a significant number of corporate partners. The program participates in multiple sales competitions annually, and the

vast majority of students earning the Professional Selling concentration or one of the minors have 2-4 job offers prior to graduation.

ARIZONA STATE UNIVERSITY

wpcarey.asu.edu/sales
 Detra Montoya, Ph.D.
 Detra.Montoya@asu.edu
 W. P. Carey School of Business
 Tempe, AZ 85287-4106
 480 965 6325

STUDENTS: **400**
 START YEAR: **2014**
 ACCREDITATION(S): **AACSB**
 PROGRAM TYPE(S): **UCE, UCO**
 The Professional Sales Program emphasizes a comprehensive sales model that is implemented across all sales courses and sales competition training. The Professional Sales Advisory Board provides valuable input into curriculum and programming and is highly engaged with students. There are two student organizations, Pro Sales Club and Sales Scholars, that focus on developing selling skills. Students participate in both internal and national sales competitions. ASU hosts the Arizona Collegiate Sales Competition.

ARKANSAS STATE UNIVERSITY

www.astate.edu/college/business/sales
 Katie Hill, Ph.D.
 khill@astate.edu
 State University, AR 72467
 870 972 3430

STUDENTS: **90**
 START YEAR: **2016**
 ACCREDITATION(S): **AACSB, USCA-FULL MEMBER**
 PROGRAM TYPE(S): **UCE, UCO, UMN, ET**
 FOCUS OPTION(S): Financial Services, Insurance
 The Sales Leadership Program is centered on three interdependent and strategically aligned capabilities which enhance the student experience and promote personal and professional growth and success. A curriculum composed of a comprehensive sequence of sales and sales management classes emphasizes consultative and relationship selling processes. Curriculum is benchmarked against 40+ other university programs (including members of the USCA). Professional development and career planning strategies and workshops ignite student passion for the sales discipline and empower students to transition into their careers with confidence and purpose.

ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS

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

STUDENTS: **180**
 START YEAR: **2000**
 ACCREDITATION(S): **GSSI, ESG**
 PROGRAM TYPE(S): **UCE**
 FOCUS OPTION(S): Communication, Broadcast, or Media Sales, Entrepreneurship, International Business
 The program is part of Marketing's Department overall undergraduate program. Students take courses such as: sales and sales management, negotiation, communication, international business.

AUBURN UNIVERSITY

harbert.auburn.edu/about/academic-departments/marketing.html
 Christopher D. Hopkins, Ph.D.
 CDH0059@auburn.edu
 Auburn, AL 36830
 864 650 1635

STUDENTS: **500**
 START YEAR: **2015**
 ACCREDITATION(S): **AACSB**
 PROGRAM TYPE(S): **UMN**
 Highly focused on personalized sales training through live interaction with a distinguished core of sales professionals. The program is very hands-on with an emphasis on effective and professional communication.

AURORA UNIVERSITY

aurora.edu/academics/undergraduate/marketing/index.html
 Shawn Green, Ph.D.
 sgreen@aurora.edu
 Dunham School of Business
 Aurora, IL 60506
 630 844 5527

STUDENTS: **60**
 START YEAR: **2006**
 ACCREDITATION(S): **AMERICAN MARKETING ASSN.**
 PROGRAM TYPE(S): **UEM**
 The Sales Program at Aurora University provides a two-fold opportunity. First, relevant sales-related coursework to marketing majors and other business students. Additionally, all students participate in the AU-Professional Sales Association competition team.

BALL STATE UNIVERSITY

www.bsu.edu/academics/centersandinstitutes/professional-selling
 Joseph (Joe) Chapman
 jchapman@bsu.edu
 Miller College of Business
 Muncie, IN 47306

765 285 8171

STUDENTS: **210**
 START YEAR: **1996**
 ACCREDITATION(S): **AACSB, USCA FULL MEMBER, PSE**
 PROGRAM TYPE(S): **UMJ, UMN, GF**
 The program is designed to prepare students for a career in sales; therefore, classes are designed like sales training courses. Our program includes a Pi Sigma Epsilon chapter, a student run sales organization.

BAYLOR UNIVERSITY

www.baylor.edu/business/selling
 Dr. Andrea L. Dixon, Executive Director
 andrea_dixon@baylor.edu
 Hankamer School of Business
 Waco, TX 76798-8007
 254 710 4246

STUDENTS: **400**
 START YEAR: **1985**
 ACCREDITATION(S): **AACSB, USCA FULL MEMBER, PSE, AMA SALES SIG, AMS, GSSI**
 PROGRAM TYPE(S): **UEM, UMJ**
 Highly selective, competency-based program that builds student knowledge and skills through an iterative model brought to life both within and outside of the classroom. ProSales students are required to participate in four internal sales competitions and two Top Gun training programs every year. As a result, our corporate partners benchmark our students as equivalent to sales representatives with three years of full-time experience. Average starting compensation package rival the average for most MBA programs.

S3@BAYLOR UNIVERSITY

www.baylor.edu/business/s3/
 Lane Wakefield
 lane_wakefield@baylor.edu
 Center for Sports Strategy and Sales
 Waco, TX 76798
 210 913 2727

STUDENTS: **25**
 START YEAR: **2004**
 ACCREDITATION(S): **AACSB**
 PROGRAM TYPE(S): **UEM**
 FOCUS OPTION(S): Communication, Broadcast, or Media Sales, Sports and Entertainment
 The Sports Strategy & Sales Center is open to Marketing majors. Students on the sales track work to find fulfilling careers in sports and entertainment.

BENTLEY UNIVERSITY

www.bentley.edu/academics/undergraduate-programs/professional-sales
 Jim Poullopoulos
 pouli@bentley.edu
 Waltham, MA 02452
 781 891 2006



UNIVERSITY of NORTH CAROLINA WILMINGTON

CAMERON SCHOOL of BUSINESS
CENTER for SALES EXCELLENCE AND CUSTOMER DELIGHT

On behalf of our 200+ professional sales students, sales faculty, advisory board and corporate partners...

Thanks to the SEF for all you do to support our programs and your work in elevating the sales profession.



UNCW is an EEO/AA institution.

STUDENTS: **100**
START YEAR: **2014**
ACCREDITATION(S): **AACSB**
PROGRAM TYPE(S): **UMJ**
The Bentley University Professional Sales is a full, four-year program dedicated to advancing your skills. Students earn a Bachelor's degree in Professional Sales through focused sales-specific courses from one of the country's leading business schools. Students engage in hands-on activities and projects in all courses. Sales internships are required as part of the degree program. The university hosts an annual sales competition for Bentley students supported by alumni, faculty, and corporate sponsors. Bentley students gain transferable skills which cut across industries, markets and profit sectors.

BLOOMSBURG UNIVERSITY OF PENNSYLVANIA
www.bloomu.edu/academics/programs/professional-sales-and-marketing-bsba

Monica J. Favia, PhD
mfavia@bloomu.edu
Zeigler College of Business
Bloomsburg, PA 17815
570 389 4389
STUDENTS: **90**
START YEAR: **2015**
ACCREDITATION(S): **AACSB, USCA**
ASSOCIATE MEMBER, PSE

PROGRAM TYPE(S): **UMN, UMJ**
Bloomsburg University's Professional Sales and Marketing BSBA prepares students in the art and science of professional selling to be an immediate contributor toward the improvement of shareholder value of any and all organizations that invite them aboard. Students also can test their skills at various national sales competitions and at the annual on-campus Keystone Sales Challenge. In addition, one of the program requirements is to engage in real-world selling.

BOWLING GREEN STATE UNIVERSITY
www.bgsu.edu/archived-catalog/fall-2017/colleges-and-programs/college-of-business-administration/sales-and-services-marketing.html

Gregory Rich
garich@bgsu.edu
Schmidthorst College of Business
Bowling Green, OH 43403
419 372 2041
STUDENTS: **120**
START YEAR: **2010**
ACCREDITATION(S): **AACSB**
PROGRAM TYPE(S): **USP**
FOCUS OPTION(S): General Services
BGSU's sales specialization is unique in that it focuses on the synergy between sales and services marketing. These two areas are complementary as salespeople can only be successful by

delivering superior service to their customers. The U.S. has shifted to a service based economy and most college graduates begin their careers in sales jobs—so this specialization leads to tremendous employment opportunities.

BRADLEY UNIVERSITY
www.bradley.edu/academic/departments/mtg/major/sales/

Dr. Mark C. Johlke
mjoהלke@bradley.edu
The Foster College of Business
Peoria, IL 61625
309 677 3947
STUDENTS: **70**
START YEAR: **2004**
ACCREDITATION(S): **AACSB, USCA FULL MEMBER**

PROGRAM TYPE(S): **UCO, UMN**
The Program focuses on preparing undergraduate students for entry-level professional B-B sales positions. Highlights of the program include specific coursework, one-on-one coaching, small classes, and an emphasis on developing both skills and conceptual understanding.

BRIGHAM YOUNG UNIVERSITY
www.byu.edu/mktg/

BJ Allen
bj_allen@byu.edu
Provo, UT 84602
801 422 4986

STUDENTS: **45**
START YEAR: **2005**
ACCREDITATION(S): **AACSB**
PROGRAM TYPE(S): **UEM**
FOCUS OPTION(S): Entrepreneurship, Financial Services, Industrial Distribution, Medical/Healthcare Sales, Technology
The BYU Sales Program focuses on teaching skills that prepare students for a career in professional selling. The program offers an array of guest speakers, masterclasses by top sales professionals, on-campus sales competitions and cases, national sales competitions, and student mentoring.

BRYANT UNIVERSITY
nisc.bryant.edu/

Dr. Stefanie Boyer
sboyer@bryant.edu
Smithfield, RI 02917
401 232 6475 /// 813 857 1947
STUDENTS: **60**
START YEAR: **2010**
ACCREDITATION(S): **AACSB, GSSI, PSE**
PROGRAM TYPE(S): **UMN, EC, ET**
Focus Option(s): Communication, Broadcast, or Media Sales, Entrepreneurship, Financial Services, International Business, Medical or Healthcare Sales, Technology
Bryant University offers students hands-on leadership and sales training experience. Students focus on technology sales, train adaptability, design thinking, innovation, and host a



University of Dayton

Fiore Talarico
Center for
Professional Selling

Strategically Aligned with
High-Technology
Industries engaged in

B2B CONSULTATIVE SELLING,
focused on MAJOR SALES opportunities,
leading to the development of long-term
CUSTOMER PARTNERING RELATIONSHIPS

Tony Krystofik, Director
937.371.4552
akrystofik1@udayton.edu

series of engaging events including the Northeast Intercollegiate Sales Competition with multiple competitions, awards categories and recognition for students, faculty and employers.

BUTLER UNIVERSITY
www.butler.edu/lacyschool

Courtney Droms Hatch
cdroms@butler.edu
Andre B. Lacy School of Business
Indianapolis, IN 46208

317 940 9215

STUDENTS: **68**

START YEAR: **2001**

ACCREDITATION(S): **AACSB**

PROGRAM TYPE(S): **UMJ**

FOCUS OPTION(S): Entrepreneurship, Insurance, Medical or Healthcare Sales

Students participate in a very experiential sales program that includes profiling the sales function of an organization, shadowing a salesperson, conducting a mock sales presentation with a current salesperson, doing a group sales presentation, and a final exam of giving a sales presentation to the instructor.

***INFORMATION FROM 2021 CALIFORNIA POLYTECHNIC STATE UNIVERSITY**

www.cob.calpoly.edu/marketing/sales-minor

Orfaea College of Business
San Luis Obispo, CA 93407

805 756 5380

STUDENTS: **50**

START YEAR: **2018**

ACCREDITATION(S): **AACSB**

PROGRAM TYPE(S): **UMN**

FOCUS OPTION(S): Entrepreneurship, Financial Services, International Business

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

CALIFORNIA STATE UNIVERSITY, CHICO

www.csuchico.edu/cob/programs/professional-sales/index.shtml

Tom Villa

tpvilla@csuchico.edu
Seufferlein Sales Program
Chico, CA 95929

916 223 2171

STUDENTS: **80**

START YEAR: **2008**

ACCREDITATION(S): **AACSB, USCA FULL MEMBER**

PROGRAM TYPE(S): **UCE**

FOCUS OPTION(S): Entrepreneurship, Financial Services, Industrial Distribution, Insurance, Technology

The Seufferlein Sales Program is designed for Chico State students to hone their sales skills, develop professionally, and begin prosperous careers. The SSP offers a curated selection of workshops to accompany the three certificate offerings, as well as opportunities to compete in sales competitions and win thousands of dollars in prize money, and frequent networking events to learn about exclusive internship and career opportunities with our corporate partners.

CALIFORNIA STATE UNIVERSITY, FULLERTON

business.fullerton.edu/engagement/Sales-Leadership/

Brad Anderson, Director
branderson@fullerton.edu
Fullerton, CA 92831
657 278 3235

STUDENTS: **500**

START YEAR: **2010**

ACCREDITATION(S): **AACSB, USCA FULL MEMBER, PSE**

PROGRAM TYPE(S): **UCE, UMN**

FOCUS OPTION(S): Entrepreneurship, Financial Services, Industrial Distribution, Insurance

The SLC exists to augment the student academic experiences and prepare them for sales careers. The SLC provides resources and events for students of all majors interested in pursuing sales careers or gaining valuable experience in selling, presentation skills and building confidence, which gives them a head start on their careers. Sponsor companies participate in the center's activities, including workshops, seminars, career fairs, sales competitions and social events, which are designed to elevate students' sales abilities and expand their professional networks.

THE CATHOLIC UNIVERSITY OF AMERICA

business.catholic.edu/sales-program/index.html

Peter Pin

pin@cua.edu
Washington, DC 20064
703 439 0764

STUDENTS: **60**

START YEAR: **2017**

ACCREDITATION(S): **MSCHE**

PROGRAM TYPE(S): **UCE, UMN**

Our sales program is unique because it focuses on providing education and training for students to compete ethically in the world of selling. We combine the practical and intellectual training in sales with the principles of Catholic social teaching into the curriculum. The results have been extremely well-formed individuals who rise quickly into leadership positions at fast-paced companies specifically because of their ethics training.

CENTRAL MICHIGAN UNIVERSITY

cba.cmich.edu

Dr. Rebecca Dingus
rebecca.dingus@cmich.edu
Mount Pleasant, MI 48859
989 774 3649

STUDENTS: **400**

START YEAR: **2008**

ACCREDITATION(S): **AACSB, PSE**

PROGRAM TYPE(S): **UCO, UMN**

FOCUS OPTION(S): Communication, Broadcast or Media Sales

Students from every major on campus can receive specialized sales training at CMU. Through collaboration with leading organizations, CMU's sales classes are focused on student development through active learning and real-world experience. Students have access to an abundance of professional development and networking opportunities through sales-related programming, sales competitions on and off campus, and an active chapter of Pi Sigma Epsilon. CMU is

the winningest school in the history of PSE's National Pro-Am Sell-A-Thon Competition.

CLEMSON UNIVERSITY

www.clemson.edu/centers-institutes/sip/index.html

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

STUDENTS: **400**

START YEAR: **2009**

ACCREDITATION(S): **AACSB**

PROGRAM TYPE(S): **UCE, UCO**

FOCUS OPTION(S): Medical or Healthcare Sales

The Sales Innovation Program focuses on being a nationally renowned resource for sales education, sales research, and valuable academic partnerships. Our sales education coursework is tailored to develop students' business acumen, selling frameworks, and presentation ability to equip them for influential roles in sales or related positions. SIP's research faculty work also collaboratively with salespeople, managers, and executives on solving relevant issues in the modern marketplace and keep the curriculum relevant.

CLEVELAND STATE UNIVERSITY

www.csuohio.edu/business/sales/bernie-moreno-center-for-sales-excellence

Paul Mills, Ph.D.

p.mills@csuohio.edu
Bernie Moreno Center for Sales Excellence
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.

COLORADO STATE UNIVERSITY

biz.colostate.edu/resources/centers-institutes/center-for-professional-selling

L.A. Mitchell

l.a.mitchell@colostate.edu
Fort Collins, CO 80532

970 491 7298

STUDENTS: **49**

START YEAR: **2020**

ACCREDITATION(S): **AACSB**

PROGRAM TYPE(S): **UCE**

The Center for Professional Selling helps students understand the various types of sales careers, the specific skills needed for engaging in a successful selling situation and what buyers expect from today's sales professionals. Through classroom learning and hands-on selling experience with corporate partners, we educate our students on the many excellent opportunities available in sales and build up their skills so they can thrive in sales careers from day one.

COPENHAGEN BUSINESS SCHOOL

www.cbs.dk/uddannelse/kandidat/candmerc/msc-in-economics-and-business-administration-sales-management

Michel van der Borgh

mvdb.marktg@cbs.dk
 Frederiksberg, Denmark 2100
 +45 3815 2145
 STUDENTS: 90
 START YEAR: 2018
 ACCREDITATION(S): AACSB, GSSI,
 EQUIS, CEMS, PIM
 PROGRAM TYPE(S): GCE, GF, ET
 FOCUS OPTION(S): Industrial Distribution, Medical or
 Healthcare Sales, Technology
 By combining tools and theories from
 customer insights and data analytics
 with knowledge of digital platforms
 and business model innovation
 students will learn to strategically
 position digitally based marketing and
 sales functions. Working with this
 omni channel management focus will
 enable students to develop and opti-
 mize integrated marketing and sales
 functions to create customer value,
 increase business performance and
 implement commercial excellence.

CRANFIELD UNIVERSITY
www.cranfield.ac.uk

Dr. Beth Rogers
 beth.rogers@cranfield.ac.uk
 Bedford, UK MK43 0AL
 +44 1234 750111
 STUDENTS: 300 GRADUATE
 START YEAR: 2005
 ACCREDITATION(S): AACSB
 PROGRAM TYPE(S): GCE, ET
 FOCUS OPTION(S): Industrial Distribution, Medical or
 Healthcare Sales, Technology
 Cranfield offers sales modules on
 several postgraduate programs, both
 full-time, part-time Masters courses
 and executive education. Cranfield
 has a long history of research in key
 account management and sales, and
 our executive education programs
 for key account managers have been
 running for over thirty years. We are
 also known for teaching negotiation
 skills. The sales module on our MSc
 Strategic Marketing includes a live
 client case, and many students have
 gone on to become successful key
 account managers.

DEPAUL UNIVERSITY
www.salesleadershipcenter.com

Geoff Nyheim
 gnyheim@depaul.edu
 Chicago, IL 60604
 312 362 5472
 STUDENTS: 440
 START YEAR: 2005
 ACCREDITATION(S): AACSB, USCA FULL
 MEMBER, PSE, GSSI, CMA
 PROGRAM TYPE(S): UCO, UMN, GF, ET
 FOCUS OPTION(S): Entrepreneurship, Financial
 Services, Industrial Distribution, Insurance, Medical/
 Healthcare Sales, Technology, Category Management
 DePaul's Center for Sales Leadership
 offers hands-on courses taught by
 nationally recognized faculty. These
 courses are supported by leading tech-
 nologies and case studies provided
 by our many corporate partners. This
 provides students with an understand-
 ing of relevant real-world knowledge
 and experiences that are essential for
 successful careers. Students can
 declare a concentration or minor in
 Sales Leadership with a focus in
 business development or consumer
 packaged goods (CPG).

DUQUESNE UNIVERSITY

[www.duq.edu/academics/schools/
 business/undergraduate/minors/sales](http://www.duq.edu/academics/schools/business/undergraduate/minors/sales)
 Ryan Luchs
 luchs@duq.edu
 Pittsburgh, PA 15282
 412 848 4024
 STUDENTS: 200
 START YEAR: 2016
 ACCREDITATION(S): AACSB, PSE
 PROGRAM TYPE(S): UMJ, UMN
 FOCUS OPTION(S): Communication, Broadcast, or
 Media Sales, Entrepreneurship, Financial Services,
 Industrial Distribution, Insurance, International Busi-
 ness, Medical or Healthcare Sales, Technology
 At Duquesne University there is a
 state-of-the-art Sales Center with
 simulation rooms designed to teach
 students every aspect of being in pro-
 fessional sales. The program offers
 both a sales major and sales minor
 to both business students as well
 as to students in other disciplines at
 the university. The sales team partici-
 pates in several national and regional
 competitions throughout the year.

EAST CAROLINA UNIVERSITY
business.ecu.edu/mscm/certificate/

William Rowe
 rowew@ecu.edu
 Greenville, NC 27858-4353
 252 737 4342
 STUDENTS: 120
 START YEAR: 2018
 ACCREDITATION(S): AACSB, SACS
 PROGRAM TYPE(S): UCE
 The professional selling certificate at
 ECU prepares students to effectively
 use established sales processes,
 sales automation platforms, sales
 management tools, and effective
 selling techniques. The certificate
 also prepares students to identify
 decision makers of prospective buying
 firms and engage in persuasive com-
 munication of the selling firm's value
 proposition. The certificate is suited
 for students with a focus on business,
 communication, and other areas
 where selling and persuasion skills
 are beneficial.

EASTERN KENTUCKY UNIVERSITY
sales.eku.edu/

Lee Allison
 lee.allison@eku.edu
 Lexington, KY 40475
 859 622 8944
 STUDENTS: 40
 START YEAR: 2017
 ACCREDITATION(S): AACSB, USCA
 ASSOCIATE MEMBER, PSE, GSSI
 PROGRAM TYPE(S): UCE, UMN
 The BCPS mission is to elevate and
 advance respect for the role of sales
 professionals in business and recog-
 nize and promote the profession of
 sales for its important contribution to
 the economy and well-being of society
 in general. We are dedicated to devel-
 oping students with world class skills
 in all aspects of sales, including but
 not limited to, communication, self-im-
 provement, selling expertise, sales
 thought leadership, leveraging tech-
 nology in sales, sales management
 and general business acumen.



**University of WI-River Falls
 Professional Sales Program**

- TOP 100 Professional Sales Programs Nationwide
- Best value tuition and quality education
- 95% placement for students after graduation
- Students receive personalized attention
- Fun & interactive classes

go.uwrf.edu/cse

For more info:
 Ozcan Kilic, Ph.D.
ozcan.kilic@uwrf.edu

EASTERN MICHIGAN UNIVERSITY
[www.emich.edu/cob/centers-institutes/
 smi.php](http://www.emich.edu/cob/centers-institutes/smi.php)

Lewis B. Hershey
 lhershe1@emich.edu
 Saline, MI 48176
 910 691 2057
 STUDENTS: 180
 START YEAR: 1991
 ACCREDITATION(S): AACSB, USCA
 ASSOCIATE MEMBER
 PROGRAM TYPE(S): UCO
 FOCUS OPTION(S): Communication, Broadcast, or
 Media Sales, Entrepreneurship, International Business,
 Technology
 This program is intended to help stu-
 dents add depth to their skill sets
 and increase their marketability.
 It covers topics such as customer
 relationship building, negotiation
 techniques, financial value analysis,
 account management, and team
 selling. Teaching methods such
 as case studies, role-plays, group
 exercises, and guest speakers will
 be used.

ELON UNIVERSITY
[www.elon.edu/u/academics/business/
 chandler-center/](http://www.elon.edu/u/academics/business/chandler-center/)

Raghu Tadepalli, Ph.D.
 rtadepalli@elon.edu
 Chandler Family Professional
 Sales Center
 Elon, NC 27244
 336 278 5968
 STUDENTS: 125
 START YEAR: 2010
 ACCREDITATION(S): AACSB, USCA FULL
 MEMBER

PROGRAM TYPE(S): UCE
 The Chandler Family Professional
 Sales Center promotes professional
 selling and sales management, pro-
 vides high-quality instruction to both
 students and sales executives, and
 conducts research that advances
 the field of sales. The program's
 strong sales curriculum and exper-
 iential learning component earned
 Elon the distinction as a "Top Uni-
 versity for Sales Education" by the
 Sales Education Foundation.

ESB BUSINESS SCHOOL
[www.weiterbildung-reutlingen-university.
 de/academic-education/master/
 strategic-sales-management-ma/](http://www.weiterbildung-reutlingen-university.de/academic-education/master/strategic-sales-management-ma/)

Dr. Tobias Schütz
 Tobias.Schuetz@Reutlingen-University.de
 Reutlingen, Baden-Württemberg, Germany
 72762
 +491786843317
 STUDENTS: 21 GRADUATE
 START YEAR: 2012
 ACCREDITATION(S): AACSB, FIBAA
 PROGRAM TYPE(S): GCE
 The program is an integrated, dual 90
 ECTS Master of Arts. All participants
 must be employed in a sales role with
 a time-reduced contract (75% of reg-
 ular working hours). The courses are
 offered exclusively to the 21 partici-
 pants (max capacity) and have to be
 completed within a 2-year period. The
 partner companies are primarily from
 the IT, automotive and mechanical
 engineering sectors.

EURIDIS BUSINESS SCHOOL

www.euridis-ecole.com

Eve Bastrenta

e.bastrenta@euridis.net

Saint Denis, Ile de France 93210

+33 7 57501887

STUDENTS: 900

START YEAR: 1998

ACCREDITATION(S): NATIONAL

ACCREDITATION OF THE FRENCH
MINISTRY OF EDUCATION

PROGRAM TYPE(S): UCE, GCE

FOCUS OPTION(S): Communication/Broadcast Sales,
Entrepreneurship, Financial Services, 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

[www.ferris.edu/business/departments/
marketing.htm](http://www.ferris.edu/business/departments/marketing.htm)

Barb Barney-McNamara

barbarabarneymcnamara@ferris.edu

231 591 2445

Big Rapids, MI 49307

231 591 2445

STUDENTS: 150

START YEAR: 1998

ACCREDITATION(S): ACBSP

PROGRAM TYPE(S): UCE, UCO, UMN, GCE

FOCUS OPTION(S): Entrepreneurship, Industrial
Distribution, Technology

The sales program at Ferris is based on applied learning preparing

students for sales careers across industries. Using role play, simulation, and industry-based projects, students expand their practical knowledge of sales processes, buyer behavior, negotiation tactics, and communication styles. The Ferris sales team prepares for and participates in regional and national sales competitions, and the sales program sponsors campus-wide skills workshops and events. Ferris State offers programs at both the undergraduate and graduate levels.

FLORIDA GULF COAST UNIVERSITY

[www.fgcu.edu/cob/programs/marketing/
sales-minor](http://www.fgcu.edu/cob/programs/marketing/sales-minor)

Khaled Aboulnasr

kaboulna@fgcu.edu

Fort Myers, FL 33965

239 590 7598

STUDENTS: 81

START YEAR: 2017

ACCREDITATION(S): AACSB

PROGRAM TYPE(S): UMN

The Professional Sales minor at the Lutgert College of Business is designed for students from any major who are interested in developing more effective selling skills. The minor provides students the opportunity to develop an understanding of the techniques involved in creating successful buyer-seller relationships. The coursework focuses on building and enhancing students' communication, interpersonal, negotiation and selling skills.

FLORIDA INTERNATIONAL UNIVERSITY

[business.fiu.edu/academic-departments/
marketing/sales/](http://business.fiu.edu/academic-departments/marketing/sales/)

Gaby Alpizar or Rafael Soltero

galpizar@fiu.edu or rsoltero@fiu.edu

Miami, FL 33199

305 348 7873 or 305 348 0694

STUDENTS: 200

START YEAR: 2012

ACCREDITATION(S): AACSB, ACCA,
CAHME, HIMSS

PROGRAM TYPE(S): UCE, UMN

We prepare students and professionals for successful national and international sales careers through professional training and development, networking, and sales competitions, in the Global Sales Lab, a state-of-the-art recording facility. With support from our corporate sponsors and the business community, we provide students and professionals with an exemplary academic foundation and real-world experiences, enabling them to reach their maximum personal and professional potential.

FLORIDA STATE UNIVERSITY

salesinstitute.business.fsu.edu/

Chuck Viosca

cviosca@business.fsu.edu

Tallahassee, FL 32306

985 859 6680

STUDENTS: 400

START YEAR: 2008

ACCREDITATION(S): AACSB, USCA

FULL MEMBER

PROGRAM TYPE(S): UMJ

FOCUS OPTION(S): Financial Services, Insurance,
Technology

The mission of the FSU Sales Institute is to provide world-class sales education through applied training and leading-edge research. Housed in the college's Department of Marketing, the Professional Sales major at FSU is one of the largest in the nation with more than 400 students taking one or more sales courses each semester. Graduates from the program are consistently recognized as top performers in their organizations in record time.

GEORGIA SOUTHERN UNIVERSITY

[parker.georgiasouthern.edu/
cse/#:~:text=The%20Center%20for%20
Sales%20Excellence,in%20Sales%20
and%20Sales%20Management](http://parker.georgiasouthern.edu/cse/#:~:text=The%20Center%20for%20Sales%20Excellence,in%20Sales%20and%20Sales%20Management)

D. Travis Brickey

dbrickey@georgiasouthern.edu

Statesboro, GA 30460

912 478 6625

STUDENTS: 50

START YEAR: 2007

ACCREDITATION(S): AACSB, USCA FULL
MEMBER, PSE

PROGRAM TYPE(S): UEM

Mission: To have a positive impact on the sales profession through education, research and service.

GEORGIA STATE UNIVERSITY

gsu.edu

Carolyn Curasi

ccurasi@gsu.edu

J Mack Robinson College of Business

Atlanta, GA 30303

404 413 6570

STUDENTS: 200

START YEAR: 2007

ACCREDITATION(S): AACSB

PROGRAM TYPE(S): UCE

FOCUS OPTION(S): Communication/Broadcast Sales,
Entrepreneurship, International Business

Our Undergraduate Program in Professional Sales provides students with a solid foundation in the fundamentals of selling. Students build sales knowledge and develop skills to help them to be successful in actual sales situations. Students complete hands-on assignments in presentations, sales scenarios, and collegiate sales contests. The program also includes extensive discussions regarding sales ethics. Instructors are prominent research faculty in the science and art of selling and are also successful practitioners with real-world experience.

HAAGA-HELIA UNIVERSITY OF APPLIED SCIENCES

www.haaga-helia.fi/en

Tuula Ryhänen / Anu Nieminen

Tuula.Ryhanen@haaga-helia.fi

Anu.Nieminen@haaga-helia.fi

Helsinki, Finland 00520

+358 (0)9 229 6111

STUDENTS: 40

START YEAR: 2006

ACCREDITATION(S): GSSI

PROGRAM TYPE(S): GCE

FOCUS OPTION(S): International Business, Technology
Students pursue a Degree Programme in Sales, Bachelor of Business Administration. The focus of 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.

HAN UNIVERSITY OF APPLIED SCIENCES

www.han.nl

Jeanet Castel

Jeanet.Castel@han.nl

Nijmegen, Netherlands 6525EM

+31655434192

STUDENTS: 300

START YEAR: 2010

ACCREDITATION(S): USCA ASSOCIATE MEMBER, SALES MANAGEMENT

ASSN. NETHERLANDS

PROGRAM TYPE(S): UCE, UMN, GCE

FOCUS OPTION(S): International Business

HAN University of Applied Sciences is a business school in Economics with focus on (online) marketing and sales. Every year about 300 students enroll in the program where they have courses in marketing and sales (50/50). The program lasts four years. In the 3rd and 4th year students can specialize in either marketing or sales.

HIGH POINT UNIVERSITY

www.highpoint.edu

Larry Quinn

lquinn@highpoint.edu

High Point, NC 27262

336 884 2714

STUDENTS: 750

START YEAR: 2014

ACCREDITATION(S): SACS

PROGRAM TYPE(S): UMJ, UMN

FOCUS OPTION(S): Communication, Broadcast or
Media Sales, Entrepreneurship, Financial Services,
Industrial Distribution, Insurance, International
Business, Technology

meeting customer needs • effective communication • networking
connections • respect • innovation • lasting relationships • solutions
opportunity • loyalty • discovery • trust • relationship building
building
proactive
creatin
collabor
teamwo
serving
healthy
achievin
support
listening
networki
relations
building • building connections • excellence • serving students
leadership • proactive • service to others • confidence outperform
expectations • creating solutions • serving the community • critical
thinking • collaboration • building trust • identifying needs • teamwork
serving industry • asking relevant questions • listening with empathy
serving academia • integrity • value creation • confidence • discovery



REYNOLDS & REYNOLDS
SALES LEADERSHIP INSTITUTE
MAYS BUSINESS SCHOOL
www.mays.tamu.edu/sales
@tamuSALES

The premier Life Skills program, guided by the President, Senior Staff and Business School Dean, instilling distinctiveness in each graduate as they showcase themselves on the national stage and compete for important career opportunities. It delivers an impressive ROI for parents and students focused on a rewarding career post-graduation. It is the fastest growing and largest Major/Minor program in the University.

***INFORMATION FROM 2021
HODGES UNIVERSITY**

www.hodges.edu
Johnson School of Business
Naples, FL 34119
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.

***INFORMATION FROM 2021
HUSSON UNIVERSITY**

www.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.fr/
Bert Paesbrugge / Deva Rangarajan
b.paesbrugge@ieseg.fr
d.rangarajan@ieseg.fr
Paris-La Défense Cedex, France 92044
+ 3 315 591 1010
STUDENTS: NA
START YEAR: 2015
ACCREDITATION(S): AACSC, GSSI, EQUIS
PROGRAM TYPE(S): UMJ, UMN, GCE, GF, ET
Its 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
business.illinoisstate.edu/psi/**

Michael C. Boehm
mboehm@ilstu.edu
Normal, IL 61790-5590
309 438 2954
STUDENTS: 150
START YEAR: 2005
ACCREDITATION(S): AACSB, USCA FULL MEMBER
PROGRAM TYPE(S): UCE
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 experience by multiple role-plays with professionals acting as the buyer, sales internship experiences, along with on-campus selling opportunities within our Athletic department and other rigorous sales roles!

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

David Fleming, Ph.D.
David.Fleming@indstate.edu
Scott College of Business
Terre Haute, IN 47879
812 237 2286
STUDENTS: 100
START YEAR: 2010
ACCREDITATION(S): AACSB, USCA FULL MEMBER
PROGRAM TYPE(S): UCE, UCO, UMN
FOCUS OPTION(S): Financial Services, Insurance, Technology
The Sales & Negotiations Center at Indiana State University combines classroom learning and hands-on application of the sales process. Students gain real world experience through a variety of sales competitions, interactions with industry professionals and sales practice exercises in the classroom. Students graduate with a realistic understanding of the sales role and a career ready set of skills that enable them to start their journey with a head start. At ISU there's more to Blue.

**INDIANA UNIVERSITY
kelley.iu.edu/index.html**

Dr. Charles Ragland
cbraglan@indiana.edu
Kelley School of Business
Bloomington, IN 47405
812 856 1084
STUDENTS: 300
START YEAR: 1996
ACCREDITATION(S): AACSB, USCA FULL MEMBER, GSSI, PSE
PROGRAM TYPE(S): UMJ, UMN, EC
Established in 1996, the Center for Global Sales Leadership is the umbrella organization for all things sales at the Kelley School of Business. Our professional sales major focuses on complex, value added, B2B sales. Home of the National Team Selling Competition, our students participate in multiple experiential learning activities designed to develop professional selling and sales leadership skills. Each year our students accept full time positions with leading CPG, medical device, industrial, and SaaS companies.

**INDIANA UNIVERSITY SOUTHEAST
www.ius.edu/sales/**

Chris Cox
kccox@ius.edu
New Albany, IN 47150
812 406 2334
STUDENTS: 40
START YEAR: 2016
ACCREDITATION(S): AACSB
PROGRAM TYPE(S): UCO, UMN, ET
FOCUS OPTION(S): Communication, Broadcast, or Media Sales, Entrepreneurship
The Sanders Professional Sales Center was created to draw high-ability

students toward selling as a career and better prepare those students for early-career success in professional sales. We advance that mission through innovative, skill-based instruction, and by connecting students to sales professionals in the Kentucky region, and beyond.

**IOWA STATE UNIVERSITY
www.ivybusiness.iastate.edu/
degree/%0A sales-certificate/**

Raj Agnihotri
raj2@iastate.edu
Ames, IA 50011
405 476 3328
STUDENTS: 100
START YEAR: 2018
ACCREDITATION(S): AACSB
PROGRAM TYPE(S): UCE
The sales program is housed in a state-of-the-art space: Houston Professional Sales Suite that has 6 role play labs, a prep room, debriefing room as well as a computer lab. The college also created a support system, the Ivy Sales Forum, a collaboration between academia and industry. Currently 11 corporations are part of the forum. The Ivy sales program has four tenure/tenure eligible faculty members who primarily conduct sales research and teach different sales classes.

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

Richard Tate
taterm@jmu.edu
Harrisonburg, VA 22807
540 568 3233
STUDENTS: 170
START YEAR: 2015
ACCREDITATION(S): AACSB
PROGRAM TYPE(S): UCO
FOCUS OPTION(S): Entrepreneurship, Industrial Distribution, International Business
JMU's Center for Professional Sales provides a multi-use environment for the study and practice of professional skills needed to excel in the field of sales. With 1800 sq. feet of dedicated space, the Center houses a conference room and four training rooms, each configured with audio-visual technology that supports the university's sales competitions, classroom roleplay training events, and students may use the rooms to conduct mock interviews and real virtual interviews with corporate partners.

**JUSTUS LIEBIG UNIVERSITY
www.uni-giessen.de/marketing**

Dr. Alexander Haas
Alexander.Haas@wirtschaft.uni-giessen.de
Giessen, Germany 35394
+491 514 225 2187
STUDENTS: 250
START YEAR: 2014
ACCREDITATION(S): USCA FULL MEMBER
PROGRAM TYPE(S): UCE, UCO, GCE, GF
FOCUS OPTION(S): Entrepreneurship, Financial Services, International Business, Technology
Highly competitive undergraduate and graduate programs have a strong international focus that builds student knowledge and skills through an iterative model brought to life both

within and outside of the classroom. Students participate in at least four internal competitions and may qualify for international competitions in Europe and the US. They work on various company projects and present to senior management. Hiring companies tell us that our students exceed performance expectations by far.

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

Dr. Dawn Deeter
ddeeter@k-state.edu
Manhattan, KS 66506
785 532 6880
STUDENTS: 350
START YEAR: 2012
ACCREDITATION(S): AACSB, GSSI, USCA FULL MEMBER, PSE
PROGRAM TYPE(S): UCE, UMJ
The National Strategic Selling Institute provides students with a high-quality sales education that prepares them to hit the ground running in any sales organization. Our innovative curriculum provides students with the following skillsets: they can sell and have the demonstrated ability to sell; they can use sales technology; they can coach and be coached; they can have a sales conversation; they know how to score prospects and customers; they know how to prioritize activities to maximize ROI for time and resources; they can prospect and are used to hearing no; they can manage a sales pipeline and deal with quotas.

**KENNESAW STATE UNIVERSITY
coles.kennesaw.edu/salescenter/index.php**

Dr. Terry W. Loe
tloe@kennesaw.edu
Coles College of Business
Kennesaw, GA 30144
470 578 2017
STUDENTS: 300
START YEAR: 1989
ACCREDITATION(S): AACSB, USCA FULL MEMBER, SACS
PROGRAM TYPE(S): UMJ, UMN, EC, 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 \$7 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/business/marketing**

Ellen Daniels
edaniels@kent.edu
Kent, OH 44242
330 672 1271
STUDENTS: 350
START YEAR: 2012
ACCREDITATION(S): AACSB, PSE
PROGRAM TYPE(S): UCE
FOCUS OPTION(S): Entrepreneurship
The Professional Sales undergraduate certificate provides a broad spectrum of employment opportunities when combined with many different majors. It gives students the added edge in job hunting for sales related

positions and enhances resumes for other positions as well. Open to all majors, the intention is for students to develop sales techniques and skills that are transferable to a wide range of occupations.

LA SALLE UNIVERSITY

www.lasalle.edu/business/centers/%0Acenter-for-sales-excellence/

Michael DiPietro
dipietro@lasalle.edu
Philadelphia, PA 19141
215 630 8526

STUDENTS: 50
START YEAR: 2016

ACCREDITATION(S): AACSB,
USCA-ASSOCIATE MEMBER
PROGRAM TYPE(S): UCE, UMN

The Center for Sales Excellence @ La Salle University prepares students for a career in business to business sales, utilizing a state of the art sales center, technology and role play venues. We offer a sales certificate and sales minor that exposes our students to real world curriculum and experience through sales internships.

LIBERTY UNIVERSITY

www.liberty.edu

Chris Huseman, Ph.D.
cdhuseman@liberty.edu
Forest, VA 24551

434 592 5775
STUDENTS: 50
START YEAR: 2005

ACCREDITATION(S): ACBSP
PROGRAM TYPE(S): UCO

FOCUS OPTION(S): Entrepreneurship
Students develop skills critical to understand the needs and preferences of consumers and how to effectively engage potential customers in personal sales and retailing environments.

LOUISIANA STATE UNIVERSITY

www.lsu.edu/business/psi/index.php

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

STUDENTS: 200
START YEAR: 2014

ACCREDITATION(S): AACSB, USCA
ASSOCIATE MEMBER
PROGRAM TYPE(S): UCO

FOCUS OPTION(S): Financial Services, Insurance,
Technology

The Professional Sales Institute (PSI) is a partnership between LSU and industry, dedicated to the discovery and dissemination of sales knowledge, and to the development of professional sales leaders. One component of the PSI assists companies looking for interns and full-time professional sales employees. In the future, we plan to provide opportunities for sponsors to participate in PSI events, such as sales competitions, job fairs, symposia, and other activities.

MARIAN UNIVERSITY

www.marian.edu/academics/byrum-school-of-business

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

STUDENTS: 50
START YEAR: 2019

ACCREDITATION(S): IACBE

PROGRAM TYPE(S): USP

FOCUS OPTION(S): Financial Services, Insurance,
Technology

The 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, students participate in four years of experiential education, working closely with local business professionals. Sales courses feature class sizes of 8-18, one-on-one coaching, role plays, digital selling, competition experiences, sales technology, analytics, and negotiation. Ethical sales practices are embedded throughout the curriculum.

MARQUETTE UNIVERSITY

www.marquette.edu/business/marketing/center-for-professional-selling.php

Alex Milovic
alexander.milovic@marquette.edu
Milwaukee, WI 53201

414 315 1600
STUDENTS: 65
START YEAR: 2015

ACCREDITATION(S): AACSB, USCA
ASSOCIATE MEMBER

PROGRAM TYPE(S): UCO, UMN, ET

FOCUS OPTION(S): Entrepreneurship, Financial
Services, Industrial Distribution, Insurance, Medical/
healthcare Sales, Technology

Marquette's Center for Professional Selling is the first Jesuit university with a focus on professional selling. We teach sales through applied and professional learning experiences, relevant research, and community outreach. Our amazing student-led sales club and outstanding alumni network help students throughout their sales journey.

MARSHALL UNIVERSITY

www.marshall.edu/cob/transformativ-sales-and-service-excellence-center/

Monica Wei
weish@marshall.edu
Huntington, WV 25755
304 696 3299

STUDENTS: 80-100
START YEAR: 2020

ACCREDITATION(S): AACSB
PROGRAM TYPE(S): UEM

Marshall University's Lewis College of Business offers a Bachelor of Business Administration degree in Marketing with an emphasis in Sales. With the support of the college's Transformative Sales and Service Excellence Center (the Sales Center), experiential learning methods are used to equip students with the knowledge and skills of professional selling's best practices in demand across all fields. Students will also participate in various career preparation and networking opportunities provided by the Sales Center.

METROPOLITAN STATE UNIVERSITY OF DENVER

www.msudenver.edu/center-for-professional-selling/

April Schofield
aschofi3@msudenver.edu
Denver, CO 80117-3362
303 615 0520

STUDENTS: 100
START YEAR: 2011

ACCREDITATION(S): AACSB, USCA

FULL MEMBER, PSE

PROGRAM TYPE(S): UCE, UMJ, UMN

MSU Denver's Center for Professional Selling offers an innovative sales education curriculum that is designed to equip students with the necessary skills to launch meaningful careers in sales. Students can major, minor, or obtain a certificate in Professional Selling. The experiential nature of the program provides students with opportunities to role play, network, and complete real sales assignments.

MICHIGAN STATE UNIVERSITY

salesleader.msu.edu

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

STUDENTS: 120
START YEAR: 2009

ACCREDITATION(S): AACSB, USCA
ASSOCIATE MEMBER, PSE

PROGRAM TYPE(S): UMN

Our mission is to build, enhance, and disseminate professional selling and sales management competencies through education, research, and outreach that create synergy between business and academia. Students come from a variety of majors, such as Communication, Marketing, Advertising, Supply Chain, Finance, Human Bio, Packaging, Kinesiology, Media and Information, and others, to build the sales hiring pipelines for some of the nation's top Fortune 500, 100, and 50 companies.

MIDDLE TENNESSEE STATE UNIVERSITY

www.mtsu.edu/professional-sales/iga.php

Thom Coats
Thom.coats@mtsu.edu
Murfreesboro, TN 37132
615 904 8505

STUDENTS: 65
START YEAR: 2017

ACCREDITATION(S): AACSB
PROGRAM TYPE(S): UCE, UCO, EC, ET

MTSU Center for Professional Selling's mission is to promote excellence in the field of professional selling and sales management by providing world-class sales education and training to students while also remaining up to date on sales technology and research. The program leverages our Sales Lab and Conference Lab to give students real-world hands-on experience. The goal is to allow students to hit the ground running in any sales organization.

MISSOURI STATE UNIVERSITY

www.missouristate.edu/mkt/Undergraduate/sales.htm

Dr. Alex Hamwi
AlexHamwi@missouristate.edu
Springfield, MO 65757
601 836 5494

STUDENTS: 300
START YEAR: 2005

ACCREDITATION(S): AACSB
PROGRAM TYPE(S): UCO, UCE, UMJ, EC

Master the ultimate in public relations. In the professional sales track, you will learn to: Develop long-term sales plans, Cultivate and maintain strong partnerships with clients, Recruit and mentor sales talent.

NICHOLLS STATE UNIVERSITY

www.nicholls.edu/business/marketing/

Kaitlin Beier Gravois, MBA
kaitlin.beier@nicholls.edu
Thibodaux, LA 70310
985 448 4175

STUDENTS: 25-30
START YEAR: 2003

ACCREDITATION(S): AACSB
PROGRAM TYPE(S): UCO

FOCUS OPTION(S): Financial Services, Business to
Business Selling

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

www.ncat.edu/cobe/academic-departments/marketing-and-supply-chain-management/bs-marketing-sales.php

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): UCO, UMN

FOCUS OPTION(S): Entrepreneurship, Communication,
Broadcast, or Media Sales, Insurance, Medical or
Healthcare Sales, Technology

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

www.ndsu.edu/business/

and
www.ndsu.edu/business/research/centers_institutes/sales_center/

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

STUDENTS: 100
START YEAR: 2013

ACCREDITATION(S): AACSB, USCA FULL
MEMBER

PROGRAM TYPE(S): UCE

FOCUS OPTION(S): Entrepreneurship, International
Business, Technology

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

nau.edu/franke/professional-development/prosell/

Kevin Trainor

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

STUDENTS: 150

START YEAR: 2015

ACCREDITATION(S): **AACSB**

PROGRAM TYPE(S): **UCE**

FOCUS OPTION(S): Financial Services, Insurance

This inclusive program offers an undergraduate sales certificate to all majors. Business majors can combine their sales certificate with certificates in Business Analytics, Enterprise Systems, Risk Management, and Financial Management (and many others) to create a degree tailored to their career interests. Our students compete in several regional and national sales competitions each year and are supported by a thriving student-led sales club, corporate partnership program, and curriculum centered on practical skills and career readiness.

NORTHERN ILLINOIS UNIVERSITY

www.cob.niu.edu/academics/marketing/certificates/prof-sales.shtml

Chuck Howlett

chowlett@niu.edu
DeKalb, IL 60115-2828
815 753 6219

STUDENTS: 300

START YEAR: 1988

ACCREDITATION(S): **AACSB, USCA FULL MEMBER, PSE, GSSI**

PROGRAM TYPE(S): **UCE, EC**

FOCUS OPTION(S): Communication, Broadcast, or Media Sales, Entrepreneurship, Financial Services, Industrial Distribution, Insurance, Medical or Healthcare Sales, Technology

Founded in 1988, the NIU Professional Sales Center has evolved with the sales profession utilizing an inside-sales call center with CRM technology, strategic negotiation with real-world application, training with improv techniques, experiential learning in the sales field, and industry-buyer role plays both in-person and virtually to complement classroom instruction of the sales process. NIU is also the only university to publish a journal that bridges sales theory and practice (Journal of Selling).

NORTHERN KENTUCKY UNIVERSITY

www.nku.edu/academics/cob/programs/departments/msbcm.html

Jose L Saavedra

saavedratj1@nku.edu
Highland Heights, KY 41099
859 572 1321

STUDENTS: 125

START YEAR: 2022

ACCREDITATION(S): **AACSB**

PROGRAM TYPE(S): **UMN**

FOCUS OPTION(S): Entrepreneurship

The Minor in Sales is created to draw high-performance students toward a career in sales. The final goal is to train those students for early success in professional selling careers and connect them with

sales professionals in the three-state region (KY - IN - OH).

NORTHWEST UNIVERSITY

www.northwestu.edu

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**

Our program seeks to combine excellence in sales culture with Christian values.

OHIO UNIVERSITY

business.ohio.edu/sales

Adam Rapp, Ph.D.

rappa@ohio.edu
Schey Sales Centre
Athens, OH 45701

740 593 9328

STUDENTS: 500

START YEAR: 1997

ACCREDITATION(S): **AACSB**

PROGRAM TYPE(S): **UCE, GCE, ET**

The Schey Sales Centre is the largest student organization on campus which uses a competitive selection process. Students graduate with a certificate representing over 500 hours of sales training, experience, and knowledge.

OKLAHOMA STATE UNIVERSITY

business.okstate.edu/csse/index.html

Kim Booker

Kim.booker@okstate.edu
Stillwater, OK 73074
817 723 2872

STUDENTS: 250

START YEAR: 2015

ACCREDITATION(S): **AACSB, USCA ASSOCIATE MEMBER**

PROGRAM TYPE(S): **UCE**

Oklahoma State University offers a Professional Sales program with real world training and experiential learning components to make sure students are well positioned for success in sales and leadership positions. We have a sales lab on campus for competitions and networking and participate in several sales competitions in order to expose students to competitive opportunities to utilize their skills.

OLD DOMINION UNIVERSITY

www.odu.edu/academics/programs/undergraduate/professional-sales

Gina French

gfrench@odu.edu
Norfolk, VA 23529
757 683 3964

STUDENTS: 35

START YEAR: 2014

ACCREDITATION(S): **AACSB, PSE**

PROGRAM TYPE(S): **UCO, UMJ, UMN**

ODU embraces first-generation students, fourth-generation veterans, and the next generation of risk-taking entrepreneurs. The sales program welcomes students from all academic majors, and our student organization, Pi Sigma Epsilon, encourages all students to gain experience participating in multiple sales competitions annually. Our industry partners and advisory board offer students exposure and experience beyond the classroom to prepare them for successful careers.

FOSTER SCHOOL OF BUSINESS

Jack and Ann Rhodes
Professional Sales Program



Huskies Care About

- Student learning that drives early career success
- Fully engaging with our business community
- Contemporary curriculum and practical application

Co-Directors Karen Bailey & Barry Erickson
salesprg@uw.edu

OREGON STATE UNIVERSITY

business.oregonstate.edu/faculty-and-research/centers-strategic-initiatives/sales-academy

Caitlyn Gill

caitlyn.gill@oregonstate.edu
Corvallis, OR 97333
404 695 3982

STUDENTS: 75

START YEAR: 2019

ACCREDITATION(S): **AACSB, GSSI**

PROGRAM TYPE(S): **UCE**

The OSU Sales Academy is dedicated to developing OSU students into the next generation of sales leaders. Our goal is to introduce sales fundamentals to students with personal coaching from industry experts, hands on sales simulations and sales competition opportunities. The Sales Academy is open to OSU students of all majors at no cost based on support from our industry sponsors.

PACE UNIVERSITY

pace.edu/idmlab

Harvey Markovitz

hmarkovitz@pace.edu
New York, NY 10038

917 453 0938

STUDENTS: 30

START YEAR: 2016

ACCREDITATION(S): **AACSB**

PROGRAM TYPE(S): **UCE, UMN**

FOCUS OPTION(S): Communication, Broadcast, or Media Sales, Entrepreneurship, Financial Services, Insurance, International Business, Technology

Students learn the skills needed to be successful inside salespeople and successful face to face salespeople.

PENN STATE HARRISBURG

pennstateprosales.psu.edu/

Darrell Bartholomew

deb62@psu.edu
Middletown, PA 17050
717 948 6166

STUDENTS: 60

START YEAR: 2020

ACCREDITATION(S): **AACSB**

PROGRAM TYPE(S): **UMN**

Penn State Harrisburg offers students a sales minor as well as student membership in Penn State ProSales. Students have participated in sales competitions throughout the country as well as engaging with companies in the Northeastern United States in developing sales leadership skills.

PLYMOUTH STATE UNIVERSITY

www.plymouth.edu

Bob Nadeau

ranadeau@plymouth.edu
Plymouth, NH 03264
603 854 0886

STUDENTS: 200

START YEAR: 2010

ACCREDITATION(S): **USCA ASSOCIATE MEMBER**

PROGRAM TYPE(S): **UMN, UCE**

FOCUS OPTION(S): Medical/healthcare Sales

The Professional Sales Center offers a highly engaging sales curriculum where students learn the most up-to-date sales processes in an experiential learning environment. Students in Sales I compete in an e-Pitch competition hosted by corporate partners, and one national sales competition. Our corporate partners also judge 10 to 12

FIU Business

FLORIDA INTERNATIONAL UNIVERSITY

GLOBAL SALES

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on-site collegiate sales competitions with Sales II students. Students can then advance to the Competitive Sales Team to take part in nationally sanctioned collegiate sales events.

POINT PARK UNIVERSITY

www.pointpark.edu/index

or

www.pointpark.edu/academics/schools/business/UndergraduateProgram/MarketingandSales

Dr. Dorene Ciletti
dciletti@pointpark.edu
Pittsburgh, PA 15222
412 721 5367

STUDENTS: 25

START YEAR: 2019

ACCREDITATION(S): IACBE

PROGRAM TYPE(S): UCO, UMN, UMJ

With small class sizes, experiential learning, and the launch of the Pitterich Sales & Innovation Center, Point Park's professional sales program develops career-ready graduates who are well-prepared to meet the demands of the marketplace. We view sales skills as success skills, opening the sales minor to all university students regardless of major, and continue to grow sales offerings, support student learning and career opportunities, and prepare students for success.

PURDUE UNIVERSITY

www.purdue.edu/proselling

Dr. Anita Dale
Dale11@purdue.edu
West Lafayette, IN 47907

765 494 7860

STUDENTS: 310

START YEAR: 1995

ACCREDITATION(S): USCA Full Member

PROGRAM TYPE(S): UMJ, ET

With a passionate focus on developing career-ready students, the Center for Professional Selling serves as a pivotal hub of experiential learning for undergraduate students who seek a professional sales career or desire to supplement their education by developing selling skills. Complementing the Selling and Sales Management degree program, the Center partners with companies who support students in their journey. Practical experiences in sales competitions, resume critiques, and business networking events provide value to students, partner companies, and underscore the Center's mission.

PURDUE UNIVERSITY NORTHWEST

academics.pnw.edu/professional-selling-lab/

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

STUDENTS: 45

START YEAR: 2016

ACCREDITATION(S): AACSB, USCA

ASSOCIATE MEMBER

PROGRAM TYPE(S): UMN

Purdue University Northwest's (PNW) Professional Selling Lab focuses on developing sales students through exposure to real world selling situations.

Skills include needs assessment, product presentations, handling objections, effective closing, listening, non-verbal communication, value-added analysis, networking, managing time, and more. Our mission is to partner with local businesses to develop professionals of integrity who will re-invest in Northwest Indiana, Chicago-land, and beyond.

ROBERT MORRIS UNIVERSITY

www.rmu.edu/sales

Jill A. Kurp, Ph.D.
kurp@rmu.edu
Moon Township, PA 15108
412 397 3465

STUDENTS: 80

START YEAR: 2019

ACCREDITATION(S): AACSB, USCA ASSOCIATE MEMBER, PSE

PROGRAM TYPE(S): UCE, ET

The Sales Program at Robert Morris University is a cutting edge 12-credit program designed to provide students with the necessary skill sets to be successful in sales and/or sales management positions. The certificate program specifically exposes students to various aspects of sales terminology, the psychology behind sales and its impact on sales personnel, management of brands/categories of products, sales analytics, consultation and relationship building, and entrepreneurial thinking.

RYERSON UNIVERSITY

www.ryerson.ca/tedrogersschool/tric/sales-leadership-program/

Karen Peesker
karen.peesker@ryerson.ca
Ted Rogers School of Management
Toronto, Ontario, Canada M5B 2K3
416 979 5296

STUDENTS: 240

START YEAR: 2018

ACCREDITATION(S): AACSB, USCA

ASSOCIATE MEMBER

PROGRAM TYPE(S): UCE, UMN

FOCUS OPTION(S): Entrepreneurship, Financial Services, International Business, Technology, Tourism & Hospitality

The program blends sales academic theory with innovative experiential learning opportunities. It provides curricular and extracurricular sales learning opportunities, including courses, international case competitions, role play simulations, sales summit and boot-camps, mentoring, live sales assignments and industry events. The program has an Advisory Board that provides advice, support for co-op and job placements, and student mentorship. Through the Ryerson Ted Rogers Sales Leadership Program, we develop exceptional ethical sales leaders who will make a positive contribution to Canada.

SAINTE CLOUD STATE UNIVERSITY

www.stcloudstate.edu/programs/professional-selling/default.aspx

Dr. Denny Bristow
dbristow@stcloudstate.edu
Perdue School of Business
Saint Cloud, MN 56301
320 431 0009

STUDENTS: 60

START YEAR: 2014

ACCREDITATION(S): AACSB

PROGRAM TYPE(S): UCE, ET

The Professional Selling Specialization in the Herberger Business School at Saint Cloud University is a vital component of our endowed Professional Selling Institute and is based upon a foundation of ongoing relationships with more than 40 corporate partners. The program features 2 state-of-the-art sales labs, experiential and classroom-based learning and includes sales competitions, professional selling speakers' bureaus, sales career fairs, and industry expert presentations in the classroom. Students can apply for the Student Sales Leadership program as well as the Student Role Play Mentorship program.

SALISBURY UNIVERSITY

www.salisbury.edu/masmi

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

STUDENTS: 120

START YEAR: 2015

ACCREDITATION(S): AACSB, USCA FULL MEMBER

PROGRAM TYPE(S): UMN

The MASMI Sales Program is one of the top Sales Programs in the Northeast United States. MASMI provides lots of experiential opportunities to students and corporate partners each year, including sales focused job fairs, 1-day internships, Professional development workshops, etiquette dinners and a Mandatory Internal Sales Competition. MASMI also hosts the National Shore Sales Challenge each spring.

SAMFORD UNIVERSITY

samford.edu/business/professional-sales-concentration

C. Clifton Eason
ceason@samford.edu
Birmingham, AL 35229
205 726 2677

STUDENTS: 35

START YEAR: 2015

ACCREDITATION(S): AACSB

PROGRAM TYPE(S): UCO

Guided by an active advisory board comprised of over a dozen distinguished sales professionals, the program employs a broad array of learning tools and opportunities to help students develop both soft and technical sales skills. Students enjoy high-quality sales internships where they get meaningful, hands-on experience in many facets of a sales career.

*INFORMATION FROM 2021

SAN DIEGO STATE UNIVERSITY

chaweb.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: 30

START YEAR: 2014

ACCREDITATION(S): AACSB

PROGRAM TYPE(S): UCE

The Professional Sales Certificate program exposes students to the various aspects of professional selling and the essential skills necessary to enter the field. It equips students with a process for selling, focusing on skills to influence, communicate effectively, and provide valuable solutions. Graduates have started careers in tech sales, medical device sales and the local wine/hospitality industry, among others. There is a focus on Wine and Spirits sales.

SOUTHEAST MISSOURI STATE UNIVERSITY

semo.edu/study/sales-management.html

Sandipan Sen
ssen@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

MSU 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@selu.edu
Hammond, LA 70402
985 549 2277

STUDENTS: 120

START YEAR: 2018

ACCREDITATION(S): AACSB, PSE, GSSI

PROGRAM TYPE(S): UCO

The program offers students real-world experience through small classes, role-play competitions, quota attainment, and mentoring by professionals. Many students are first-generation students working while going to school, so they understand the value of great opportunities.

SOUTHERN NEW HAMPSHIRE UNIVERSITY

www.snhu.edu/campus-majors/undergraduate/bs-marketing

Dawn Cerrato
d.cerrato@snhu.edu
Manchester, NH 03106
603 629 3527

STUDENTS: 75

START YEAR: 2013

ACCREDITATION(S): NCBSB

PROGRAM TYPE(S): UCO, UMN

Partnering with Sales Professional SNHU alumni as well as those of our community is the cornerstone of our Professional Sales Program. They, along with our sponsors, serve as mentors and coaches to prepare students for internal and external sales competitions and more importantly, for their ultimate career in Professional Sales. They also assist sales faculty in making sure the curriculum stays relevant, innovative, and up-to-date so that students are well prepared to succeed in any company or industry.

ST. AMBROSE UNIVERSITY

www.sau.edu/sales-business-and-healthcare

Thomas Hosmanek
Hosmanekthomasj@sau.edu
Davenport, IA 52806
563 940 5835

STUDENTS: 70

START YEAR: 2016

ACCREDITATION(S): ACBSP, USCA FULL MEMBER

PROGRAM TYPE(S): UMJ, UMN

FOCUS OPTION(S): Medical/Healthcare Sales

The program offers 9 sales courses, including internships with area employers, to educate, equip, and empower students seeking a sales career. Virtually 100% of our sales majors have obtained a sales position prior to graduation. Our sales program features small class sizes, experienced instructors, experiential learning, and collaboration with area sales professionals in our state-of-the-art classroom and lab facilities.

ST. CATHERINE UNIVERSITY

www.stkate.edu/academics/school-of-business/business-admin-department/csi

Julie Beckel Nelsen
jbnelsen@stkate.edu
St. Paul, MN 55105
651 690 6000

STUDENTS: 45

START YEAR: 1998

ACCREDITATION(S): ACBSP

PROGRAM TYPE(S): UCE, UMJ, UMN, ET

FOCUS OPTION(S): Medical or Healthcare Sales

The Center for Sales Innovation and the St. Catherine University Sales Program focuses on developing successful and ethical sales leaders, and on advancing the field of sales. The combined support of staff, faculty, and corporate and community partners ensures that the center can provide leading educational opportunities to students and sales professionals. St. Catherine is the only university in Minnesota that offers majors and minors in both Business-to-Business Sales and Healthcare Sales.

STETSON UNIVERSITY

www.stetson.edu/business/sales/

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

STUDENTS: 120

START YEAR: 2017

ACCREDITATION(S): AACSB

PROGRAM TYPE(S): UMN, UMJ

As sales needs evolve from transactional, boots on the ground models, salespeople require the tools to

assess customer needs, forecast global and regional trends and partner to create comprehensive solutions. The Centurion Sales Program meets this industry and economic need by providing advanced training in the field of professional sales to students and professionals, increasing the resources available to current sales professionals while simultaneously preparing the next generation.

SUSQUEHANNA UNIVERSITY

www.susqu.edu/academics/majors-and-minors/professional-sales/

Michele C. Welliver
welliver@susqu.edu
Selinsgrove, PA 17870-1164
570 372 4306

STUDENTS: 40

START YEAR: 2020

ACCREDITATION(S): AACSB

PROGRAM TYPE(S): UMN, ET

The Department of Communications and the Sigmund Weis School of Business collaborated to create Susquehanna University's Professional Sales program in 2020. The program offers an interdisciplinary minor that provides students with a comprehensive understanding of the sales function in an organization and prepares them for a career in sales through a mix of business and communication classes. The minor is designed to provide students with an interactive learning experience both inside and outside of the classroom with internal role play competitions, guest speakers, and the opportunity to participate in external sales competitions.

TAMPERE UNIVERSITY OF APPLIED SCIENCES

www.tuni.fi/fi/tule-opiskelemaan/kansainvalisen-myyntin-ja-myyntin-johtamisen-ylempi-tutkinto-ohjelma

Pia Hautamäki
pia.hautamaki@tuni.fi
Tampere, Finland 33520
+358 294 5222

STUDENTS: 190

START YEAR: 2016

ACCREDITATION(S): GSSI

PROGRAM TYPE(S): UMJ, ET

FOCUS OPTION(S): Communication, Broadcast, or Media Sales, Entrepreneurship, Financial Services, Industrial Distribution, Technology
Tampere University of Applied Sciences (TAMK) is one of the largest and most popular university of applied sciences in Finland. Tampere University and TAMK constitute the Tampere university community. Together we are building a new model for higher education and research in Finland. At TAMK, we have both sales-related degree programs and research activities. The focus in our sales degrees is digital and international selling and sales management. We organize an annual event called SalesDay which offers the newest research-based knowledge on the sales field.

TECHNOLOGICAL UNIVERSITY

DUBLIN

www.dit.ie

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

STUDENTS: 200

START YEAR: 1993

ACCREDITATION(S): AMBA & MARKETING INSTITUTE OF IRELAND
PROGRAM TYPE(S): UCE, UMN, GF, GCE

FOCUS OPTION(S): Entrepreneurship, International Business, Technology

We are the only University or 3rd level institution in Ireland offering an extensive array of sales modules and programmes at undergraduate, postgraduate, executive education and Ph.D. levels. We have been committed to helping "legitimize and professionalize the profession" since the early 1990s.

+INFORMATION FROM 2021

TEMPLE UNIVERSITY

bulletin.temple.edu/undergraduate/fox-business-management/business-minors-certificates/sales-minor/

Nicole Stilianos
nstili@temple.edu
Fox School of Business and Management
Philadelphia, PA 19122
215 204 8152

STUDENTS: 80

START YEAR: 2012

ACCREDITATION(S): AACSB

PROGRAM TYPE(S): UMN

The minor supports a career strategy associated with skills and expertise of selling and customer relationship management. Through the Fox Leadership Development Program (FLDP) for student engagement and the Professional Sales Organization student professional organization, students receive additional non-credit workshop trainings and certificates, participate in case competitions, and network with companies and professionals across industries.

TEXAS A&M UNIVERSITY

mays.tamu.edu/sales-leadership-institute/

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

STUDENTS: 150

START YEAR: 2015

ACCREDITATION(S): AACSB, PSE, USCA FULL MEMBER

PROGRAM TYPE(S): UCE, UCO

The Reynolds and Reynolds Sales Leadership Institute serves as a platform for collaboration of sales educators and researchers to teach career and life skills and to further knowledge creation.

TEXAS CHRISTIAN UNIVERSITY

neeley.tcu.edu/SalesCenter/

Dr. Zachary Hall
z.hall@tcu.edu
Fort Worth, TX 76109
817 257 5068

STUDENTS: 120

START YEAR: 2019

ACCREDITATION(S): AACSB

PROGRAM TYPE(S): UCE

The TCU Sales Center's mission is to develop the next generation of top-performing professionals (regardless of major) and match them with high performing organizations. What makes TCU Sales Center Different? Our faculty team consists of a balance of sales executives and academics that have significant sales experience. Our educational focus is on real-world application.



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

Our students must sell (e.g., prospect, set up meetings, identify and deliver value, close deals, and follow-up) and achieve quota.

TEXAS STATE UNIVERSITY

txstsalescenter.com/

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

512 245 3224

STUDENTS: 100

START YEAR: 2012

ACCREDITATION(S): AACSB, USCA FULL MEMBER, GSSI

PROGRAM TYPE(S): UCO

The Center for Professional Selling in McCoy College has a very active corporate partner advisory board and high demand by business students. The Professional Selling Student Ambassador Program is one of the interfaces with the corporate partners, and students compete to be chosen to participate at the external competitions. Sales research is highly encouraged by faculty members, and the program also has a sales global internship component.

THE CITADEL

go.citadel.edu/marketing-supply-chain-economics/cadet-programs/bs-marketing-business-development/

Bob Riggle
bob.riggle@citadel.edu
Charleston, SC 29409
843 817 1843

STUDENTS: 75

START YEAR: 2015

ACCREDITATION(S): AACSB

PROGRAM TYPE(S): UMJ

The Citadel's Marketing & Business Development Major consists of 24 credit hours (eight courses) from the Marketing, Supply Chain Management, and Economics Department and other courses from the Baker School of Business that contribute to a robust understanding of marketing & business development. Courses will build upon and contribute to a logical career path (e.g., taking a psychology course in human behavior because the future career path is in the residential real estate industry).

TURKU UNIVERSITY OF APPLIED SCIENCES

myyntiakatemia.turkuamk.fi/in-english/

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

STUDENTS: 270

START YEAR: 2008

ACCREDITATION(S): GSSI, MINISTRY OF EDUCATION, AASE

PROGRAM TYPE(S): UCE, UMN, GCE

FOCUS OPTION(S): Financial Services, Insurance, International Business, Technology

In Turku UAS, it's possible to study B2B sales, focus on technology sales, or the financial and insurance sector. Besides, the MBA in Sales management program aims to develop the competences for demanding global

business. Innovation pedagogy is applied, which links together theoretical and professional know-how in cooperation with real-life business. Turku UAS is active in RDI in sales as well as in developing new concepts for international sales competitions.

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: 30

START YEAR: 1999

ACCREDITATION(S): AACSB

PROGRAM TYPE(S): UCO

Students who choose the Sales and Marketing concentration take foundational courses along with Marketing course in consumer behavior, market research, and international marketing. Sales based courses include: Sales management, Professional selling, and Promotional strategy. Graduates have the skills to qualify for careers within profit and nonprofit organizations and retail management. They will find entry-level sales and marketing opportunities.

UNIVERSIDAD DEL DESARROLLO

<https://negocios.udd.cl/ver-diplomado/diplomado-en-direccion-comercial-y-ventas-udd/>

Jorge Bullemore
j.bullemore@udd.cl
Santiago, Chile 7620085
+56994405513

STUDENTS: 40

START YEAR: 2020

ACCREDITATION(S): AMBA

PROGRAM TYPE(S): UEM, GCE, ET

Focus Option(s): Entrepreneurship

At Universidad del Desarrollo we are in the process of developing a sales area with a world class standard. Focused on creating solutions tailored to our students and for the industry, with highly experienced professors and a solid academic background. Our focus is on innovation and entrepreneurship.

UNIVERSITA BOCCONI

www.unibocconi.it

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

STUDENTS: 50

START YEAR: 2003

ACCREDITATION(S): AACSB, EQUIS

PROGRAM TYPE(S): ECE, ET

We teach both personal selling and account management skills, and sales force management skills. We typically use a mix of lectures, guest speakers, case studies, simulations, role plays and field projects.

UNIVERSITY CLERMONT AUVERGNE

iae.uca.fr/formation/master/master-marketing-vente

Pascal Brassier
pascal.brassier@uca.fr
Clermont-Ferrand
Auvergne, France 63000
0033 4 73 17 77 00

STUDENTS: 180

START YEAR: 2017

ACCREDITATION(S): GSSI, AACSB

PROGRAM TYPE(S): GCE, GF, ET

FOCUS OPTION(S): International Business

Our mission: To train high-potential B2B and international sales executives, with a unique bilingual French-English Master's Degree.

UNIVERSITY OF AKRON

uakron.edu/cba/fisher

David Payne
dpayne@uakron.edu
Fisher Institute for Professional Selling
Akron, OH 44325
440 759 0807

STUDENTS: 225

START YEAR: 1992

ACCREDITATION(S): AACSB, USCA FULL MEMBER

PROGRAM TYPE(S): UCE, UMJ, UMN, ET

FOCUS OPTION(S): Entrepreneurship, Financial Services, Industrial Distribution, Insurance, International Business, Medical or Healthcare Sales, Technology
The University of Akron's Fisher Institute offers a state-of-the-art sales education facility like nothing in the USA. With a Sales Major, Sales Minor and three additional Sales Certificates, we continuously strive towards master-level skills and sales education with cutting edge technology and research. As the second-oldest university-based sales institution, we have a clear understanding of what employers want from our graduates for sales career success! With nearly 30 Corporate Partners and 100% job placement, we look forward to a bright future!

UNIVERSITY OF ALABAMA

www.uasalesprogram.com

Joe Calamusa IV
jcalamus@cba.ua.edu
Culverhouse College of Commerce & Business Administration
Tuscaloosa, AL 35487

205 348 8923

STUDENTS: 800

START YEAR: 2009

ACCREDITATION(S): AACSB

PROGRAM TYPE(S): UCE, UMN, GF

Over 1,500 students per year are part of The University of Alabama Sales Program. The four courses in the Sales minor provide a progressive path from fundamental selling skills to advanced processes, sales management, and sales strategy. Our students learn concepts collaboratively and prepare for professional interactions by completing live role play presentations. Our professors engage with corporate partners to produce authentic selling scenarios that serve as settings for teaching and inspiration.

UNIVERSITY OF ALABAMA AT BIRMINGHAM

www.uab.edu/business/home/departments-centers/centers-outreach/center-for-sales-leadership

John Hansen
jdhanen@uab.edu
Collat School of Business
Birmingham, AL 35294

205 996 2069

STUDENTS: 36

START YEAR: 2008

ACCREDITATION(S): AACSB

PROGRAM TYPE(S): UCE

FOCUS OPTION(S): Entrepreneurship, Industrial Distribution, Medical/Healthcare Sales, Digital Marketing

The Professional Sales Program at UAB focuses on the fundamentals of professional selling and the professionalization of the field. We provide students an understanding of what a career in professional selling entails and help them refine the skills necessary for success. We are distinctive in that all faculty who teach within the program have real-world experience, we offer state-of-the-art facilities, and we are located within the largest business center in the state (Birmingham).

UNIVERSITY OF APPLIED SCIENCES IN WIENER NEUSTADT

www.fhwn.ac.at/hochschule/institute/marketing-sales

Johannes Reiterer
johannes.reiterer@fhwn.ac.at
Wiener Neustadt, Austria 2700
+43 5 0421 1

STUDENTS: 140

START YEAR: 2014

ACCREDITATION(S): GSSI, AASE, USCA

ASSOCIATE MEMBER

PROGRAM TYPE(S): GCE

FOCUS OPTION(S): Financial Services, Industrial Distribution, Insurance, International Business, Medical/Healthcare Sales, Technology

The Master programme 'Business Development & Sales Management' deals with selling processes in the business-to-business market area. It further develops analytical skills, leadership practices and negotiation competencies. Additional focus areas are the digitalization of the selling processes, the identification of market potentials and an analysis of the structure from selling organizations. Sales trainings are conducted in Sales Science Lab of the University. This facility combines sales psychology with a digital training infrastructure.

UNIVERSITY OF APPLIED SCIENCES UPPER AUSTRIA

www.fh-ooe.at/en/steyr-campus/

Christian Stadlmann
christian.stadlmann@fh-steyr.at
Steyr, Austria 4400
+43 664 80484 33612

BACHELOR STUDENTS: 150

MASTER STUDENTS: 100

START YEAR: 2003

ACCREDITATION(S): GSSI

PROGRAM TYPE(S): UCE, GCE

FOCUS OPTION(S): International Business

Our sales degree programs focus on international, business-to-business sales, include a semester abroad in one of our 200 partner universities, offer double degrees at various partner universities. Programs are supported by a broad network of international manufacturing, IT and service companies which are one of our main assets and employers of our graduates.

UNIVERSITY OF ARKANSAS AT LITTLE ROCK

www.ualr.edu/selling/

David Gilliam
dagilliam@ualr.edu
Little Rock, AR 72204-1099
501 916 6776

STUDENTS: 30

START YEAR: 2007

ACCREDITATION(S): AACSB, GSSI,

USCA ASSOCIATE MEMBER

PROGRAM TYPE(S): UCE, UEM, UMN

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

UNIVERSITY OF CENTRAL FLORIDA

business.ucf.edu/professional-selling/

William Steiger
william.steiger@ucf.edu
Orlando, FL 32816
407 257 3697

STUDENTS: 45

START YEAR: 2005

ACCREDITATION(S): AACSB, USCA

ASSOCIATE MEMBER, SACS

PROGRAM TYPE(S): UMJ, UMN

The program features two cohorts of no more than 35 students in each starting in August and January with limited access. The program requires separate application and three interviews for admission.

UNIVERSITY OF CENTRAL MISSOURI

www.ucmo.edu/academics/programs/majors/marketing-bsba-46-269/index.php

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

STUDENTS: 50

START YEAR: 2008

ACCREDITATION(S): AACSB

PROGRAM TYPE(S): UCE

All marketing majors and minors complete the Professional Sales course. Each year we host the State Farm Marketing & Sales Competition in our State Farm sales lab. In addition, students from the sales classes may compete for sales scholarships in the Fastenal sales competition we host each spring. Students also have the opportunity to earn a spot to compete in various sales competitions throughout the year.

UNIVERSITY OF CENTRAL OKLAHOMA

www.uco.edu/programs/cob/program-professional-selling-major

Stacia Wert-Gray
sgray@uco.edu
Edmond, OK 73013
405 974 2437

STUDENTS: 90

START YEAR: 2005

ACCREDITATION(S): AACSB

PROGRAM TYPE(S): UMJ, UMN

The University of Central Oklahoma offers both a major and a minor degree in professional selling. Additionally, a graduate emphasis in Sales Leadership will be available beginning Fall 2022 as part of the existing MBA degree. Coursework emphasizes applied skills that are applicable to a variety of industries. The program is housed in the Bob Mills Professional Sales Center. Students have an opportunity to compete in local, regional and national events.

UNIVERSITY OF CINCINNATI

business.uc.edu/centers-partnerships/professional-selling.html

Jennifer Barlow
jennifer.barlow@uc.edu
Carl H. Lindner College of Business
Cincinnati, OH 45221
513 556 7375

STUDENTS: 400

START YEAR: 2010

ACCREDITATION(S): AACSB

PROGRAM TYPE(S): UCO, UEM, UMN, GCE

FOCUS OPTION(S): Communication, Broadcast, or Media Sales, Entrepreneurship, Financial Services, Industrial Distribution, Insurance, International Business, Medical or Healthcare Sales, Technology
The Lindner College of Business Professional Sales program is one of the largest programs in the country with over 400 students enrolled in a sales course each semester. At Lindner, we pride ourselves on diversity and inclusion. Women make up 56% of our undergraduate program and students of color account for 17% of enrollment.

UNIVERSITY OF COLORADO DENVER

business.ucdenver.edu/academics#sales

Dr. Vicki Lane
vicki.lane@ucdenver.edu
Denver, CO 80202
719 505 0460

STUDENTS: 40-50

START YEAR: 2021

ACCREDITATION(S): AACSB

PROGRAM TYPE(S): UMN, GCE

FOCUS OPTION(S): Technology

Located in the heart of downtown Denver, CU Denver offers a BSBA Sales Minor and a Graduate Certificate in Technical Sales. The program provides Extensive Access to business leaders for networking, expertise, and internships. CU Denver is Top ranked in Colorado for campus ethnic diversity and Ranks No. 1 for Social Mobility in Colorado, U.S. News & World Report. 60% of new CU Denver Freshman identify as students of color.

UNIVERSITY OF CONNECTICUT

<https://undergrad.business.uconn.edu/wp-content/uploads/sites/454/2021/03/Sales-Leadership.pdf>

William M. Ryan
william.ryan@uconn.edu
Storrs, CT 06269-9013
860 951 1775

STUDENTS: 70

START YEAR: 2001

ACCREDITATION(S): AACSB

PROGRAM TYPE(S): UCO, UMN

FOCUS OPTION(S): Financial Services, Industrial Distribution, Insurance, Medical or Healthcare Sales, Technology

Started in 2001, UConn's Professional Sales Leadership program was the first professional sales degree program offered in New England at a leading research university. Over 150 students involved in the program annually. We work closely with our corporate partners: Stryker, Enterprise, Liberty Mutual, ADP Xerox, Virtus, Federated Insurance, Aetna, and Johnson Controls. Our experiential learning approach includes role plays, case studies, internships, events and field engagements.

UNIVERSITY OF DAYTON

udayton.edu/business/experiential-learning/centers/center_professional-selling/index.php

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

STUDENTS: 160

START YEAR: 2005

ACCREDITATION(S): AACSB, PSE

PROGRAM TYPE(S): UEM, UMN

FOCUS OPTION(S): Medical/healthcare Sales, Technology

The University of Dayton Fiore Talarico Center for Professional Selling is 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.

UNIVERSITY OF DELAWARE

lerner.udel.edu/programs/undergraduate-programs/minors/minor-in-professional-selling-and-sales-management/

Suresh Sundaram, Ph.D.
ssuresh@udel.edu
Newark, DE 19716

320 983 0686

STUDENTS: 180

START YEAR: 2018

ACCREDITATION(S): AACSB

PROGRAM TYPE(S): UMN

The minor is designed to introduce students to the concepts and language of personal selling and sales management. To encourage sales skill development, students are required to participate in a role play competition, an elevator pitch competition, a Shark Tank-style competition, and a fundraising competition at different points in the program. All competitions are corporate sponsored.

UNIVERSITY OF DENVER

daniels.du.edu/sales-leadership-center/

Michele L. Cunningham
michele.cunningham@du.edu
Daniels College of Business
Denver, CO 80210-4711

303 871 3317

STUDENTS: 60

START YEAR: 2018

ACCREDITATION(S): AACSB

PROGRAM TYPE(S): UCO, UEM, UMN

The Sales Leadership Center is dedicated to the education, training and development of sales leaders and the discovery and dissemination of sales knowledge. We accomplish this through curriculum, competitions and events for students, as well as performing research and scholarship. We serve as a crucial conduit between the University of Denver and the private sector, creating partnerships that focus on solving problems related to sales research, education and recruiting.

UNIVERSITY OF FLORIDA

warrington.ufl.edu/marketing-department/professional-selling/

Dennis DiPasquale
dipasquale@ufl.edu
Gainesville, FL 32611
352 392 4446

STUDENTS: 400

START YEAR: 2019

ACCREDITATION(S): AACSB

PROGRAM TYPE(S): UMN

In the University of Florida Sales Program, theory is tempered with real world application and practice through coursework with Professors who have considerable business experience along with terminal degrees. Students who also embed themselves in Pi Sigma Epsilon—the student run sales

and marketing fraternity—and gatorSLAM—a faculty-lead experiential program—tend to enjoy the luxury of multiple job offers and their choice of their first post-collegiate experience.

UNIVERSITY OF GEORGIA
www.terry.uga.edu/marketing

John Hulland
jhulland@uga.edu
Terry College of Business
Athens, GA 30602
706 542 3776

STUDENTS: 150
START YEAR: 2001
ACCREDITATION(S): AACSB, PSE
PROGRAM TYPE(S): UCE, UEM
FOCUS OPTION(S): Financial Services, Insurance, Technology

An educational environment with many touchpoints between students and potential employers, including in-class presentations, sales competitions (both internal and external), and professional organization roundtables. Our strong relationships with partner companies are a key element of our program success.

UNIVERSITY OF HOUSTON
www.bauer.uh.edu/sei/

Yara Suki
sei@bauer.uh.edu
C. T. Bauer College of Business
Houston, TX 77204
713 743 0185

STUDENTS: 120
START YEAR: 1996
ACCREDITATION(S): AACSB, USCA FULL MEMBER, GSSI
PROGRAM TYPE(S): UCE, UMN, GCE, GF, EC, ET

We want to make a difference in the world of ideas, in the lives of our students, and in our college, university, and communities by solving problems related to Research, Executive Education, and Recruiting. At the Stephen Stagner Sales Excellence Institute, we advance sales education and develop sales leaders through Research, Executive Education, and Degree Programs. Through these pillars, we are able to offer the expertise of executive professors with real-world experience and Ph.D. research professors.

UNIVERSITY OF IDAHO
www.uidaho.edu/

Scott K Metlen
metlen@uidaho.edu
Moscow, ID 83843
208 301 1269

STUDENTS: 20
START YEAR: 2020
ACCREDITATION(S): AACSB
PROGRAM TYPE(S): UEM, UMN
FOCUS OPTION(S): Entrepreneurship, Financial Services, Industrial Distribution

All University of Idaho marketing students take courses in consumer behavior, market research, and marketing strategy. They have developed the foundational knowledge to align marketing activities to organizational goals and objectives. Augmenting this foundation with sales-specific courses and other supporting electives strengthens students' skillset pursuing this Sales Management Option. These students have a sounder grasp of

the sales function in enhancing organizational outcomes that differentiates them on the job market.

UNIVERSITY OF KANSAS
business.ku.edu/undergraduate-programs/degree-programs/certificate-professional-selling-1

Kristen Helling
khelling@ku.edu
Lawrence, KS, 66045
785 864 6776

STUDENTS: 90
START YEAR: 2016
ACCREDITATION(S): AACSB
PROGRAM TYPE(S): UCE

The mission of the professional selling program is to prepare students for successful careers in consultative selling. Graduates of the program will help consumers and businesses define their needs, understand and evaluate buying options, facilitate effective purchase decisions, and forge enduring relationships. Faculty work with students to highlight burgeoning opportunities associated with a career in consultative selling while equipping them with the skill sets needed to succeed.

UNIVERSITY OF LOUISIANA AT LAFAYETTE
marketing.louisiana.edu/

Geoffrey Stewart
geoffrey.stewart@louisiana.edu
Lafayette, LA 70503
908 227 7661

STUDENTS: 60
START YEAR: 2013
ACCREDITATION(S): AACSB
PROGRAM TYPE(S): UCO
FOCUS OPTION(S): Communication/Broadcast Sales, Entrepreneurship, Financial Services, Insurance, Industrial Distribution, Medical/Healthcare Sales, Technology

The Northwestern Mutual Sales and Research Lab is a hub for classroom instruction, career training, networking, and job recruitment. The lab was renovated in summer 2020 and is used to sharpen student's sales and marketing skills and knowledge through role play, to conduct research, and polish presentations.

UNIVERSITY OF LOUISVILLE
www.business.louisville.edu/

Kenneth L Hartung
kenneth.hartung@louisville.edu
Louisville, KY 40292
502 852 4849

STUDENTS: 110
START YEAR: 2000
ACCREDITATION(S): AACSB
PROGRAM TYPE(S): UCE

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

UNIVERSITY OF MINNESOTA
csle.umn.edu/

Todd Williams
toddwms@umn.edu
Minneapolis, MN 55455
612 301 2727

STUDENTS: 60

START YEAR: 2016
ACCREDITATION(S): USCA ASSOCIATE MEMBER

PROGRAM TYPE(S): UCE
FOCUS OPTION(S): Entrepreneurship, Financial Services, Insurance, Medical/Healthcare Sales, Technology

The Center for Sales Leadership + Education (CLSE) creates opportunities for University of Minnesota students to further their sales education, develop practical skills, provide applied business experience, and create sales leaders through education, partnerships, and research. In addition, CSLE advances the sales profession through academic education, valued outreach activities, and impactful research.

UNIVERSITY OF MINNESOTA - DULUTH
lsbe.d.umn.edu/sales

Jessica Gardner
jigardne@d.umn.edu
Labovitz School of Business and Economics
Duluth, MN 55812
218 726 7155

STUDENTS: 140
START YEAR: 2019
ACCREDITATION(S): AACSB
PROGRAM TYPE(S): UMJ

Our Professional Sales major focuses on experiential learning and topics such as: team selling, negotiations, and sales analytics. Students can also enhance their sales skills through various competitions, conferences, networking events, and internships (3M's Frontline Program offers students the chance to work for a Fortune 500 company). The student run sales club encourages growth mindset, business acumen and leadership skills to better prepare students for their future career.

UNIVERSITY OF MISSOURI
business.missouri.edu

Diamond Wade Wheeler
wheelerdw@missouri.edu
Trulasie College of Business
Columbia, MO 65211
314 550 8412

STUDENTS: 120
START YEAR: 2011
ACCREDITATION(S): AACSB
PROGRAM TYPE(S): UCE

The Certificate in Sales and Customer Development prepares undergraduate students for careers in the highly professional and dynamic field of sales. Through the certificate's required coursework and internship, students gain vital skills as well as knowledge of current best practices in the sales profession and sales management. This certificate will serve as tangible evidence of a strong background in sales for potential employers.

UNIVERSITY OF NEBRASKA AT KEARNEY
www.unk.edu

Marsha Yeagley
yeagleym@unk.edu
Kearney, NE 68849
308 865 8345

STUDENTS: 70
START YEAR: 2015
ACCREDITATION(S): AACSB
PROGRAM TYPE(S): UCE, UEM

The program strongly encourages internships and requires experiential learning. The emphasis within the marketing and supply chain management students' path is to provide a well-rounded foundation within business with a focus on sales and role playing.

UNIVERSITY OF NEBRASKA - LINCOLN
business.unl.edu/research/center-for-sales-excellence/

Ravi Sohi, PhD
ravisohi@unl.edu
Lincoln, NE 68588-0492
402 472 2316

STUDENTS: 475
START YEAR: 2013
ACCREDITATION(S): AACSB, USCA ASSOCIATE MEMBER

PROGRAM TYPE(S): UCE, EC, ET
Our program offers a sales education to undergraduate, graduate, and doctoral students. Our undergraduate program is open to all majors. Students get experience with real selling. We have state of the art role play labs. We offer online Masters courses in sales designed for working professionals who want to update their skills. We have a Ph.D. program with a sales focus and offer a Doctoral Seminar in Sales and Sales Management.

UNIVERSITY OF NEBRASKA - OMAHA
www.unomaha.edu/college-of-business-administration/sales/

Dr. Shannon Cummins
scummins@unomaha.edu
Omaha, NE 68182
402 430 2004

STUDENTS: 174
START YEAR: 2019
ACCREDITATION(S): AACSB, USCA ASSOCIATE MEMBER

PROGRAM TYPE(S): UCO, UMN
Introductory students complete 3 real-world sales encounters with professional partners practicing warm-calls, pitches, and full sales role-plays. Advanced students participate in consultative role-play trainings and community-based live selling projects. A national competition team launched in 2021 and all students participate in partner-based networking and professional development activities.

UNIVERSITY OF NEW HAMPSHIRE
paulcollege.unh.edu/unh-sales-center

James McIlroy
james.mcilroy@unh.edu
Peter T. Paul Center
Durham, NH 03824
603 781 7017

STUDENTS: 175
START YEAR: 2017
ACCREDITATION(S): AACSB
PROGRAM TYPE(S): UMN

The modern sales professional helps customers solve business problems through active listening, asking questions, deep empathy, domain competency, and the understanding and communicating of value. UNH Sales has designed academic and experiential activities that immerse participants in the sales environment, to ensure our students build the necessary competencies and confidence.

THE UNIVERSITY OF NEW HAVEN

www.newhaven.edu

Ronald Kuntze
rkuntze@newhaven.edu
West Haven, CT 06516
617 435 8075 Mobile

STUDENTS: 30

START YEAR: 2010

ACCREDITATION(S): AACSB

PROGRAM TYPE(S): UCE, UCO, UMN

FOCUS OPTION(S): Communication/Broadcast Sales, Entrepreneurship, Financial Services, Insurance, Medical/Healthcare Sales, Technology

This growing program accepts students with varying majors at the University and requires that each student complete a sales-specific internship. The program is under redevelopment to reflect the digital and remote aspects of modern sales and marketing post-Covid.

THE UNIVERSITY OF NEW MEXICO

salescenter.mgt.unm.edu/

Dimitri Kapelianis
dkapeli@unm.edu
Anderson School of Management
Albuquerque, NM 87131-0001
505 750 7885

STUDENTS: 60

START YEAR: 2020

ACCREDITATION(S): AACSB

PROGRAM TYPE(S): UCE

The program at the UNM Center for Sales & Business Development emphasizes practical acquisition and application of sales skills. At the undergraduate level, students can take courses in Professional Selling, Entrepreneurial Selling, and Advanced Sales. At the graduate level, students can take a course in Business Development. The sales faculty work closely with our corporate partners and Advisory Board to expose students to sales practices and career paths.

UNIVERSITY OF NORTH ALABAMA

www.steelesalescenter.com

Brian L. Morgan
blmorgan1@una.edu
Florence, AL 35630
256 765 5240

STUDENTS: 90

START YEAR: 2011

ACCREDITATION(S): AACSB, USCA FULL MEMBER

PROGRAM TYPE(S): UCE, UCO, UMN, GF

The mission of the Steele Center for Professional Selling is to increase the prominence, credibility, and reputation of the sales profession by educating the next generation of sales professionals. We seek to accomplish this through high-quality curriculum, hands-on experiential learning, and transformational student engagement. The end goal is to provide our students with game-changing career opportunities and our corporate partners with superior sales talent.

UNIVERSITY OF NORTH CAROLINA AT GREENSBORO

uncg.edu

James S. Boles
jsboles@uncg.edu
Bryan School of Business and Economics
Greensboro, NC 27402-6170
336 334 4413

STUDENTS: 100

START YEAR: 2015

ACCREDITATION(S): AACSB

PROGRAM TYPE(S): UCE, UCO, UMN

Our program focuses on providing undergraduate students with a strong background in sales and sales leadership with internship and hands-on sales experiences available to all students in the program.

UNIVERSITY OF NORTH CAROLINA AT WILMINGTON

csb.uncw.edu/sales-center/index.html

John Reed
reedj@uncw.edu
Cameron School of Business
Wilmington, NC 28403
910 962 7280

STUDENTS: 180

START YEAR: 2018

ACCREDITATION(S): AACSB, USCA FULL MEMBER, PSE

PROGRAM TYPE(S): UCO

A comprehensive course in professional sales that includes an introductory professional selling course, advanced courses in sales technology and sales management, and a capstone course in advanced selling.

UNIVERSITY OF NORTH CAROLINA

www.kenan-flagler.unc.edu

Mark McNeilly
Mark_McNeilly@kenan-flagler.unc.edu
Kenan Flagler Business School
Chapel Hill, NC 27599-3490
919 413 5000

STUDENTS: 200

START YEAR: 2010

ACCREDITATION(S): AACSB

PROGRAM TYPE(S): UEM, GF, ET

FOCUS OPTION(S): Entrepreneurship, Financial Services, International Business, Medical/Healthcare Sales, Technology, Channel Sales

The program focuses on B2B Consultative Selling, B2B2B and B2B2C Channel Management, Sales Strategy AND Sales Skills.

UNIVERSITY OF NORTH GEORGIA

ung.edu/degrees/bachelors/marketing.php

Dr. Cindy B. Rippe
cindy.rippe@ung.edu
Dahlonega, GA 30597
904 402 1866

STUDENTS: 125

START YEAR: 2018

ACCREDITATION(S): AACSB

PROGRAM TYPE(S): UCO

The program trains students in consultative and needs-based selling through hands-on sales practice and experiential learning. All students compete in two competitions judged by industry experts. We focus on preparing students for a career in professional selling through career events and exposure to sales professionals with our corporate partners. UNG Sales Club and sales team opportunities are available.

UNIVERSITY OF NORTH TEXAS

cob.unt.edu/

Joy Houser
Joy.Houser@unt.edu
Denton, TX 76203-5017
940 565 3075

STUDENTS: 60

START YEAR: 2014

ACCREDITATION(S): AACSB

PROGRAM TYPE(S): UCO, UMN

The UNT Professional Selling Program is a select, cohort-based program with

Explore a career in professional sales



National Team Selling Competition | October 19–21, 2022

The Center for Global Sales Leadership creates career-defining moments for undergraduate students at the top-ranked Kelley School of Business at Indiana University.

- #3 in marketing, *U.S. News & World Report*, 2022
- 3M Professional Sales & Communications Lab
- Employer connections with the world's top companies and sales leaders
- Real-world sales opportunities, including visits to leading corporations

Learn more: gokelley.iu.edu/globalsales



limited enrollment allowing for one-on-one coaching and role-play-based training. Courses emphasize prospecting/lead generation paired with complex, customer-centered selling. Utilization of gaming technology optimizes critical thinking and decision-making skills that prepare students for complex selling situations. All faculty have extensive sales experience at leading sales-focused organizations. Active engagement with industry partners and alumni in DFW market provides quality internships that convert into competitive sales careers.

*INFORMATION FROM 2021

UNIVERSITY OF PORTSMOUTH

www.port.ac.uk

Richard Lowton
richard.lowton@port.ac.uk
Portsmouth Business School
Portsmouth, UK PO1 3DE
+44 023928481

STUDENTS: 120

START YEAR: 2012

ACCREDITATION(S): GSSi

PROGRAM TYPE(S): USP, GCE, ET

The Sales Management Module prepares students for the real world of business with many students securing sales roles they only dreamed of. Past winner of the European Sales Competition. Preferred partner in key corporate graduate recruitment programmes.

*INFORMATION FROM 2021

THE UNIVERSITY OF SAN DIEGO

www.sandiego.edu

Carlton O'Neal
coneal@sandiego.edu
San Diego, CA 92110
760 685 0855

STUDENTS: 60

START YEAR: 2012

ACCREDITATION(S): AACSB

PROGRAM TYPE(S): UEM, USP

FOCUS OPTION(S): Communications/Broadcast Sales, Entrepreneurship, Financial Services, Industrial Distribution, Medical/Healthcare Sales, Technology
Recently the USD Sales Team finished first in the International Collegiate Sales Competition.

THE UNIVERSITY OF SOUTH CAROLINA

sc.edu/study/colleges_schools/moore/research_and_centers/centers/center_for_sales_success/index.php

Beth Renninger
beth.renninger@moore.sc.edu
Columbia, SC 29208
610 291 6954

STUDENTS: 250

START YEAR: 2017

ACCREDITATION(S): AACSB

PROGRAM TYPE(S): UCE

The University of South Carolina Center for Sales Success operates for students by creating opportunities to learn the professional sales process, develop and apply selling skills, and gain sales career understanding and exposure. All of these are applied in experiential learning projects. Students interact with corporate partners to earn access to jobs and provide sponsors with connections to top talent.

THE UNIVERSITY OF SOUTH FLORIDA

www.usf.edu/business/centers/marketing-sales-innovation/

Robert Hammond
rwhammond@usf.edu
Tampa, FL 33620-0001
813 974 2079

STUDENTS: 300

START YEAR: 2017

ACCREDITATION(S): AACSB

PROGRAM TYPE(S): UCE, UCO, ET

The University of South Florida sales curriculum is supported with co-curricular activities through the Professional Sales Club, business partners, and the Center for Marketing and Sales Innovation. Students from all university majors are welcomed to learn together and compete in both university and intercollegiate sales competitions. The Center for Marketing and Sales Innovation operates labs with roleplay rooms, CRM software, soft phones, and one of the largest installations of state-of-the-art neuromarketing tools.

THE UNIVERSITY OF SOUTHERN MISSISSIPPI

www.usm.edu/business/certificate-programs.php

Kristina Harrison
kristina.m.harrison@usm.edu
Hattiesburg, MS 39406
601 266 5286

STUDENTS: 14

START YEAR: 2009

ACCREDITATION(S): AACSB

PROGRAM TYPE(S): UCE

To stand out in today's job market and meet the increasing demand for specifically educated professional sales personnel, the School of Marketing offers a certificate in Professional Selling. This certificate is designed to enhance the essential knowledge and skills individuals must possess to manage sales and customer relationships, as well as give them the tools to become a top salesperson. Students will be able to obtain hands-on selling practice in our state-of-the-art Professional Sales Lab.

UNIVERSITY OF TAMPA

www.ut.edu/academics/sykes-college-of-business/centers-and-institutes/institute-for-sales-excellence

Stacey Schetzlsle
sschetzlsle@ut.edu
Sykes College of Business
Tampa, FL 33606
813 257 3145

STUDENTS: 90

START YEAR: 2019

ACCREDITATION(S): AACSB, USCA

ASSOCIATE MEMBER

PROGRAM TYPE(S): UMN

The Institute for Sales Excellence hosts internal sales competitions, multiple sales events, and a variety of networking opportunities through the year. The program blends theory and real-world application to enhance students' ability to sell themselves and effectively develop and manage mutually beneficial relationships with customers. Activities and projects are focused in experiential B2B selling, focusing on value and solution selling.

UNIVERSITY OF TENNESSEE

CHATTANOOGA

www.utc.edu/gary-w-rolls-college-of-business/about/endowed-chairs/gary-w-rolls-endowed-chair-sales

Christopher Plouffe
chris-plouffe@utc.edu
Chattanooga, TN 37403-2598
423 415 1747

STUDENTS: 120

START YEAR: 2020

ACCREDITATION(S): AACSB

PROGRAM TYPE(S): UCE, UMN, ET

FOCUS OPTION(S): Communication, Broadcast, or Media Sales, Entrepreneurship, Financial Services, Insurance, Technology

Defining characteristics of the Sales Program at UTC include: Limited student enrollment; Corporate Partner exclusivity (only a small percentage of vetted Corporate Partners granted membership); inexpensive, value-oriented Corporate Partner annual Fees; no long-term financial commitment for most Corporate Partners (e.g., membership is year-to-year); brand new Sales Lab as of 2021; coaching and mentoring of UTC sales students.

UNIVERSITY OF TENNESSEE

KNOXVILLE

haslam.utk.edu/

Tom Van Dorselaer
tvandors@utk.edu
Haslam College of Business
Knoxville, TN 37919
865 407 5059

STUDENTS: 300

START YEAR: 2015

ACCREDITATION(S): AACSB

PROGRAM TYPE(S): UCE, UCO, UEM, UMN

FOCUS OPTION(S): Communication, Broadcast, or Media Sales, Entrepreneurship, Financial Services, Industrial Distribution, Insurance, International Business, Technology

The UTK Professional Sales program is supported by 30 corporate partners across a wide variety of industries. Our Professional Sales Leadership Program is comprised of a select group of student leaders and is led by 3 students. Our students learn real world applications like Salesforce, selling in a digital world and hone their skills via several sales competitions held throughout the academic year.

THE UNIVERSITY OF TEXAS

AT ARLINGTON

catalog.uta.edu/business/marketing/undergraduate/#certificatetext

Larry Chonko
Larry.Chonko@uta.edu
Arlington, TX 76019
871 272 0264

STUDENTS: 165

START YEAR: 2013

ACCREDITATION(S): AACSB

PROGRAM TYPE(S): UCE, UMN, ET

The Sales Certificate program will enhance students' abilities to sell themselves, their ideas, as well as products and services. It also equips students with knowledge and skills related to developing and managing mutually beneficial relationships with customers. The Sales Certificate program stresses the ethical, technological, and global aspects of professional sales. The Program responds to the growing demand for students with a sales

education and it is available to both business and non-business majors.

UNIVERSITY OF TEXAS AT AUSTIN

www.mcombs.utexas.edu/Departments/Marketing/Professional-Sales-Minor

Lamar Johnson
lamar.johnson@mcombs.utexas.edu
Professional Sales & Business Development Forum
Austin, TX 55455
512 468 1090

STUDENTS: 25

START YEAR: 2021

ACCREDITATION(S): AACSB

PROGRAM TYPE(S): UMN

The Professional Sales & Business Development Minor UT Austin is hosted by the McCombs School of Business and The Moody College of Communication and is open to all undergraduate students on campus. With our corporate partners in the Professional Sales & Business Development Forum, we provide academic and hands on skills for students to get a fast start in the exciting world of professional sales, or for success in the career of their choice.

THE UNIVERSITY OF TEXAS

AT DALLAS

jindal.utdallas.edu/centers-of-excellence/pro-sales/

Dr. Howard Dover
howard.dover@utdallas.edu
Richardson, TX 75080
972 883 4420

STUDENTS: 300

START YEAR: 2013

ACCREDITATION(S): AACSB, USCA FULL

MEMBER, GSSI

PROGRAM TYPE(S): UCE, UCO, UEM, USP

FOCUS OPTION(S): Financial Services, Insurance, Medical or Healthcare Sales, Technology

Our students have a live quota each core sales class in our program. Therefore, we sell in our program, not just teach sales. Our curriculum adapts to current technology trends and we use sales technology at all core levels of the program. Our digital prospecting (sales development and Enablement) course is the course that keeps our curriculum current with market trends and buyer changes.

UNIVERSITY OF THE FRASER VALLEY

www.ufv.ca/business

Mark Breedveld
mark.breedveld@ufv.ca
Abbotsford, British Columbia,
Canada V2S 7M8
604 864 4694

STUDENTS: 90

START YEAR: 1992

ACCREDITATION(S): EFMD

PROGRAM TYPE(S): UCE, UEM

UFV is the only university in Canada which requires all undergraduate business students to take a course in professional selling. UFV offers three sales-focused courses in addition to courses in negotiation and CRM.

UNIVERSITY OF TOLEDO

www.sales.utoledo.edu

Deirdre Jones
deirdre.jones@utoledo.edu or
edwardschmidtschool@utoledo.edu
Edward Schmidt School of
Professional Sales
Toledo, OH 43606

419 530 6133, 419 530 2978

STUDENTS: 305

START YEAR: 1990

ACCREDITATION(S): AACSB, USCA FULL
MEMBER, GSSI, PSE

PROGRAM TYPE(S): UCE, UCO, UMJ,
UMN, GF, ET

FOCUS OPTION(S): Entrepreneurship, Financial
Services, International Business, Technology

The program delivers integrated, hands-on, curricula with role plays (individual, team, virtual, international), simulations, and more that is taught by faculty who have sales experience. We attract hardworking and engaged students who know how to balance priorities. Almost 60% of ESSPS students work 15 or more hours a week to finance their educations, and approximately 70% of ESSPS students are involved with campus organizations. UToledo is the only university in the US to require majors take a purchasing class.

UNIVERSITY OF UTAH

eccles.utah.edu/programs/undergraduate/admissions/declare-minor/

Rita Schwisow
Rita.Schwisow@utah.eccles.edu
David Eccles School of Business
Salt Lake City, UT 84112
801 560 5317

STUDENTS: 40

START YEAR: 2018

ACCREDITATION(S): NWCCU

PROGRAM TYPE(S): UEM, UMN

FOCUS OPTION(S): Technology

Taught by top sales leaders in industry. There is theory as well as industry connections.

UNIVERSITY OF WASHINGTON

foster.uw.edu/academics/certificates-and-minors/sales-certificate-program/

Karen Bailey
Kbailey8@uw.edu
Michael G. Foster School of Business
Seattle, WA 98105
425 681 3504

STUDENTS: 160

START YEAR: 2001

ACCREDITATION(S): AACSB

PROGRAM TYPE(S): UCE

The University of Washington Foster School's Jack and Ann Rhodes Professional Sales Program offers students a rewarding complement to an undergraduate degree. This nationally ranked program teaches students how to build and maintain business relationships, sell, manage, and lead. Students develop important career building connections through mentors, internships and a practicum to receive the knowledge and experience necessary to succeed in their career.

UNIVERSITY OF

WISCONSIN-EAU CLAIRE

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

Lenita Davis
davislen@uwec.edu
Eau Claire, WI 54701
706 255 4800

STUDENTS: 100

START YEAR: 2005

ACCREDITATION(S): AACSB, USCA FULL
MEMBER, PSE, GSSI

PROGRAM TYPE(S): UCE, UEM

The Center for Sales and Sales Management in the Department of Management and Marketing is known for its curriculum, which develops students' analytics and communication skills and knowledge of marketing and sales. In addition, the UW-Eau Claire Sales Team competes in sales competitions around the United States and has won several titles. UW Eau Claire Center for Sales and Sales Management and Hormel hosts The Great Northwoods Sales Warm-up, a national sales competition among the top sales programs in the country.

UNIVERSITY OF WISCONSIN OSHKOSH

www.uwosh.edu

Melissa Bublitz
bublitzm@uwosh.edu
Oshkosh, WI 54901
920 424 1013

STUDENTS: 25
START YEAR: 2012
ACCREDITATION(S): AACSB

PROGRAM TYPE(S): UEM

Students take the three required sales courses as one integrated cohort class. Semester involves high participation with area sales professionals via a Sales Conference, a Career Symposium, field trips, ride-alongs, and a set of role play competitions coached by professionals.

UNIVERSITY OF WISCONSIN PARKSIDE

www.uwp.edu/learn/colleges/business/economics/computing/salescenter.cfm

Dr. Peter Knight
knightp@uwp.edu
Kenosha, WI 53141-2000

262 595 2415
STUDENTS: 30
START YEAR: 2010
ACCREDITATION(S): AACSB, USCA

ASSOCIATE MEMBER

PROGRAM TYPE(S): UCE

FOCUS OPTION(S): Financial Services

Ride alongs, self-leadership plan and simulation learning are required. Strong mentoring from industry including practice in all facets of the sales cycle. There is an emphasis on confidence in selling skills.

UNIVERSITY OF WISCONSIN RIVER FALLS

www.uwrf.edu/CBE/Centers/CSE.cfm

Ozcan Kilic
ozcan.kilic@uwrf.edu
River Falls, WI 54022

715 425 4330
STUDENTS: 25
START YEAR: 2015
ACCREDITATION(S): AACSB

PROGRAM TYPE(S): UEM

The Center for Sales Excellence offers the Professional Sales Program and a state-of-the-art Sales Lab. The program is comprised of core and elective courses. Educators teach students to understand the sales process, learn how customers make purchasing decisions, and deal with various sales situations to manage sales cycles, form long-lasting customer relationships successfully, and generate revenue.

UNIVERSITY OF WISCONSIN WHITEWATER

www.uwu.edu/cobe/sales

Dr. Jimmy Peltier
peltierj@uwu.edu
Institute for Sales Excellence
Whitewater, WI 53190
608 220 0619

STUDENTS: 300
START YEAR: 2012
ACCREDITATION(S): AACSB, PSE, USCA

FULL MEMBER

PROGRAM TYPE(S): UCE, UEM
FOCUS OPTION(S): Financial Services, Industrial Distribution, Insurance, Medical or Healthcare Sales, Technology

Dedicated to excellence in sales education and based in the UW-Whitewater College of Business and Economics, the Institute for Sales Excellence is recognized as one of the premier global information resources for the sales profession. The Institute offers all UW-Whitewater students the opportunity to participate in service and programming opportunities without regard to major or background.

UNIVERSITY OF WYOMING

www.uwyo.edu/SALES/

Mark Leach
mark.leach@uwyo.edu
Laramie, WY 82071
307 766 3724

STUDENTS: 105
START YEAR: 2017
ACCREDITATION(S): AACSB, USCA

ASSOCIATE MEMBER

PROGRAM TYPE(S): UMJ, UMN

The University of Wyoming Center for Professional Selling is committed to creating partnerships and opportunities to prepare students for success in our changing business world. Through our academic programs and corporate engagement opportunities, UW sales students develop essential skills to effectively engage and develop relationships with targeted customers while managing a pipeline of business.

UTAH STATE UNIVERSITY

huntsman.usu.edu/prosales/
and
huntsman.usu.edu/advising/minors/minor_techsales

Sterling Bone, Ph.D.
sterling.bone@usu.edu
Logan, UT 84322
801 369 7171

STUDENTS: 150
START YEAR: 2015
ACCREDITATION(S): AACSB

PROGRAM TYPE(S): UMN

FOCUS OPTION(S): Communication, Broadcast, or Media Sales, Entrepreneurship, Financial Services, Industrial Distribution, Insurance, International Business, Medical or Healthcare Sales, Technology

Utah State University's Huntsman ProSales is where undergraduate and graduate students learn the art and science of selling by performing these roles in the program. Through experiential learning, "Learning by Selling" students perform the roles of sales development and account management with the recruiting partners from industry leading organizations. Utilizing sales technology and best practice, students manage and coach their peers to success. This innovative approach to learning prepares

USU students for careers in business and sales.

VIRGINIA COMMONWEALTH UNIVERSITY

business.vcu.edu/industry-partners/academy-of-selling/

Wayne Slough, PhD
sloughwm@vcu.edu
Richmond, VA 23284-4000
804 828 7089

STUDENTS: 80
START YEAR: 2019
ACCREDITATION(S): AACSB, PSE

PROGRAM TYPE(S): UMN

FOCUS OPTION(S): Communication, Broadcast, or Media Sales, Entrepreneurship, Financial Services, Industrial Distribution, Insurance, International Business, Medical or Healthcare Sales, Technology
The mission of the VCU Academy of Selling is to be the central Virginia academic incubator for developing professional sales talent. Our vision is to drive academic and workplace performance through the power of educating in selling professionalism. Students develop the skills necessary for success in personal selling, sales management or any career in which one may need to persuade or influence people, including industry, nonprofits and government organizations. Students gain insights into effectively communicating the value of a product, service or idea; building mutually beneficial professional relationships; creating win-win outcomes; and interacting confidently with others face-to-face.

VIRGINIA POLYTECHNIC INSTITUTE AND STATE UNIVERSITY

marketing.pamplin.vt.edu/current-students/professional-sales.html

Brian K. Collins
collinbr@vt.edu
Blacksburg, VA 24061
804 399 3280

STUDENTS: 225
START YEAR: 2011
ACCREDITATION(S): AACSB, PSE, USCA

FULL MEMBER

PROGRAM TYPE(S): UCO, UMN, ET

Selling in the 21st Century has changed. The focus of most sales careers today is on securing, building and maintaining long-term relationships with profitable customers. The Professional Sales Program in the Marketing Department in the Pamplin College of Business is designed to prepare students for careers in professional, B2B sales.

WASHINGTON STATE UNIVERSITY VANCOUVER

business.vancouver.wsu.edu/professional-sales

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

STUDENTS: 155
START YEAR: 2006
ACCREDITATION(S): AACSB

PROGRAM TYPE(S): UCE

A professional sales certificate is available to students in any major on both the Pullman (main) campus and the Vancouver campus. WSU was the overall Team Champion for the 2007 National Collegiate Sales Competition (NCSC) and competes in it and other

inter-collegiate sales competitions every year. Many members of the Pacific Northwest business community participate in various ways with the students, including recruiting them. Most of WSU sales graduates accept positions in the state of Washington plus the Portland, OR metro area.

WEBER STATE UNIVERSITY

www.weber.edu/sales

Dr. Brock Adams
brockadams1@weber.edu
Alan E. Hall Center for Sales Excellence
Ogden, UT 84408-2402
801 626 6912

STUDENTS: 550
START YEAR: 1984
ACCREDITATION(S): GSSI, USCA FULL MEMBER

PROGRAM TYPE(S): UCE, UMJ, UMN

FOCUS OPTION(S): Communication, Broadcast, or Media Sales, Entrepreneurship, Financial Services, Industrial Distribution, Medical or Healthcare Sales, Technology

One of the earliest sales programs in the west, with a two-year degree beginning in 1968, and a four-year bachelor's degree in sales in 1984, Weber State University's Department of Professional Sales is ranked 4th for the most degrees granted at the institution. There are 51 credits dedicated to sales curricula, and it has one of the most active Sales Center partner programs in the country.

WEST VIRGINIA UNIVERSITY

business.wvu.edu/academics/marketing-department/marketing/professional-sales-institute

Dr. David Brauer
david.brauer@mail.wvu.edu
Morgantown, WV 26506
412 335 5507

STUDENTS: 161
START YEAR: 2010
ACCREDITATION(S): AACSB, USCA FULL MEMBER, PSE

PROGRAM TYPE(S): UCE, UMN

FOCUS OPTION(S): Communication, Broadcast, or Media Sales, Entrepreneurship, Financial Services, Insurance, International Business, Medical or Healthcare Sales, Technology

As part of the professional sales track, students can join the WVU Professional Sales Institute. Students in the institute add to their academic course through a variety of experiential activities. These include internships, attending sales meetings, 'shadowing' a salesperson for a day. The Sales Institute at WVU offers any variety of 'real' world sales activities including the opportunity to be a Student Account Executive for one of our sponsoring companies. The culmination of this effort is Certification as a Professional Salesperson by the University Sales Center Alliance.

WESTERN CAROLINA UNIVERSITY

www.wcu.edu/learn/programs/marketing-bsba/index.aspx

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

STUDENTS: 100
START YEAR: 1999
ACCREDITATION(S): AACSB

PROGRAM TYPE(S): UMJ

FOCUS OPTION(S): Communications/Broadcast Sales, Entrepreneurship, Financial Services, International Business

Western's Marketing Department strives to be a community where scholarship is encouraged and where a forum exists for examining the principles and practices of the business world. In addition to sales and basic marketing principles and theories, computer application, international practices, social responsibility, and ethical business standards are emphasized. Further, theory is blended with practical experience through a variety of innovative teaching techniques, to ensure that students are exposed to material that is on the cutting edge of the business world.

WESTERN COLORADO UNIVERSITY western.edu

Stan Weil
sweil@western.edu
Gunnison, CO 81231
914 649 6684

STUDENTS: 40
START YEAR: 2017
ACCREDITATION(S): PSE
PROGRAM TYPE(S): UMN

Sales is the inside track to a myriad of industries—health care, insurance, advertising, financial services and more. Through a mix of focused sales practice, theoretical background and opportunities to mentor classmates, you'll gain the knowledge you need to be prepared for the professional arena. The program is a perfect complement to any major or discipline. To begin building your resume, you'll also be able to join Western Colorado University's award-winning team in the National Collegiate Sales Competition.

WESTERN KENTUCKY UNIVERSITY www.wku.edu/cps

Dr. Lukas P. Forbes
Lukas.Forbes@wku.edu
Bowling Green, KY 42101
270 745 2993

STUDENTS: 250
START YEAR: 2007
ACCREDITATION(S): AACSB, USCA FULL MEMBER

PROGRAM TYPE(S): UMJ, UMN
WKU's sales program is nationally recognized and fully certified by the University Sales Center alliance and offers both a major and a minor in sales.

WESTERN MICHIGAN UNIVERSITY wmich.edu/marketing/academics/sbm

Dr. Steve Newell
steve.newell@wmich.edu
Haworth College of Business
Kalamazoo, MI 49008
269 387 5067

STUDENTS: 350
START YEAR: 1999
ACCREDITATION(S): AACSB

PROGRAM TYPE(S): UMJ
Western Michigan University's Sales and Business Marketing (SBM) major is one of the top Sales Programs in the country. The hands-on experiential approach to sales education is taught by professors and executives with real experience in sales and selling. Students utilize the Kaiser Sales and Negotiation Lab, one of the best university sales facilities in the country,

to learn selling techniques and strategies. Approximately 98–100% of our students have secured a sales-related job after graduation.

WIDENER UNIVERSITY www.widener.edu

Donna W. McCloskey
dwmccloskey@widener.edu
Blue Bell, PA 19422
610 499 4303

STUDENTS: 25
START YEAR: 2006
ACCREDITATION(S): AACSB, PSE

PROGRAM TYPE(S): UEM
Students interact with 25–30 sales professionals from a variety of fields during role play preparation. Students attend a sales specific networking professional networking event. Students use a variety of CRM programs.

WILLIAM PATERSON UNIVERSITY www.wpunj.edu/ccob/rbisales/

Rajiv Kashyap
kashyapr@wpunj.edu
The Russ Berrie Institute for Professional Selling
Wayne, NJ 07470-0920
973 720 3850

STUDENTS: 170
START YEAR: 2005
ACCREDITATION(S): AACSB, USCA FULL MEMBER, PSE

PROGRAM TYPE(S): UMJ, UMN
FOCUS OPTION(S): Financial Services, Medical or Healthcare Sales, Technology

Since its founding in the early 2000s, the Russ Berrie Institute for Professional Sales has hosted the annual National Sales Challenge as well as many other high-quality events for sales professionals. On the academic side, William Paterson University has offered a BS in Professional Sales since 2005, the first such stand-alone degree at an AACSB-accredited institution, providing regional and national corporations with a rich source of sales talent.

WINONA STATE UNIVERSITY www.winona.edu/strauss-center/

Marianne Collins
mcollins@winona.edu
Winona, MN 55987
507 457 5014

STUDENTS: 90
START YEAR: 2013
ACCREDITATION(S): AACSB, USCA FULL MEMBER

PROGRAM TYPE(S): UMN
The Strauss Center for Sales Excellence offers students leading-edge instruction and provides innovative sales curriculum utilizing the most current and relevant business practices, uniquely preparing them for successful careers in sales.

XAVIER UNIVERSITY OF LOUISIANA www.xula.edu/division/business.html

Amanda Helm
ahelm@xula.edu
New Orleans, LA 70115
504 520 5044

STUDENTS: 50
START YEAR: 2002
ACCREDITATION(S): ACBSP

PROGRAM TYPE(S): UCO, UMN
The business program offers a number of dynamic and exciting programs for undergraduate students—including

a sales and marketing concentration—and prepares them well to take leadership roles in corporate America. Sales students participate in role play competitions and use state-of-the-art industry tools such as Salesforce.com and SecondNature artificial intelligence sales coaching software.

YOUNGSTOWN STATE UNIVERSITY ysu.edu/academics/williamson-college-business-administration

John Rossi
jrossi@ysu.edu
Youngstown, OH 44555
330 941 3062

STUDENTS: 100
START YEAR: 2014
ACCREDITATION(S): AACSB

PROGRAM TYPE(S): UEM, UMN, USP
FOCUS OPTION(S): Communication, Broadcast, or Media Sales, Entrepreneurship, Financial Services, Industrial Distribution, Insurance, International Business, Medical or Healthcare Sales, Technology
The Sales Program and Sales Center is available to all students of all majors, with the encouragement to seek a Minor or pursue a concentration curriculum, regardless of professional discipline or area of academic interest on the Youngstown State University campus. The Williamson College of Business Administration's bachelor's and master's programs are fully accredited by the AACSB International.



Kennesaw State University BBA in Professional Sales

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For more information:

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



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- **Competed** in national and university level sales competitions



NORTH AMERICAN COLLEGES

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

bcit.ca

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

STUDENTS: 40

START YEAR: 2017

ACCREDITATION(S): **ACBSP**

PROGRAM TYPE(S): **USP**

The BCIT Professional Sales Diploma is one of the most respected credentials of its kind in Canada. Students develop contemporary professional sales skills in an applied learning environment.

THE COLLEGE OF NEW JERSEY

tcnj.edu/

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

STUDENTS: 55

START YEAR: 2005

ACCREDITATION(S): **AACSB, PSE**

PROGRAM TYPE(S): **UMN**

The professional selling minor at TCNJ is open to all majors and is focused on preparing students for a successful career in sales. Sales students work with TCNJ's corporate partners to hone their sales skills using real world scenarios and learn the increasing importance of analytics in sales. TCNJ has an active Pi Sigma Epsilon chapter and over the

last several years has won top placements at PSE regional and national sales competitions.

THE COLLEGE OF SAINT ROSE

www.strose.edu

Mark Michalisin
michalim@strose.edu
Albany, NY 12203

518 485 3392

STUDENTS: 30

START YEAR: 2019

ACCREDITATION(S): **ACBSP, PSE**

PROGRAM TYPE(S): **UCE, UMJ, UMN**

FOCUS OPTION(S): Communication, Broadcast, or Media Sales, Entrepreneurship, Financial Services, Industrial Distribution, Insurance, Medical or Healthcare Sales

The College of Saint Rose and its Golden Knights Sales Program has begun their 3rd year and this is the year we take it to the next level. They have an established Sales organization and have competed in numerous sales competitions. Saint Rose is the only college or university to offer a Sales Major in New York State as well as a Sales Minor. The future is Golden for The College of Saint Rose's Sales Program.

CONESTOGA COLLEGE

www.conestogac.on.ca/fulltime/business-development-and-sales

Jeremy Legg
jlegg@conestogac.on.ca
Kitchener, Ontario Canada N2E 2R8

289 244 6578

STUDENTS: 40

START YEAR: 2019

ACCREDITATION(S): **AACSB**

PROGRAM TYPE(S): **GCE**

The Business Development and Sales Graduate Certificate program prepares graduates for a dynamic career in business-to-business sales of products, services and ideas. Students learn the guiding principles of professional selling and complex negotiations. Courses in finance, communication, and business-to-business marketing ensure a strong foundation while courses in sales technology and social selling address the leading edge of the profession. Students will practice their selling skills in ongoing live roleplays and real-world case studies.

DOUGLAS COLLEGE

www.douglascollege.ca

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

604 527 5456

STUDENTS: 150

START YEAR: 1990

ACCREDITATION(S): **ACBSP**

PROGRAM TYPE(S): **UCE, UMJ, UMN, GCE**

FOCUS OPTION(S): Financial Services, Industrial Distribution, International Business, Technology

The programme is designed to provide our students with practical experience in the sales and marketing disciplines. The programme offers the students an opportunity to obtain an additional credential (Certified Sales Associate) through the Canadian Professional Sales Association. We are one of the few institutions to offer digital and sales concentrations.

GRANITE STATE COLLEGE

catalog.granite.edu/undergraduate/degrees-programs-study/bachelors-degrees/business-management-professional-sales-bs/

Mercedes Hunt
mercedes.hunt@granite.edu
Concord, NH 03301

603 513 1146

STUDENTS: 2

START YEAR: 2020

ACCREDITATION(S): **NECHE**

PROGRAM TYPE(S): **UCO, UMN**

This program provides foundational skills for careers related to professional sales. Sales is a fundamental skill for individuals, products and businesses. It can also prepare students to be a member of a management team in small, medium or large enterprises or for self-employment. Students will have the opportunity to: Develop self-confidence in sales, communication and presentation skills, distinguish different categories of sales and demonstrate skills utilizing sales technology tools.

HOCKING COLLEGE

www.hocking.edu/sales-certificate

Rachel Jacobs
jacobsr@hocking.edu
Nelsonville, OH 45764

740 753 6440

STUDENTS: 4

START YEAR: 2021

ACCREDITATION(S): **ACBSP**

PROGRAM TYPE(S): **UCE**

Hocking College's Sales Certificate is designed to provide hands-on,

experiential learning alongside classroom theories for students who are either new to the business world or established professionals looking to strengthen their skills.

KRISTIANIA UNIVERSITY COLLEGE

www.kristiania.no/en/

Erik Mehl
erik.mehl@kristiania.no
Oslo, Norway 0107

+47 920 37 221

STUDENTS: 600

START YEAR: 2010

ACCREDITATION(S): **NOKUT**

PROGRAM TYPE(S): **UCE**

The Bachelor program in Marketing and Sales Management is a three-year program developed in close cooperation with the business community to ensure the students a relevant education suited to a competitive business environment. The combination of marketing and B2B selling gives students a broad insight into essential business functions and has ensured a high degree of employability. The program is one of the largest business programs at Kristiania University College.

MOREHOUSE COLLEGE

www.morehouse.edu

Dr. Cassandra Wells
drwellsmkg@gmail.com
Atlanta, GA 30314

470 639 0587

STUDENTS: 15-20

START YEAR: 2014

ACCREDITATION(S): **AACSB**

PROGRAM TYPE(S): **UMN**

The sales minor program is open to all majors. The 15-hour program focuses on preparing students for consultative selling and successfully conducting needs assessment to be successful in selling. Students are exposed to consultative selling in many industries via in-classroom speakers, career events, and other direct experiences to better understand a career in consultative selling. To reinforce proficiency in needs assessment, students participate in company-sponsored internal and external sales competitions. In their upper-level courses, students are exposed to various selling methodologies and experientially learn the importance of CRM tools (via Salesforce.com).

OMISSION FROM OTHER NOTABLES

EM STRASBORG BUSINESS SCHOOL

www.em-strasbourg.com/en/student/programs/programme-grande-ecole/negotiation-and-sales-management-spec?tab=pathname

Eric Casenave
casenave@unistra.fr
Strasbourg, France
+00 33 368858725

EM Strasbourg Business School offers one specialization on Negotiation and Sales Management. Third year Master students from the “grande école” program can opt for a certificate on negotiation and sales management. Currently, 40 business students follow this program. In addition, sales management courses are given to first and second year students.

OTHER NOTABLE PROGRAMS

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

AUGUSTA UNIVERSITY

Augusta.edu

Richard Franza
rfranza@augusta.edu
Augusta, GA 30912
706 737 1418

This program started in 2019 and has 75 students. All Business Majors at Augusta University's James M. Hull College of Business are required to take a Sales course. Augusta also has a Sales Club which participates in competitions.

BABSON COLLEGE

www.babson.edu

Vincent (Vini) Onyemah
vonyemah@babson.edu
Babson Park, MA 02457
857 383 1793

Our program addresses both traditional and entrepreneurial selling/sales because of BABSON's leadership in Entrepreneurship. Many classes take place on company sites where students shadow salespeople and get exposed to sales enablement technologies. Before graduation, students can be coached by distinguished CEOs, CROs and Sales VP's through the Sales Executive Institute (www.salesexecutiveinstitute.com).

DOMINICAN UNIVERSITY

dom.edu

David Aron
daron@dom.edu
River Forest, IL 60205
708 524 6681

Dominican University offers one sales course.

DURHAM COLLEGE

durhamcollege.ca/programs/business-administration-marketing

Terry Peddlesden
terry.peddlesden@durhamcollege.ca
Oshawa, Ontario Canada L1G 0C5
905 721 2000

This three-year program gives students the opportunity to stand out to employers by developing advanced skills in digital automation and analysis, marketing management, the psychology of consumer behavior and gamification. Students develop the critical thinking and interpersonal skills today's employers demand.

EMLYON BUSINESS SCHOOL

www.em-lyon.com/en/

Christine Lai-Bennejean
lai@em-lyon.com
Lyon Ecullly, France 69134
+33 (0)4 72 18 68 91

Sales courses at GBBA program in Emylon Business School are required courses focusing on developing young professionals working in sales. Sales courses at graduate level focus on global sales operations.

INDIAN INSTITUTE OF MANAGEMENT-KOZHIKODE

www.iimk.ac.in

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

This program offers three sales courses to graduate school students.

JOHNSON & WALES UNIVERSITY

www.jwu.edu

Diane Santurri
dsanturri@jwu.edu
Providence, RI 02903
401 598 2535

We offer two courses: MRKT1011 Key Account Management and MRKT3050 Contemporary Sales in the Global Economy. We are currently exploring the potential of a sales program.

MIAMI UNIVERSITY

miamioh.edu/fsb/academics/marketing/index.html/html

Scott Friend, PhD
friendsb@miamioh.edu
Oxford, OH 45056
513 529 3942

We have a course in sales, a strong PSE chapter, and a new certificate in medical device sales that will be starting in the future.

NORTHEASTERN UNIVERSITY

damore-mckim.northeastern.edu

Jay Mulki, PhD
j.mulki@neu.edu
Cambridge, MA 02140
617 373 5740

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

NORTHERN MICHIGAN UNIVERSITY

www.nmu.edu

Corinne Bodeman
cbodeman@nmu.edu
Marquette, MI 49855
906 227 1803

There is a professional selling class that focuses primarily on consultative selling and customer discovery. It has a heavy bend toward Entrepreneurship; however, any student interested in selling is welcome and will benefit from the class.

***INFORMATION FROM 2021 REINHARDT UNIVERSITY**

www.reinhardt.edu

Walter Beck
whb@reinhardt.edu
Waleska, GA 30183
770 720 5600

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

UNIVERSITY OF ARIZONA

www.arizona.edu

Sangeetha Venkataramani
svenkat@email.arizona.edu
Tucson, AZ 85721
520 621 4124

This program is offering three sales classes.

UNIVERSITY OF BRITISH COLUMBIA

www.sauder.ubc.ca/thought-leadership/divisions/marketing-and-behavioural-science

Elaine Williamson
elaine.williamson@sauder.ubc.ca
Sauder School of Business
Vancouver, British Columbia V6T 1Z2
604 822 8314

The sales program at Sauder is focused on developing foundational skills and knowledge in Business Development and Sales to enable students to create successful selling encounters in their career.

UNIVERSITY OF COLORADO-BOULDER

www.colorado.edu/business/

Brian Higgins
brian.higgins@colorado.edu
Leeds School of Business
Boulder, CO 80309
303 492 1811

Students in graduate and undergraduate degree programs explore professional selling through a series of courses focused on the role and value of the individual sales contributor, sales manager, sales tools and technologies, and negotiation. All courses feature active involvement with working members of the sales profession in the form of 1:1 mentoring, role playing, and panel discussions. Program includes a sales club.

UNIVERSITY OF MEMPHIS

www.memphis.edu/mscm/index.php

George Deitz
gdeitz@memphis.edu
Memphis, TN 38152-3120
901 825 7610

The program offers an Undergraduate Concentration with two sales courses.

***INFORMATION FROM 2021 UNIVERSITY OF MICHIGAN**

michiganross.Umich.edu

Follett Carter
follett@umich.edu
Ann Arbor, MI 48109-1234
218 726 6314

The Sales Certificate program is offered by the Ross School of Business and is open to all students in all schools at the University of Michigan. The Ross school uses its Career

Development Office resources to help promote the program to Fortune 500 companies and place students into full time sales positions.

UNIVERSITY OF MISSISSIPPI

business.olemiss.edu/students/majors/marketing/

Barry J. Babin
bbabin@bus.olemiss.edu
University, MS 38677
662 915 1822

We offer students training to prepare them for a career in acquiring and managing key account relationships for professional businesses. The coursework emphasizes skills, technologies, and experience that position the student for success in that career.

UNIVERSITY OF MUENSTER

www.marketingcenter.de/en/study/courses

Tim Kalway
t.kalwey@uni-muenster.de
Muenster, Germany 48143
+49 251 83 25029

This program began in 2003 and consists of a Sales Management course. In general, we emphasize the traditional perspective on selling while also integrating recent research and practice insights on a regular basis.

***INFORMATION FROM 2021 UNIVERSITY OF WEST FLORIDA**

uwf.edu/cob/departments/marketing-supply-chain-logistics-and-economics/undergradmajors/marketing-bsba/

Pensacola, FL
850 474 2652

The program offers a major with two sales courses.

UNIVERSITY OF WISCONSIN

LA CROSSE

www.uwla.edu

Stacy Trisler
strisler@uwla.edu
La Crosse, WI 54601
608- 785 8790

The program offers two sales classes and is planning to grow.

VIENNA UNIVERSITY OF ECONOMICS & BUSINESS

executiveacademy.at/en/landing/professional-mba-marketing-sales

Nicole Rychly-Resetar
nicole.rychly-resetar@wu.ac.at
Vienna, Austria 1020
+43 1 313 36 4784

Within the program, students will expand their strategic and operative competencies in marketing and sales to meet functional and cross-border challenges. Students bring their Marketing & Sales Toolbox up to date together with faculty and fellow students.

What is Customer Success Management and the CSM role?



BRYAN HOCHSTEIN, Ph.D.
The University of Alabama

In the evolving world of sales, a new role has developed to address changing market conditions. The role of customer success manager (CSM) is relatively new, with a genesis in subscription-based technology sales, and it is now growing across industries that increasingly incorporate technology into their solutions. For many, the first question you may have is “What is a CSM?”

According to a recent academic/industry editorial (see Hochstein, Rangarajan, Mehta, and Kocher JSR), customer success management is a strategy based on the proactive (versus reactive) relational engagement of customers to ensure the value potential of product offerings. Simply put, the role of CSM implements the strategy. The CSM is responsible for post-sale management of the B2B customer relationship with a focus on proactively ensuring that customers are consistently getting value from using the vendor’s products. For a helpful overview, see the “Essential Guide to Customer Success” published by the software provider Gainsight (www.gainsight.com/guides/the-essential-guide-to-customer-success/).

Yes, this does sound similar to a sales role. But, it is different—the CSM has been added in firms to work in conjunction with sales to provide a specific focus on “how the customer uses the product” in ways that utilize customer data, sentiment assessments, planned engagements, and more to make sure the customer keeps getting value from products that change rapidly. While salespeople focus on the high-level needs of customers, CSMs focus on how the broader customer—its end-users, its executives, and its decision-makers—use the product and can use it more effectively. For sales, goals typically revolve around vendor closed sales to new and existing accounts (growth), while for CSMs goals typically revolve around how engaged the customer is with the product and how likely they are to keep using the product (retention). If you’re not convinced that this isn’t just sales with a new name? The next section describes how industry is rapidly adding this role to its existing structure of hunter and farmer salespeople.

GAINING IMPORTANCE OF CSM IN INDUSTRY

The easiest way to demonstrate that companies view CSMs as different than salespeople is to report on its use in industry settings. The role of CSM began in approximately 2012, and since then its reach and impact has quickly grown. Companies added CSMs to solve a major problem with customer churn from their cloud-based products when subscriptions ended. Since then, the CSM role has proven useful to retain and better serve customers in ways that grow business. Not convinced? Search online for CSM jobs, or on LinkedIn for the title and you will find over 50,000 open positions in this space and over 500,000 employees that list CSM as their title on LinkedIn. Though not direct sales jobs, CSMs are well paid, with average salaries in the \$80–90,000 range (CSMs are compensated based on salary plus bonuses for customer retention goals). The role of CSM is found across the globe, with prevalence in the technology centers of the world, and increasingly across all cities that have firms from start-up to multinational. The following list includes many companies that hire CSMs, as well as employ sales graduates from university programs—many of which may apply for open CSM jobs as they enter the job market.

CSM AS PART OF COMPANY SALES PROCESSES

(See www.gainsight.com/customers/)

- Multinationals (e.g., Oracle, Salesforce, Microsoft, Adobe, Citrix, and more)
- Small/medium businesses (Qualtrics, Zoom, Blackboard, Cengage, and more)
- Start-ups (e.g., Proposify, Bolt, Calendly, VoiceOps, and more)

An indicator of the growing acceptance of CSMs as a part of sales strategy is the community that supports it. To manage the daily activities and needs of CSMs, several companies have developed unique CRM-type systems that track customer product usage metrics. In addition, associations, research, and conferences are common ways that CSMs can learn from each other and help other to grow in their careers.

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CSM SUPPORT NETWORK

- Several firms, such as HubSpot, Gainsight, ChurnZero, Totango, and many more offer software products designed to serve as, or with, a specialized CRM system (see www.g2.com/categories/customer-success for details).
- The CSM industry is served by several associations (e.g., Customer Success Association (CSA) and Technology Services Industry Association (TSIA)).
- Research on CSM has been conducted by Forrester, Gartner, TSIA, Deloitte, Gainsight, and a growing number of academic teams.
- Industry trade shows include Gainsight's Pulse/PulseEurope, CSA's SuccessCon (Seattle, San Mateo, Boston, and London), and Totango's CS Summit.


TEACHING STUDENTS ABOUT THE CSM ROLE

So, what does the CSM role mean to sales educators? Arguably the most important thing that sales educators need to know about this role is that it exists! For many that operate outside the technology space, it is easy to not be aware of this fast growing B2B role that is closely related to sales. However, any sales program that desires to place students in top companies are missing a huge opportunity by not addressing the CSM role. There are several reasons why you should take the time to learn about and embrace the nuances of this new role.

1. **Your students will work with CSMs.** If your students don't become CSMs, an increasing number of salespeople work with CSMs, as they hand off the main responsibilities of managing customer relationships to the CSM and return at points to close new deals and follow-up on CSM leads. Don't leave the topic of how to interact with CSMs out of your curriculum, as how most firms handle customer relationships is changing—hopefully your students will be well aware of this and a positive part of this change.
2. **Your students may want to be CSMs.** Many sales students are excited to work in the fast-paced, competitive world of sales. But what about those students with excellent interpersonal skills and a “sales” personality that simply don't want to close sales? In the current generation, an increasing number of students are looking for fulfillment, meaning, and validation from their work (over the hope of high compensation). These students are perfect candidates for the CSM role. The entire focus of the role is helping customers to succeed by using products, a task which most report as highly fulfilling.

3. **Your sponsors will have CSMs on their teams.** If your program works with sponsor companies, it is highly likely that many already employ CSMs in their sales strategy. Have you asked them about this role? Do they need entry-level graduates to fill roles? The easiest way to add the CSM role to your program is to ask your sponsors how you can help them as they adopt and learn about the CSM role in sales.

HOW DO YOU INCORPORATE THIS IN YOUR PROGRAM?

The good news is that there are more resources to help you every day. At the University of Alabama, we have taught a class on CSM since 2018, and in the beginning, it was tough, as there weren't many quality resources. However, by working with programs at the University of San Francisco and companies interested to develop materials more exist today to help you in launching a program. I'd suggest a book, “The Customer Success Professional's Handbook” by Vaidyanathan and Rabago as a great starting point for the “what do they do” aspect of understanding the CSM role. In addition, several industry leaders offer excellent case studies and articles that describe a variety of topics related to the CSM role (simply Google “customer success articles and guides” for many options). Finally, take a look at my academic research on the topic (search my name in Google Scholar for a complete list) and feel free to email me at bwhochstein@cba.ua.edu to learn more. A common tenet of customer success is dedication to helping others to succeed. In this spirit, if you are interested to discuss how the topic of CSMs fits your program, or your company, feel free to contact me and we'll discuss how the CSM role can benefit your students and program. 

European Sales Competition Association Goes from Strength to Strength



DR. TONY DOUGLAS
Vice-Chair ESCA Board



TIMO HOLOPAINEN, Ph.D., MBA
Chair ESCA Board

The axiom ‘nothing happens until someone sells something’ and a comment of Tom Hunter’s, a foremost Scottish entrepreneur, “*if a business cannot sell, the firm cannot succeed, period*” sum up both the importance of sales to business, and necessity that businesses are equipped with requisite B2B selling skills and competencies.

Effective sales leadership, strategic sales focus, B2B selling skills and understanding sales-buying process alignment are fundamental in helping ensure that businesses survive, and thrive, in turbulent, competitive global business environments. The world has been turned upside down. Nothing can ever be the same again. Just 18 months ago the thought of a salesperson not being free to jump in a car and travel to see a client would have been unthinkable.

But, during COVID-19 lockdowns personal freedoms were restricted, and businesses adapted and morphed into entities that discovered almost overnight that the seller-buyer interface really did not need to be an in-person affair after all. There was a new way. A virtual seller-buyer engagement was a perfectly plausible alternative. It was more time efficient, it saved on costs, and best of all, the new way of work would save the planet! Pundits predict that a hybrid of in-person and virtual is the likely outcome going forward. We shall see!

Of course, it is important to stress that many businesses had already made changes to their modus operandi, sales forces were already being downsized, automation was in full swing, cost savings were being realised, technological advances were being optimised, and the salesperson’s role was already changing and adapting to an everchanging and challenging business environment before the COVID tsunami engulfed us.

However, despite the aforesaid downsizing of salesforces, there was still a worldwide shortage of B2B salespeople—profession-

al salespeople of the motivated, authentic, and ethical variety. Manpower Group and others bemoaned the surfeit of sales vacancies and the paucity of talent available to fill the pipeline. It remains the case that, there is an abundance of sales jobs in the UK and European marketplace, and insufficient graduate sales talent to meet the demand!

So, what are Universities in the UK and Europe doing about this? Not enough in our view. We need to direct more of our students with agile, fresh, enquiring, and intelligent minds to take up the challenges and career opportunities awaiting them in B2B Selling and Sales.

Currently, large numbers of students leave UK and European Universities without any relevant B2B sales education. There exists a disconnect between the business community and sales education in the UK and Europe as very few Universities this side of the pond make provision to deliver to the economy sales-ready graduates. The consistent nature of talent shortage, within the sales role across Europe and the UK, is underlined by the fact that the talent shortage rank has not changed for the past ten years.

The top five key reasons for difficulty filling jobs were, and pretty much still are identified as: (1) lack of available applicants, (2) lack of technical competencies, (3) lack of experience, (4) lack of workplace competencies and (5) looking for more pay than is offered. Perhaps only the fifth has changed in so much as money may no longer alone be the motivator, the opportunity to achieve a better work life balance has emerged since the pandemic. The large numbers of vacancies enable salespeople to be choosy to whom they commit their labour.

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sales myths

BARRY TRAILER /// *Sales Mastery*

THE MYTH: PEOPLE BUY PEOPLE

THE TRUTH: This tip for selling comes from a 2020 TEDx talk: How to achieve anything in life by learning how to sell. Sounds promising. A variation on this myth is, “People buy from people they like.” While it’s fair to say buyers, people in general, would rather do business with people they like than people they don’t like, giving this too much credence has led sellers to try to ingratiate themselves with buyers, rather than engage them. Selling is not, and has not been, a popularity contest. If you doubt this for a moment, answer this question—when the CFO asks the head of Purchasing or the Project Lead why this \$500K purchase was made with this supplier, how many times will you hear, “Mainly, because I liked them better.” Yeah, no. ▲

Rana Kordahi, TEDxCQU, May 2020 www.youtube.com/watch?v=IKedDUV8M00&t=6s&ab_channel=TEDxTalks

THE MYTH: YOU ARE YOUR NUMBER

THE TRUTH: This should be labeled the “Big Lie” because it is both not helpful and not accurate. Traditional sales management takes the simplistic view, “Good number, good rep. Bad number, no doughnut.” This is out-of-date and has been for at least 30 years. Your number is a reflection of what you do and how well you do it. The “it” in this case is the work of selling. Yes, achieving your number is important. No one is saying it doesn’t matter and no one is saying companies shouldn’t be tracking your progress—and compensating you for it. But it is not YOU. Just like your car, home, cool glasses, sharp clothes are a part of your world, take them away and YOU are still here. Like them, your sales achievement reflects your talent, persistence, and sales success. ▲

KEEP IN MIND

Your local university sales program may offer sales research to help you debunk your own myths. Refer to our 2022 listing to find a university program near you.

JASON JORDAN /// *Management Consultant*

THE MYTH: YOU NEED 3X YOUR QUOTA IN THE PIPELINE

THE TRUTH: One of the most pervasive myths in sales is that a sales force needs to maintain a sales pipeline that’s at least three times (or 3X) the size of their annual quota. So if you’re annual quota is \$1 million, you should keep at least \$3 million in your pipeline ... Or so the story goes. In reality, this is only the case if you have a 33% win rate and a 365 day sales cycle. In that case, your \$3 million pipeline would indeed yield \$1 million exactly one time per year. But what if your sales cycle is only 6 months long? Then the same pipeline will yield \$2 million. Or what if your win rate is 50%? Then the same pipeline will yield \$1.5 million over the course of a year. The ideal size for an individual’s sales pipeline is determined by quota IN ADDITION to the win rate and cycle length. And it differs for each seller. Telling your entire sales team that they need 3X, or 4X, or any-X is oversimplified and does a disservice to individual sellers. ▲

THE MYTH: SALES COACHING IS MOST VALUABLE FOR YOUR AVERAGE PERFORMERS

THE TRUTH: An interesting sales myth is that the biggest bang for the coaching buck comes from pointing it at average-performing salespeople. The argument goes that your top sellers don’t have as much upside, and your bottom sellers are either on the way in or on the way out. Therefore, spend your precious coaching time with the average sellers, who have demonstrated some competence and still have room to run. But level of performance is not the best filter for where to invest your time. In reality, your effort is best invested with sellers who want to be coached! Some sellers crave coaching and are eager to implement new strategies and tactics. Others reject coaching like it’s career-ending poison. No matter their level of achievement, coach those sellers who are responsive to it and will put it into practice. Otherwise, you’re wasting your time... and theirs. ▲



LORI RICHARDSON /// *Women Sales Pros*

THE MYTH: SALES IS ABOUT BEING COMPETITIVE, RUTHLESS, AND MONEY FOCUSED

THE TRUTH: Stories about a certain persona for salespeople persist. The characteristics include competitiveness, ruthlessness, being money focused, aggressive and non-caring about buyer success. As a woman in the field of professional selling for over 35 years, I can vouch for the fact that I've heard this myth over the years, and it persists. It has changed to be more narrowed as company leadership everywhere steps up and widens their outreach to include more women and those who are not the typical sales hire. Smart company leaders have embraced a sales style that is focused on collaboration, empathy, strong listening skills and an ego-less approach. It happens that women excel in these areas. The leadership who resists in adapting to a world where diverse buyers want inclusive selling teams will be left in the dust. Where does your company, its' leadership, and your sales team fall in this wave of change? △

THE MYTH: WOMEN AREN'T INTERESTED IN SALES CAREERS— OTHERWISE THERE WOULD BE MORE WOMEN IN SALES

THE TRUTH: If women really liked sales, they'd do it —right? Wrong. Instead, the idea of a sales career is more of a “well kept secret” because many women coming out of colleges and universities where there are no sales programs have no idea about careers in professional selling. For several years, I assumed it was simply that sales had a bad name, thanks to movies like “Boiler Room” and “The Wolf of Wall Street.” It turns out that when 255 women in college and recent female grads were polled, 76% said they'd never heard of a sales career. Therefore, talk up your open sales roles. Show how you welcome diversity and inclusion to your sales team. Share the values of your company, and how selling is like serving and teaching. Help get the word out that sales is an admirable profession. △

DR. JANE Z. SOJKA /// *University of Cincinnati*

THE MYTH: CONFIDENCE IS SYNONYMOUS WITH COMPETENCE

THE TRUTH: When I first started teaching college students how to sell, I realized that my most competent sales students, who happened to be women, were also the least confident. Replicating previous investigations, my colleagues and I found an inverse relationship between competence and confidence and found that gender played a role. Women tended to be competent in their sales abilities but lacked confidence. Men tended to be confident in their abilities to sell, but their sales competence needed work. Implications for the classroom mean that I'm teaching two separate skill sets. Implications in the workplace mean that recruiters should not assume that a confident college graduate has the skill set necessary to be successful nor should companies overlook graduates who lack confidence. Both confidence and competence are separate and teachable skills and both are required for sales success. △

THE MYTH: 'FAKE IT 'TILL YOU MAKE IT' MOTIVATES WOMEN

THE TRUTH: It's time to take a look at the ‘fake it ‘till you make it’ words of advice. I hear those words given to my former students—many of whom are women—who are now engaged in the beginning stages of their sales careers. While faking it might work for men, faking it does not work for women. Women want to have confidence, knowing they can perform the task that is required. In fact, asking women to fake their abilities comes remarkably close to the imposter syndrome where individuals become fearful of being labeled as fakes. Women, and likely other out-groups, need confidence or belief in their abilities. Confidence is learned by practice. A wise sales manager can configure opportunities for entry level salespeople to gradually learn the skill set. Replace faking it with, paraphrasing Glennon Doyle, ‘you can do hard things’ which is emotionally and mentally healthier than pretending to be something you're not. △

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THINKING GLOBALLY

Insights from Sales Managers Around the World



**WILLY
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**MARIA
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**KAREN
PEESKER, Ph.D.**
Ryerson University

It used to be that if college students wanted to learn about sales management from executives in different parts of the world, they would need to spend a few thousand dollars to go on a study abroad trip with an unthinkably generous professor who was willing to put in extra hours to design such an immersive experience. While these experiences are incredibly valuable, they remain cost prohibitive for a number of students who have other financial responsibilities (e.g., paying their way through school, supporting family). Of course, even this expensive option came off the table over this past year as travel came to a standstill in response to the COVID-19 Pandemic. This new, travel-free environment prompted a key question: is there a less costly way to expose our students to sales executives from around the globe?

IT TURNS OUT THERE IS.

As we—the 2021 Global Sales Science Institute (GSSI) / American Marketing Association (AMA) conference chairs—along with the GSSI leadership board, were planning for the virtual conference this past summer we decided to try to engage with sales executives in a new way. Specifically, we realized that we know sales professors from every corner of the world and wondered if these colleagues would be willing to coordinate with sales executives in their areas and conduct video recorded discussions on selling and sales management in their region of the world? We started reaching out to everyone we could think of, hoping that perhaps





I learned in sales classes that a big percentage of communication is non-verbal.

ten would agree to join this project. To our surprise, twenty professors agreed to participate!

The result of this effort, what we now refer to as the GSSI/AMA Global Sales Executive Panel Project includes twenty panel discussion videos from places including: Asia Pacific, Bosnia and Herzegovina, Brazil, both English speaking and French speaking Canada, Chile, China, Denmark, Finland, France, Germany, Greece, India, Italy, Mexico, Peru, Southeast Asia, Sri Lanka, the United Kingdom, and the United States. These videos include over seventy sales executives from over twenty countries and add up to approximately twenty five hours of video content. Many were conducted in English, but those that were conducted in the region's native language have been fully translated with English captions added to the video. All videos are available at: <https://ama.marketing/globalpanels>.

While the conversations were free to develop naturally, we encouraged each professor to try to get to two key question areas. First, they asked foundational questions that allow for some "level setting" to gain a basic understanding of the region's marketplace, their company's approach to hiring and training salespeople, their typical sales process and methods, and the unique determinants of successful salespeople. Second, they asked situational questions that would address the effects of current events on their selling activities, including main challenges and opportunities, the impact of, and their response to, COVID-19, and what makes selling in their part of the world different from everywhere else. In sum, we hoped that this combination of general and specific topics would provide optimal insight from the cumulative effort.

NOW THAT THIS COLLECTION OF VIDEOS EXISTS, WHAT CAN YOU DO WITH THEM?

We have two suggestions for how you can make use of this content with your students. These suggestions will be fairly basic with the hope that you might embellish and personalize them to suit your specific needs.

First, you could create an individual assignment where students watch one or two videos per week and enter their thoughts on

each video in an online discussion board for course credit. This type of assignment would be ideal if you want your students to keep thinking about global sales issues throughout the semester.

Second, you could create an assignment where groups of students are assigned perhaps four or five videos each to compare and contrast in a presentation. This type of assignment may be better if you want students to take a deeper dive into specific regions or issues.


We've even been able to test some of these assignments in our classes. Here's some feedback from a few of the students who've engaged with the content thus far:

"I found the panelists' insights helped me form a better understanding of the business to business sales process as applied in different parts of the globe. I also enjoyed how the last part focused specifically on my home country, and what makes it different."

"My biggest takeaway was the discussion of digital transformation for many companies. Covid catapulted companies that were on the fence about moving their company to the digital cloud. It is interesting to see how the pandemic accelerated this transition and the impact this has had on sales around the world."

"This was such an inspiring panel to listen to! Even sales students outside this class could learn a lot from these executives. It may really inspire more students to explore sales as a career or even entice them to join the sales leadership program!"

"I learned in sales classes that a big percentage of communication is non-verbal. I had the chance to observe the body language of the panelists and, while the discussion was in a language I don't understand, I was able to decode so many attitudes and styles."

We hope you find these videos useful as well! 

HOW to MAKE “Relationship Selling” EFFECTIVE with TODAY’S EMPOWERED BUYERS



BARRY TRAILER
Sales Mastery

As the SEF's 2022 Annual is released, it would be hard to overstate the changes that have occurred globally the past two years. Covid hit headlines roughly March 2020, marking the start of the pandemic, dramatic lockdowns, explosive growth in online meetings, disrupted supply chains, and hugely altered work patterns. Amidst all this change, it might seem that the entire deck of cards comprising sales knowledge and best practices had been tossed in the air with each card left to fall how and where it might.

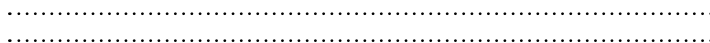
However, while much has changed, many principles and practices remain. Trust and relationships are as fundamental today as they were two years ago, and 50 years ago. This article will update you on what our latest research says about these two critical sales elements.

OLD SCHOOL MEETS NEW SCHOOL

If you primarily communicate with prospects/customers via text/Slack and think email is for 'old people,' you are New School. If you check email several times a day and receive/leave voice-mails, you're Old School (whether you're old or not).

Trust. There are 5 reasons people won't buy from you. Lack of money, desire, need, urgency, or trust. And lack of trust will kill more deals than the other four combined. You get trust the old-fashioned way: You *earn* it. But while the need for trust remains, how you earn it is changing.

A demonstration I used to do at conferences was invite a volunteer up on stage. I would then tell the audience they were about to observe a best practice. I would shake hands and introduce myself to the volunteer. No big deal. Everyone see it? Yes, of course. Then, I'd do it again, and the volunteer would freak out.



Yet, it looked the same to the audience.

The first handshake, firm, good eye contact, etc. The second, dead/cold fish, no eye contact. That was the difference on my side. The demonstration had two important points to make. First, the negative reaction to the limp handshake was instantaneous. It was limbic. The volunteer didn't think about whether they liked it, or trusted me; they reacted **without thinking**, pulling away, giggling, or simply saying, "Yuck!" But their instinct had already concluded, not trustworthy. Cringe worthy, sure, but not trustworthy.

The second point is the question I continue to pose, and we study at Sales Mastery. In our high speed, remotely connected, Internet-based world today, what is the equivalent of a good, firm handshake? And what feels like a cold fish?

AI-enabled sales and other selling technologies are evolving at a supercharged rate, but our DNA remains fixed. Our need to trust, and our ability to decide whom to trust, is largely determined and, "that's OLD School." It doesn't get any older than biology.

RELATIONSHIPS DECLINING IN VALUE TO BUYER

"Relationship Selling" is a term that has been bandied about for decades and means, as is so often the case with sales terms, different things to different people. It also has meant different things at different periods. Many things about this have remained the same while others have been—and are—changing.

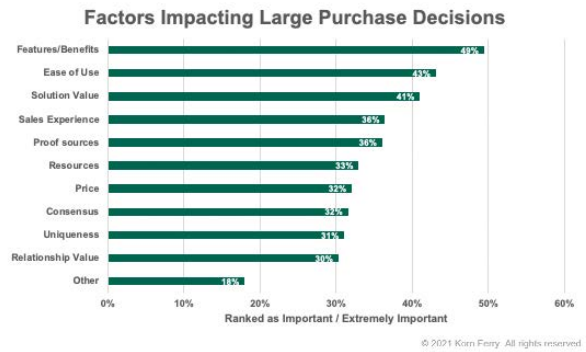
Over the years, I have been a huge proponent and practitioner of relationship selling. Win/Win is the cornerstone of this approach and recognizing you/your company are not for everyone is the cornerstone of Win/Win. This was true 50 years ago and remains true today.

Boozin,' cruisin' and schmoozin' was a catch phrase that cynically described relationship selling in the '80s. Yes, loads of lunches, drinks, and outings were part of the regimen. This is much less the case today. Sure, companies still host outings and sponsor events, but between ethics concerns and now, Covid concerns, this approach has been vastly reduced. But connecting with people still matters.

Key components that remain in place today are trust and consistency. Being a constant—as opposed to a variable—is another condition in relationship selling. Whether you call it "being there" for someone, having their back, or simply being available, establishing that you're a reliable participant helps elevate your level of relationship.

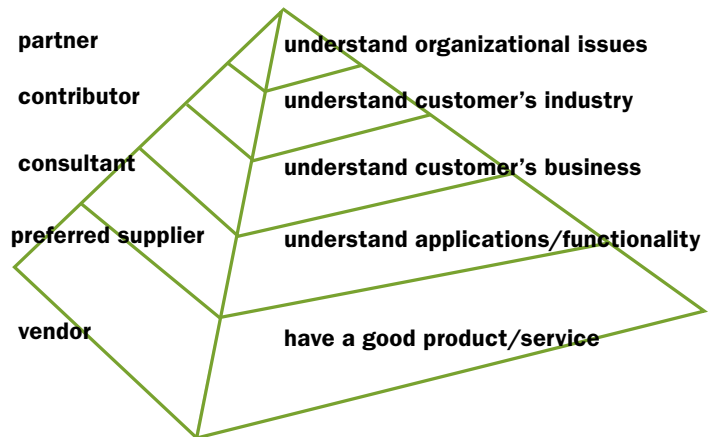
In this video, (www.youtube.com/watch?v=agQmljg5Zzk&t=62s), we describe five levels of relationship: Approved Vendor (lowest); Preferred Supplier; Solutions Consultant; Strategic Contributor; Trusted Partner/Advisor. As you move up through levels, some things **increase** (e.g., trust, access, domain expertise). And, as you move up, some things **decrease** (e.g., competitive bake-offs, price sensitivity, cycle time). All good things. This is Sales Mastery's definition of selling: Establishing and elevating relationships over time.

However, our recent research shows that as important as relationships have been, they are going down in perceived value. In fact, in our 2021 Buyer Preferences study (conducted with Korn Ferry), relationships are at the *bottom* of important purchase factor considerations (see chart).



What's going on? Have relationships really fallen to last place in today's high speed, remotely working, Internet-connected world? As every consultant likes to say, "It depends."

Below, we see the levels of relationship as a pyramid and have turned it 90 degrees so to show what sellers do at each level.



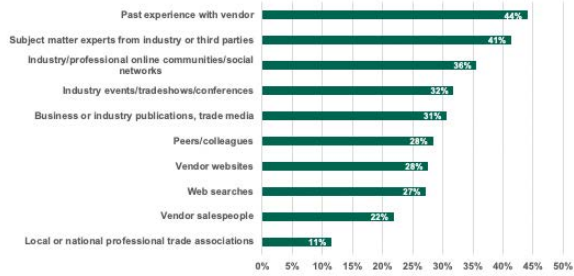
If all you're bringing to the table is information about your company's products/services, in all likelihood, you'll be well down the list of impacting factors. On the other hand, if you're bringing domain expertise, experiences of other clients implementing your solutions, and insights about your own and the buyer's organization, then you'll be having much greater impact.

Why?

Again, let's turn to the data. From the same Buyer's Study, we see the resources buyers turn to when making a purchasing decision.

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Preferred Resources Used to Solve Business Problems



Source: 2021 Buyer Preferences Study

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First and foremost, is the buyer's own experience with a vendor and their solutions. However, if this is new to the buyer, the second place they turn is to subject matter experts (SMEs). If you're pitching your product, you'll be relegated to the lowest levels; but, if you're seen as an SME, you'll be well placed to help discuss the buyer's business problems, explore possible solutions including your own, while at the same time--increasing the value of your relationship.

Being a lighthouse allows customers not only to find you and your message, but to navigate to you, or to find their own way.

This is what relationship selling can and does mean today. This isn't new but it has taken on new relevance/applicability given the decline of traditional "relationship selling."

CUSTOMER ENGAGEMENT IN THE TIME OF COVID

Of course, with the constraints imposed by Covid, as well as changes in meeting buyers that are likely to remain after the pandemic, demonstrating industry and organizational understanding becomes a challenge. The shift away from the 2 martini lunches of days gone by, to today's high-speed, Internet connected world presents a new opportunity: social selling.

Before you can have a relationship with buyers/customers, you need to **engage** them. Customer engagement more accurately describes the earliest part of today's relationship selling. It's not about selling to customers or social marketing. It's more about getting the word out and being consistent in how and when you do it.

Think of it this way: During World War II, armies used searchlights that scanned the sky until they came upon an enemy plane. Then they would lock in on the plane and shoot it down. That's what a lot of marketing has been about. You're randomly looking for a target and, when you find it, you lock in on it until you've killed it (such an unfortunate and fitting analogy).

A lighthouse may be a better metaphor for customer engagement today. Lighthouses also send out beams of light, but in a very different and intentional way; and that's what we should do. We want to beam out a message that explains who we are, what we do, what we have and how it can help potential customers. That's what social engagement is all about.

Being a lighthouse allows customers not only to *find* you and your message, but to *navigate* to you, or to find their own way. Either is good, both are useful. Let's worry less about seeking random targets and focus more on having a message of value, that we share and consistently send out.

EVEN BEFORE COVID

We feel there is a pressing need for training beyond the training recent graduates, new sellers and First Line Sales Managers (FLSMs) are getting today. Yes, things are changing/evolving at a rapid pace but there are principles and frameworks that endure. These unchanging ideas, along with overviews of the very latest AI-for-Sales solutions and our ongoing research with joint venture partner Korn Ferry are the content we make available free of charge at SalesMastery.com.

Yes, a lot is changing in sales. The past 20 years, buyers have gotten better at buying faster than sellers have gotten better at selling. The Internet is one reason for this. In addition, sales organizations have focused on onboarding new reps faster, and relying upon/leveraging technology to backstop rather than upskill sellers. There is little/no stigma associated with jumping between jobs more frequently. As a result, organizations tend to focus on performance over professional development, while reps focus on upward mobility and increased earning power.

Is there a place for sales fundamentals, like Examining Your Funnel (including the best time to prospect), the Right Things to Measure, and Win/Win? These and many more are available in our Sales School 2.0 "catalog" (playlists).

CONCLUSION

The more things change, the more they stay the same. Yes, buyers are changing buying habits and leveraging new tools as they do so. Gatekeepers of the past have been further bolstered, or replaced, by a flood of information on the Internet and tools to screen and protect decision makers.

This is not a call to arms, to somehow circumvent or overwhelm the defenses buyers are erecting. That never was and still isn't the way to establish and elevate relationships. Rather, this is a time to be clear on your purpose, your company's WHY, to quote Simon Sinek, (www.youtube.com/watch?v=u4ZoJKF_VuA&t=101s), to develop and increase your customer, industry and domain knowledge, and to be clear and consistent in messaging this out and inviting your prospects in. △

sales myths

DEBUNKED

LEFF BONNEY, Ph.D. /// Florida State University

THE MYTH: SALES MANAGERS ARE NEGLECTED IN TRAINING EFFORTS

THE TRUTH: For years, the narrative was that sales managers are neglected in corporate training efforts. This might have been true 5-10 years ago, but research shows that sales managers do indeed receive training. A recent FSU research study showed 77% of sales managers said that they had received formal training in the last 24-months compared to 81% of sellers who received training in the same window of time. However, 56% of sales managers who had received training said that the training was NOT helpful for improving their performance compared to just 34% of sellers who said recent training was not helpful. Finally, 69% of managers said that “Coaching” was the topic of training. Perhaps the real issue going forward is not should sales managers receive training but what should we train managers on besides traditional coaching topics? Δ

THE MYTH: IT'S BETTER TO HIRE SOMEONE WITH EXPERIENCE IN YOUR INDUSTRY THAN IT IS TO HIRE A ROOKIE SALES REP

THE TRUTH: In 2014, FSU published a study in the Journal of Marketing Education showing that students hired as sales reps out of a university sales program performed \approx 20% better than students who attended universities that did not have a sales program. This article has been frequently referenced as evidence that university sales education works. What is often overlooked in the study is comparison of students from university sales programs to people hired at the same time with industry experience. The results were interesting... new-hires with industry experience held a significant performance advantage over sales program new-hires for \approx 20 months. Then, the sales program new-hires overtook the industry new-hires in terms of performance. The morale of the story? New-hires with industry experience may produce a short-term advantage over sales program new-hires but the ceiling is much lower. Δ



BARRY TRAILER
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SALES PROGRAM PARTNERSHIPS AND ENGAGEMENT OPPORTUNITIES

If you are familiar with university sales education or have read my series of articles on LinkedIn, you might think that a sales program sounds too good to be true. A chance to gain access to some of the top young sales talent the country has to offer, why not? If that is your sentiment, you are probably curious on what the next steps are to partner with a sales program and what that partnership entails. If you are interested in starting a conversation with a university-based program, it is critical to understand that the program will have expectations of your organization, much like you will have of the program.

The notion of reciprocity was one of the factors on why I wrote this series of articles. Simply, the impetus of writing this series of articles on sales programs was to both a) educate those that may not be familiar with sales programs and b) have a chance to explain what a corporate partnership is and why many sales programs subscribe to one.

Candidly, over the years I have had folks say things to me about why they 'deserved' access to students without knowing everything that occurs behind the scenes. For my fellow sales program directors out there, some of the following might sound familiar:

"We invest in skills over schools."

"I'm alumni, I have the right to recruit without being a partner."

"This is your job to give me access, just give me your resume list."

"Let us just sample the career fair or hire a couple of students, if it works out, we will consider partnering."

"We have the best sales jobs out there, you owe it to the students to share them."

Let's dig in.

[This article is reprinted from a LinkedIn series published in Summer 2021]



DR. ADAM RAPP
Ohio University

“Most recruiters and sales managers do not realize some of the intangible benefits of partnering. If you are recruiting on a college campus, do you have a dedicated individual listing, promoting, and working with you to build your company brand and gain access to the talent?”

CORPORATE PARTNERSHIPS

The reason I mention the above statements is not to be crass, but rather show that there is a broad misunderstanding of how sales programs operate financially. For many, but not all, sales programs are only required to teach sales courses that offer credit toward graduation. These courses are covered from student tuition. The countless hours of professional development activities, travel, events, student workers, faculty support, etc. must be covered through external funding. The three primary ways to generate funds are through student fees, donors, and company partnerships. While personally, I do not believe that a student should be charged a penny extra beyond their tuition, some schools use student fees/dues to support a program. However, when programs have operating budgets between 100k–500k, there needs to be other external sources of revenue.

SO HOW DO PARTNERSHIPS WORK?

Well, like most of my previous topics, it depends on the program. For the most part, a company makes a financial commitment to gain access to the program and participate in the engagement opportunities outlined below. These commitments will provide entry in the program for a year or possibly longer, depending on the terms of the partnership. Partnership commitment levels vary across schools, but most offer some type of tiered structure which allows different types of access into the program.

So why do sales programs subscribe to a partnership model?

First, as discussed above, many programs have to be self- or partially funded through external monies. Second, partnering with a company provides a deeper opportunity for the university to ‘vet out’ the company and their available positions. Years of experience would suggest that not all sales jobs are good sales jobs! Third, when companies have some ‘skin in the game’ they take the role much more seriously. They look for more and better ways to build their brand on campus and will

attempt to maximize their ROI by attending events and being a good citizen of the program. Fourth, it allows the program to ensure that not every single job is being blasted out to students. It provides a level of quality control, but it also ensures that industries are not over-saturated with companies or jobs and students are applying to trusted positions.

So why make the investment to partner?

Most recruiters and sales managers do not realize some of the intangible benefits of partnering. If you are recruiting on a college campus, do you have a dedicated individual listing, promoting, and working with you to build your company brand and gain access to the talent? Do you have someone you can discuss applicants with to see how they perform on campus both in and out of the classroom? Are you provided multiple opportunities each semester to engage students beyond just a career fair? How many students are you seeing at these career fairs that are truly interested in and understand what a sales position requires? Nearly all programs have dedicated staff to work with companies, promote their opportunities, and host events to interact with dozens to hundreds of undergraduate students interested solely in a sales position.

An article written in Harvard Business Review shows that students that graduate from a sales program have longer tenure at sales organizations (+40%) and tend to perform at a much higher level (30% faster to quota) than non-sales graduates. Sales program students have immediate impact, and these numbers translate directly into revenue dollars for a firm. Hundreds of hours of sales coursework, professional development, sales internships and other similar activities provide students with an incredible knowledge base to springboard into an organization’s sales unit.

But, let’s make it simple. How much does a new sales hire cost a firm? Recruiting, on-boarding, training, etc. can exceed

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120k in the first year. But more importantly, how much does a BAD sales hire cost a firm. 120k plus lost customers, relationships, and time that can't be recovered—150k, 200k? We have all experienced a bad hire. We spend resources in finding and securing talent and months in training, waiting for them to make the turn to generating revenue and building customer relationships only to have them decide that 'sales is not for them.' Suddenly a small sales program investment to avoid some of these time investments and financial challenges seem well worth it. A sales program can help you avoid that 'new hire remorse.'

ENGAGEMENT OPPORTUNITIES

At this point you may be asking what sales programs do outside of teaching classes and what type of access does a partnership provide your company. As always, engagement opportunities vary across sales programs, but I do want to provide an example of some of the different ways to participate in the program activities. Rather than define each, I am providing a 'laundry list' of activities. If there is anything here you would like more information on, reach out to me via LinkedIn, or contact any sales program faculty or staff.

Partner Engagement Opportunities

- Classroom panels
- Class guest lectures
- Career fairs
- Student interviewing for program entry
- Sales competition training
- Sales competition evaluator/buyer
- Sales conferences/symposiums
- Advisory board membership
- Curriculum development
- Professional development workshop
- Executive education sessions
- Alumni access
- One-on-one interviews
- Candidate referrals
- Live business case studies
- Class role play involvement
- Resume database
- Company commercial
- Multiple forms of virtual interaction
- Student travel to partner

I would argue that there are a few things to consider. While there may be more or less opportunities to engage with a program, it is important to understand that the more you put in, the more you get out. Students will personify your company with the person attending the event. Your company brand may be strong, but for a 22-year-old person, it may not be that strong. Your presence and student interaction are what will create that brand strength and desire to work with your organization. Also, be prepared to answer tough questions from students. With a deeper knowledge of sales comes deeper and more meaningful questions. Suggesting that your opportunities are 'the best' or are 'unique' and you can't explain them well are difficult for students to interpret.

Simply, I firmly believe that companies that work with sales programs have the best recruiting experience and gain access to the top sales talent graduating. Δ

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So, more and more businesses should be looking to the higher education sector to attract graduates to the sales profession. There are many reputable global firms with state-of-the-art graduate sales programmes recruiting significant numbers of business graduates. Businesses look to graduates as a source for managers of the future since Sales is of strategic importance to all businesses.

Well, here's the good news, there are across Europe and the UK pockets of hard working, motivated, enthusiastic and talented professors, lecturers, teachers in B2B selling and sales helping turn out talented students ready to embrace challenging sales roles and to make selling their career of choice. And the number of pockets, and size of the pockets is growing. It is vital we continue to support and celebrate these advancements.

B2B Sales teaching is happening across Europe from Finland in the north, to Portugal in the south, and UK in the west to Poland in the east where there are B2B Sales Programmes and modules embedded in the curricula. There are B2B sales workshops, student placements in sales roles in industries large and small, and there is the EUROPEAN SALES COMPETITION (ESC) and the European Sales Competition Association (ESCA) that conceived of this initiative. This is the organisation being coalesced around to promote and drive the B2B Sales Agenda across Universities in Europe and the UK.

The European Sales Competition Association was formed back in 2015, the founding fathers were the Universities of Applied Sciences in Turku and Haaga-Helia in Finland, Vlerick in Belgium and Wiener Neustadt in Austria supported by and propelled by a grant from European Union. Their vision under the leadership of Liisa Kairisto-Mertanen inspired a call to action, with the torch handed to, and now firmly in Dr. Timo Holopainen's grasp.

Mindful of the success of emergent sales competitions in the US, Europe initiated its version of this now popular and successful mechanism. For the last 7 years ESCA has worked in partnership with businesses across industry sectors, professional bodies, government economic agencies, research active academics, sales practitioners and sales recruitment firms which have a vested interest in the B2B sales agenda.

To date the roll call of co-operation partners enabling ESC is very impressive indeed: Palo Alto, Gartner, PinMeTo, Qualtrics, LinkedIn, Shopify, Tavata, StratX Simulations, Academic Association of Sales Engineering and many more. These have generously helped fund the Competition and in return have gained exclusive access to emergent sales talent from our European and UK Universities.

lino Antero, Country Manager Pin-Me-Too, spoke highly of the quality of the student talent, "From a company perspective, we got multiple new fresh viewpoints of how PinMeTo can help multi-location companies, as well as new ideas for our sales teams." And evidence of the need for ESC to continue to expand, "We hope that this sales concept will grow, because it is a real opportunity for students to show their skills and attract interest and sales employment opportunities and offers from multiple companies..."

The ongoing support from sponsors enables the future success of connecting business with our Universities to deliver meaningful employment for our brightest graduates. Last year's winner Anna-Maria Klimmek who studied at Aalen University of Applied Sciences, Germany, now works for Salesforce as a Business Development Associate for the DACH market.

Due to the pandemic the 2020 and 2021 Competitions were virtual. The most recent iteration hosted by The University of Applied Sciences at Turku in Finland attracted 335 participants who took part in 48 different events, with 112 seller-buyer interactions, great keynotes and much networking. In ESC2021, 60 competitors from 25 Universities competed online in the four stages, trying to negotiate best deal related to location marketing service provided by PinMeTo.

The winner of the ESC 2021 was Sjoerd Smeltink from HAN University of Applied Sciences, in 2nd place Tarik Jahic from FH Wien der WKW, in 3rd place Artur Schmal from Hochschule Aalen and in 4th place Andre Ostheimer from Technische Hochschule Aschaffenburg. A quote from the winner says it all, "Even though the experience was wholly online, we thoroughly enjoyed competing and I improved my selling skills every round of the competition, a little bit more." It was agreed by all competitors that the European Sales Competition was one of the best ways to experience the sales process from start to finish.

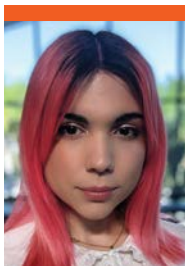
And the future? The ESCA Board has been enhanced recently and now comprises 12 academics, sales professionals, and businesspeople with a vested interest in its continued success and a passion to see B2B Selling and Sales gain its rightful place as a bona fide profession in the eyes of Universities and Businesses.

ESC 2022 will be hosted by HAN University of Applied Sciences in Arnhem and Nijmegen May 18th–20th. For more information visit www.europeansalescompetition.com. 



KICKSTARTING GLOBAL CAREERS

How the *Global Bilingual Sales Competition Creates International Success Stories*



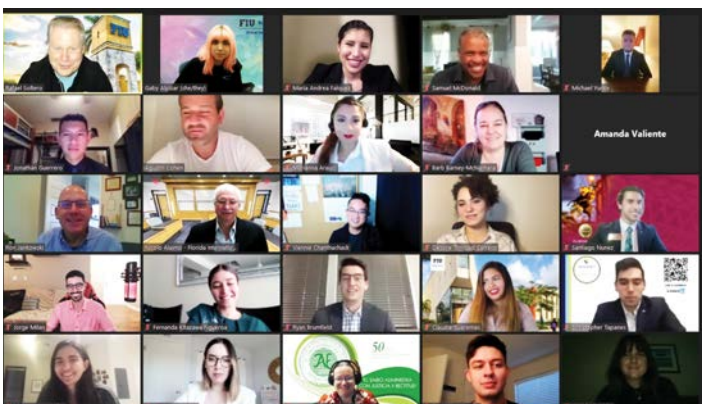
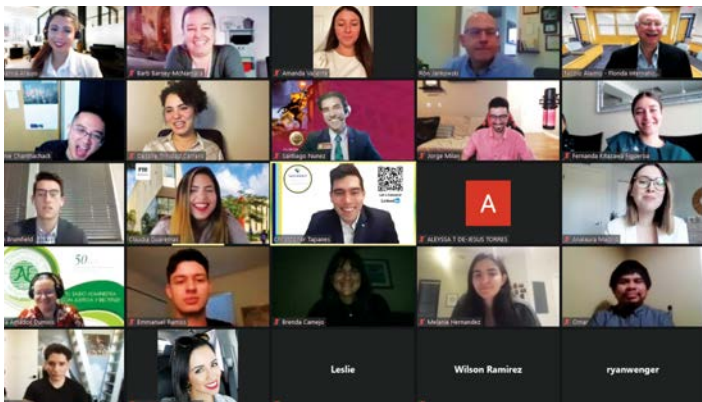
GABY ALPIZAR, M.S.
Florida International University

Every March, university sales teams from around the United States and Latin America gather in Miami at Florida International University, competing in English and Spanish in the Global Bilingual Sales Competition (GBSC)- every year, except for 2020. In the wake of what was not yet being called a pandemic, flights and hotel reservations were hastily canceled just a week before the competition was set to start. The pride of the FIU Global Sales Program was struck down when it became impossible to bring international competitors together- or so we thought.

Postponed to March of 2021, GBSC was finally held virtually. It was the first of its kind, bringing together 19 university sales teams from across 6 countries to display sales skills in English and Spanish language role-plays. The competition once limited by prohibitive expenses and strict visa restrictions for international competitors was truly global for the first time as students connected from Puerto Rico, Dominican Republic, Argentina, Mexico, Peru, and across the U.S. Making it a reality was a matter of adapting.

If the last two years have taught us anything, it's the value of maintaining human connection. As a global community, we combated the loneliness and apathy of covid lockdowns by making an effort to maintain relationships through team group chats and virtual happy hours. But even as many return to the physical office, we remain largely bogged down by international travel restrictions that get in the way of connecting with our international coworkers, partners, and clients. As the omicron covid variant spread in December 2021, borders worldwide once again tightened regulations or closed entirely. While the future of travel remains unsure in 2022, what's certain is the negative effects of such cultural isolation.

Keeping our cultural divides narrow will be imperative for the future of business. The reason there is a Bilingual component to GBSC isn't just to capitalize on the Hispanic community in South Florida, but to bring the Global component front and center. The FIU Global Sales Program promotes learning in multiple languages because having multilingual teams to communicate is becom-



Judges, competitors, and coaches at the GBSC 2021 Virtual Awards Ceremony

ing increasingly essential to successful relationships with global partners. Spanish alone is spoken by 483 million native speakers and accounts for 8.1% of internet communication, according to Instituto Cervantes de Londres as per their yearbook, “Spanish in the World 2019” (blogs.cervantes.es/londres/tag/yearbook-of-spanish-in-the-world-2019/). The data also shows, “The contribution of all Spanish-speaking countries to global GDP (Gross Domestic Product) is 6.9%.” Reaching across borders to participate in cultural sharing, especially of language, promotes a human understanding that is ultimately as good for business as it is for our personal growth.

Ranked 8th out of 19 schools in GBSC 2020, Universidad Iberoamericana (UNIBE) of Dominican Republic was able to compete in a sales competition after 2 years, beating out several U.S. universities with sales programs of their own. While the prospect of traveling to the United States is shrouded in red tape for Dominicans, previously only allowing competitors already possessing an international student visa to participate, the UNIBE team was afforded the professional development opportunity with the help of Zoom. They networked with potential employers during the virtual career fair and impressed judges during the sales role-plays, with one competitor even earning the comment, “Wow! Great job [...], from the beginning all the way to the buzzer beater ending. You really established a professional presence with a hint of your personal side[.]” A great salesperson in the making was able to access career connections and potential opportunities not easily afforded without traveling outside of the Dominican Republic. The ability to go virtual with GBSC has opened possibilities for international competitors looking to start their career and given employers a larger pool of native Spanish speakers to recruit to their teams. When we exclude great potential candidates because of red tape, both parties lose out.

In this way, people worldwide have found the silver lining in the pandemic: the accessibility of globalizing virtually. Mark Twain once remarked, “Travel is fatal to prejudice, bigotry, and narrow-mindedness, and many of our people need it sorely on these accounts. Broad, wholesome, charitable views of men and things cannot be acquired by vegetating in one little corner of the earth all one's lifetime.” In the absence of travel, maintaining global relationships and remaining culturally exposed is imperative, keeping our minds open even as borders are not. But this type of connection doesn't come without effort; Just as competitors of GBSC were able to participate with nothing more than a computer, an internet connection, and a willingness to excel, a team of educators and volunteers worked tirelessly from behind their own screens to make it a possibility.

Part of those efforts continue at FIU as the Global Sales Program partners with international universities even outside of competition season. The endeavors include further broadening participation worldwide and working with international faculty to develop sales programs globally. At the time of writing this article, the program is expecting several competitors in 2022 who are new not only to GBSC, but to the world of university sales competitions as a whole. Spain's Universidad de Valencia (UV)

team will be competing for the first time in UV's history. Meanwhile, Universidad Peruana de Ciencias Aplicadas (UPC) from Peru is debuting an all-new team. Throughout the fall 2021 semester, UPC began a mirror program with FIU's Bilingual Personal Selling class. Faculty from UPC is participating in live meetings during classes in FIU while FIU faculty reciprocates, connecting live to classes held in Peru.




FIU GBSC Team



Sales coaches Rafael Soltero and Nicolo Alaimo of the FIU Global Sales Program continue to make it a point to get involved with training and developing other teams who are new to competitions alongside FIU's own competing Global Sales Team. Because it is the only sales competition in the U.S. with a Spanish track, it gives Latin-American students a unique chance to make career connections and develop as professionals in their native language. This gives them an advantage whether or not English is their strongest language and differentiates them from monolingual candidates to the right employer. Coach Soltero recalls GBSC 2019 when a U.S. competitor told him, “I am so thankful for the opportunity to compete in Spanish. I know I would not be able to make the main team to compete in many of the other national competitions, but GBSC has given me the opportunity to demonstrate that I am good at sales.” The student finished in the top 5 that year.

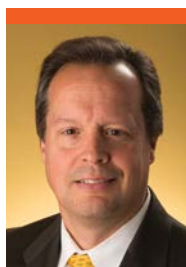
While sharing and valuing language skills is just one way to bridge cultural divides, it's vital to global communication which makes it an ideal place to start. The FIU Global Sales Program is strategically located to trudge forward with its efforts in English and Spanish, but GBSC is far from the only way to connect globally in the world of sales. What is stopping companies and universities around the world from sponsoring and hosting bilingual sales competitions of their own now that we're globally accustomed to coming together virtually? Or bringing together team members from overseas for a cultural show-and-tell? With the future of international travel growing increasingly uncertain, now is the time to put in the extra effort in solidifying our global relationships. More than ever, we should be exploring, learning, and getting comfortable with the uncomfortable.

To see the results of GBSC 2022, visit www.fiu-gbsc.com/. 



THE UNIVERSITY SALES CENTER ALLIANCE

Advancing the Sales Profession in a Turbulent Environment



SCOTT A. INKS, Ph.D.

President, USCA
Director, Center for Professional Selling
Kennesaw State University

The past few years have introduced substantial turbulence within the b2b sales environment. Digital transformation accelerated by the pandemic is causing many sales organizations to reimagine their approaches to selling. The University Sales Center Alliance (USCA) is an affiliation of universities with faculty that have a passion for advancing the sales profession through teaching, research, and outreach. The USCA, now just over 20 years old, has had a significant impact on sales education and sales research. Moving forward, the USCA is pursuing initiatives to address:

- How the digital transformation of sales is impacting sales education.
- The need for a diverse pool of graduates who possess fundamental sales skills and the ability to be successful in a digital selling environment.
- The need for faculty qualified to teach sales.
- The need for more basic and applied research related to challenges confronting sales organizations.
- Ideas for helping sales centers address diversity, equity, and inclusion.

BRIEF HISTORY

The University Sales Center Alliance (USCA) was formed in 2002 by faculty from nine universities who shared a passion for advancing the sales profession. They believed sales should be taught programmatically at the collegiate level and had already established sales programs (e.g., major, minor, concentration) at their respective schools. They also recognized most universities were reluctant to embrace sales as a legitimate area of study in higher education. This recognition influenced the original mission of the USCA—“To do together what we could not do separately to advance the sales profession.” Having already demonstrated the value of sales programs, the group began the process of establishing the standards for sales centers of excellence that became the criteria for membership in the USCA.

Today the USCA has 66 member universities (including one Canadian and three European schools) represented by faculty with



UNIVERSITY SALES CENTER ALLIANCE
Advancing the Sales Profession Through Teaching, Research and Outreach

many different backgrounds and areas of expertise. This consortium of faculty works to advance the sales profession through innovative teaching strategies, research, and outreach. When the USCA formed, the members required the programs be designated as “Centers” to signify they were recognized as stand-alone entities of their respective departments. Such designation doesn’t fit with every university offering a robust sales program. Accordingly, while we will retain the name University Sales Center Alliance, USCA membership consideration is open to sales programs recognized as stand-alone entities within their colleges whether designated as a center, institute, department or other identifier.

The mission of the USCA evolved over the years to reflect the organization’s growth and the important role it plays in helping schools establish and maintain sales entities (e.g., centers). The current mission is “to advance the selling profession through setting and monitoring sales program standards, sharing best practice, enhancing sales curricula, and preparing students for a career in sales.” As a result, the USCA is increasingly recognized as the international leader and standard bearer for collegiate sales programs.

CURRENT INITIATIVES

UNDERGRADUATE SALES EDUCATION

USCA members are keenly aware of the digital transformation occurring in b2b sales. Our members incorporate related topics, including virtual selling, AI, CRM, social selling, and other “sales stack” software into their curriculums—many doing so prior to the COVID-19 pandemic. Looking ahead, we have a committee dedicated to ensuring our members are aware of changes in the sales environment that need to be reflected in our respective curricula. The key takeaway for sales organizations is that USCA members are committed to ensuring students graduating from their sales programs are prepared to compete and win in any combination of digital and non-digital selling environments.

GRADUATE SALES EDUCATION: MASTER’S LEVEL

MBA students, especially those with little to no sales experience will benefit from understanding how to sell, how to lead salespeople, and the critical role of sales within the organization. While the USCA has traditionally focused on undergraduate sales education, we are exploring what role the USCA may play in developing and promoting sales education at the master’s degree level. In addition to advancing the sales profession, greater involvement in graduate education may help us inspire master’s degree students with significant sales experience to consider teaching sales at the university level or continue their education and earn a PhD or DBA with an emphasis in the sales area.

GRADUATE SALES EDUCATION: DOCTORAL LEVEL

In the 2018 Sales Education Annual, Dr. Jimmy Peltier (then USCA President) indicated the need for sales professors possessing a PhD or DBA. Since then, the USCA has grown by over 30%. The growth in schools interested in developing robust sales programs combined with retirements in existing sales centers means the need for faculty with a PhD or DBA and a passion for teaching

and doing research in the sales and sales management areas is significant. To help address this need, the USCA will continue to provide sales research grants and awards to doctoral students and build closer relationships with faculty willing to chair sales dissertations or supervise doctoral students interested in sales.

SALES RESEARCH

One of the ways the USCA seeks to advance the sales profession is by promoting basic, applied, and pedagogical sales research. The USCA has done so by sponsoring multiple research grants and awards independently and through organizations such as the National Conference in Sales Management (NCSM) and the American Marketing Association (AMA). In addition, many of our members are actively involved in sales research and publish their findings in leading journals. Moving forward, the USCA is increasing its commitment to sales research and is holding its first Sales Research Symposium this spring (2022). The symposium will feature prominent sales researchers and leading industry experts who will discuss future directions for sales research.

DIVERSITY, EQUITY, AND INCLUSION (DEI)

In 2021, the USCA added a DEI committee to examine DEI in sales and sales education. The committee will make available to our members ideas for increasing diversity and inclusion within their respective programs, including among their advisory boards, partners, students, and recruiters. The goal is to help our members ensure their programs encourage students interested in sales to pursue a sales education, regardless of their unique attributes (e.g., race, ethnicity, gender, disability) and experiences.

OUTREACH

One of the key strengths of the USCA is that its membership includes faculty with backgrounds in research and industry experience. While each member school is required to have at least one faculty member with a terminal degree, many include faculty with multiple years of industry experience. The wealth of knowledge and experience our member school possess often goes unnoticed by organizations viewing USCA schools only as places to recruit incredibly qualified sales talent. The USCA is looking for ways to provide its members opportunities to share their knowledge with the business community as another means of advancing the sales profession.

IN CLOSING

The USCA is dedicated to advancing the sales profession by developing sales talent, improving sales education, conducting relevant sales research, and sharing best practices with the business community. If you would like to learn more about the USCA and the value we provide, please feel free to email me (sinks@kennesaw.edu). I look forward to hearing from you. △



University sales competitions provide opportunities for professional sales students to showcase their talents while networking with future employers and students from other universities.

University sales competitions provide opportunities for professional sales students to showcase their talents while networking with potential employers and students from other universities. Some competitions are regional, 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.

Our 2022 feature lists “major” sales competitions provided worldwide. SEF defines a major competition as one that is open to students from other universities. Use the chart and listing to discover events held throughout the year. Visit the websites and email the contacts. University sales competitions are “the” premier venues for top sales organizations to meet the future generation of Sales professionals and see them in action.

COMPETITION NAME	UNIVERSITY HOST	YEAR FOUNDED	ROLE PLAY	TEAM	SPEED SELLING	CAREER FAIR	NETWORKING EVENT	AWARDS EVENT
ACSC-ARIZONA COLLEGIATE SALES COMPETITION	Arizona State University	2016	▲	▲	▲	▲	▲	▲
ESC-EUROPEAN SALES COMPETITION	HAN University of Applied Sciences	2015	▲	▲	▲	▲	▲	▲
GBSC-GLOBAL BILINGUAL SALES COMPETITION	Florida International University	2011	▲		▲	▲	▲	▲
GNSW-GREAT NORTHWOODS SALES WARM-UP	University of Wisconsin - Eau Claire	2006	▲			▲	▲	▲
ICSC-INTERNATIONAL COLLEGIATE SALES COMPETITION	Florida State University	2011	▲	▲	▲	▲	▲	▲
KSC-KEYSTONE SALES CHALLENGE	Bloomsburg University	2020	▲			▲	▲	▲
KU/KING'S HAWAIIAN TEAM SALES COMPETITION	University of Kansas	2021	▲	▲	▲		▲	▲
NCSC-NATIONAL COLLEGIATE SALES COMPETITION	Kennesaw State University	1999	▲	▲	▲	▲	▲	▲
NATIONAL COLLEGIATE SPORTS SALES COMPETITION	S3 @ Baylor University	2019	▲		▲	▲	▲	▲
NISC-NORTHEAST INTERCOLLEGIATE SALES COMPETITION	Bryant University	2011	▲		▲	▲	▲	▲
NSC-NATIONAL SALES CHALLENGE	William Paterson University	2007	▲	▲	▲	▲	▲	▲
NSSC-NATIONAL SHORE SALES CHALLENGE	Salisbury University	2020	▲	▲	▲	▲	▲	▲
NTSC-NATIONAL TEAM SELLING COMPETITION	Indiana University	2006	▲	▲			▲	
PACIFIC OFFICE AUTOMATION NORTHWEST SALES COMPETITION	Oregon State University	2019	▲		▲	▲	▲	▲
PSE PRO-AM SELL-A-THON®	Various University Locations	1995	▲			▲	▲	▲
RMM-ROCKY MOUNTAIN MADNESS COMPETITION	Metropolitan State University of Denver	2019	▲		▲			▲
RNMKRS SALES COMPETITION	Bryant University	2019	▲		▲		▲	▲
RNSC-REDBIRD NATIONAL SALES COMPETITION	Illinois State University	2014	▲	▲		▲	▲	▲
ROBERT MORRIS UNIVERSITY ANNUAL SALES CHALLENGE	Robert Morris University	2020	▲				▲	▲
SEASAC-SOUTH EAST ASIAN SALES COMPETITION	Binus University-Indonesia	2019	▲				▲	▲
SELLING WITH THE BULLS	University of South Florida	2019	▲		▲		▲	▲
SCSC-STEEL CITY SALES CHALLENGE	Duquesne University	2017	▲		▲		▲	▲
TCCSTC -TWIN CITIES COLLEGIATE SALES TEAM CHAMPIONSHIP	University of Minnesota	2018	▲	▲		▲	▲	▲
UTISC-UNIVERSITY OF TOLEDO INVITATIONAL SALES COMPETITION	University of Toledo	2016	▲			▲	▲	▲
WVU SALES COMPETITION	West Virginia University	2015	▲		▲			▲

ACSC-ARIZONA COLLEGIATE SALES COMPETITION

ARIZONA STATE UNIVERSITY

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 include a career networking event and company tours prior to the competition.

ESC-EUROPEAN SALES COMPETITION

HAN UNIVERSITY OF APPLIED SCIENCES

Jeanet Castel | jeanet.castel@han.nl

The ESC22 will be an exciting 3 day-program that will include multiple competitions for all participating students. Students will be challenged on teamwork, cross cultural assignments, flash courses and more. The program will include a lot of FUN elements too! Participating means that students will be able to rapidly improve their sales skills. They will also have the opportunity to connect, work and have fun with students from different cultures and meet with interesting companies.

GBSC-GLOBAL BILINGUAL SALES COMPETITION

FLORIDA INTERNATIONAL UNIVERSITY

Program Manager: Gabriela Alpizar | galpizar@fiu.edu

Head Coach: Rafael Soltero | rsoltero@fiu.edu

The Global Bilingual Sales Competition (GBSC) brings together universities and organizations looking to promote the sales profession at a global level. Through simulated sales call role plays in English and Spanish and numerous networking activities, talented students can showcase their sales skills to corporate recruiters and sales executives virtually and on FIU's main campus in Miami, Florida. Competitors compete individually but may earn points as a university team.

GNSW-GREAT NORTHWOODS SALES WARM-UP

UNIVERSITY OF WISCONSIN EAU CLAIRE

Dr. L. M. Davis | davislen@uwec.edu

The Great Northwoods Sales Warm-up (GNSW) is a national competition designed to give sales students personalized feedback on their sales skills. Approximately 20 universities (3 competitors) are invited to participate. We take pride in the quality sales programs that participate in our competition. GNSW creates an atmosphere where students have fun working hard. Competitors are guaranteed to participate in two 20-minute role-plays with the case sponsor's sales personnel and receive immediate feedback from sponsor judges.

ICSC-INTERNATIONAL COLLEGIATE SALES COMPETITION

FLORIDA STATE UNIVERSITY

Shannon Young | styoung@fsu.edu

Chuck Viosca | cviosca@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; 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.

KSC-KEYSTONE SALES CHALLENGE

BLOOMSBURG UNIVERSITY

Dr. Monica J. Favia | mfavia@bloomu.edu

KSC will be a two in one competition!! There will be a two-day virtual competition and a two-day face-to-face competition. Competitors may enter one or both. Both virtual and face-to-face will be three round elimination competitions. There will be winners, trophies, and prizes for all events including prizes at the Career Fair. This year's featured Company and Product will be Tom James Co.

KU/KING'S HAWAIIAN SALES COMPETITION

UNIVERSITY OF KANSAS

Kristen Helling | khelling@ku.edu

Sponsored and judged exclusively by King's Hawaiian, the competition is open to all universities, with four undergraduate students and one sales coach representing each university. Components of the competition include: Individual Speed Selling Round: 90-second

elevator pitch to get King's Hawaiian a meeting with a potential grocery store chain buyer; and Team Case Competition: Three-round tournament-style case competition on a real-life business situation for King's Hawaiian.

NCSC-NATIONAL COLLEGIATE SALES COMPETITION

KENNESAW STATE UNIVERSITY

Dr. Terry W. Loe | tloe@kennesaw.edu

The National Collegiate Sales Competition (NCSC), provides a venue for dedicated collegiate sales students to improve their skills and pursue career opportunities with top professional sales organizations. The NCSC facilitates the engagement of industry sales leaders with leading sales professors from across the U.S. Graduates from participating schools enjoy a 30% lower turnover rate and a 50% faster ramp-up time compared to their entry-level sales hires.

NATIONAL COLLEGIATE SPORTS SALES CHAMPIONSHIP

S3 @BAYLOR UNIVERSITY

Lane Wakefield | lane_wakefield@baylor.edu

"The NCAA tournament" for sports sales. NBA, NFL, MLB, NHL and NCAA teams recruit from this role-playing tournament with an online qualifier in the fall semester. The 64-student bracket and speed sell are held at State Farm Arena, home of the Atlanta Hawks. Integrity is a key component of the scoring rubric. The top 100 students and 25 schools are ranked each semester. High visibility for students who want to work in sports sales. Championship held in February (face-to-face).

NISC-NORTHEAST INTERCOLLEGIATE SALES COMPETITION

BRYANT UNIVERSITY

Dr. Stefanie Boyer | sboyer@bryant.edu

Kathy Stickel | kstickel@bryant.edu

Join us, NISC is an opportunity for students to connect with employers and receive individualized and immediate feedback from sales professionals. Put your skills to the test and showcase your brand through networking, a tournament-style sales role play and speed sell competition (multilingual), skill and leadership building sessions, social media and more. Compete for cash prizes and awards while you explore internship and job opportunities and expand your network.

NSC-NATIONAL SALES CHALLENGE

WILLIAM PATERSON UNIVERSITY

Michael Gatlin | rbisales@wpunj.edu

The National Sales Challenge (NSC) is a Premier Collegiate Sales Competition hosted by the Russ Berrie Institute for Professional Sales, William Paterson University. International and national sales students compete in this annual event. Corporate companies participate in recruiting and hiring professional sales talent. Our mission is to encourage excellence in sales. We aim to promote the sales profession by providing students the opportunity to demonstrate their skills and capabilities in a series of sales challenges.

NSSC-NATIONAL SHORE SALES CHALLENGE

SALISBURY UNIVERSITY

Ms. Crista Hughes | clhughes@salisbury.edu

Dr. Amit Poddar | masm@salisbury.edu

The National Shore Sales Challenge (NSSC) is the largest collegiate Sales Championship in the Northeast US and 3rd largest in the nation with 45 universities invited. Competitors compete in multiple role-plays (including a unique cold calling phone round) and a speed-selling competition. All guests are invited to a networking event at Seacrets Jamaica, in Ocean City for an informal beach dinner, a live DJ in the nightclub with dancing, photo booth and much more.

NTSC-NATIONAL TEAM SELLING COMPETITION

INDIANA UNIVERSITY

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. Cash prizes: 1st place \$3,000, 2nd place \$2,000, 3rd place \$1,000. Two networking receptions are included for all participants.

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POAPNWSC-PACIFIC OFFICE AUTOMATION NORTHWEST SALES COMPETITION

OREGON STATE UNIVERSITY

Caitlyn Gill | caitlyn.gill@oregonstate.edu

An individual-level competition, students engage in a live Speed Sell and Role Play competition, judged by business executives. The competition offers students a chance to gain valuable feedback from the Sales Academy's Corporate Partners. The POAPNWSC allows students to see how they stack up against their peers, while also allowing interested parties to get a sneak peek at the talent as they prepare to enter the job market. In addition, top performers are awarded cash prizes.

PRO-AM SELL-A-THON®

PI SIGMA EPSILON NATIONAL SALES & MARKETING FRATERNITY

Joan E Rogala, CEO | joan.rogala@pse.org

The PSE Pro-Am Sell-A-Thon® is a B2B role-play competition, with 300 student competitors representing 35 universities annually. Competitions are held during PSE's fall leadership conferences and spring national convention and are designed to develop professional selling and communication skills, and connect students with top employers. As prerequisite, students must complete Carew International's Dimensions of Professional Selling training modules to prepare them for success. Regional Competitions held at different universities.

RMM-ROCKY MOUNTAIN MADNESS

METROPOLITAN STATE UNIVERSITY OF DENVER

April Schofield | aschof3@msudenver.edu

Rocky Mountain Madness is a unique intercollegiate event that follows a bracket-style competition (similar to the NCAA's March Madness). Students compete in a variety of categories, including role plays, interviews, and a one-of-a-kind LinkedIn competition. RMM was designed as a virtual competition at its inception and allows students to sharpen their virtual communication and selling abilities.

RNMRS SALES COMPETITION

Stefanie Boyer | sboyer@bryant.edu

Scott Randall | scott.randall@rnmrks.com

RNMRS allows students to learn and practice selling skills, culminating in a world-wide competition in April and November each year. Students watch videos and train as much as they like in the app with an AI customer bot. Students attend networking and recognition events, compete in a speed sell and roleplay competition. Faculty see real time data on student and class performance. College students compete for free, no limit on number of competitors.

RNSC-REDBIRD NATIONAL SALES COMPETITION

ILLINOIS STATE UNIVERSITY

Duleep Delpechitre | dsdelp@ilstu.edu

The Virtual Redbird National Sales Competition is a developmental event that allows students to demonstrate their selling skills through simulated sales role-plays. The objective of RNSC is to provide collegiate sales teams an opportunity to prepare and compete in a competitive setting before the National Collegiate Sales Competition (NCSC). Students will get the opportunity to gain individual and immediate feedback from industry experts and network with sponsoring companies.

ROBERT MORRIS UNIVERSITY ANNUAL SALES CHALLENGE

ROBERT MORRIS UNIVERSITY

Dr. Jill Kurp | kurp@rmu.edu

The Robert Morris University Third Annual Sales Challenge is held at the RMU Center for Sales Excellence, RMU campus near Pittsburgh. There are two rounds in this individual competition with the winner receiving \$500. There is no registration fee with a maximum of three students per university. The number of participants is limited to 20. The sponsor is NetHealth, a specialized healthcare EHR software company.

SEASAC-SOUTH EAST ASIAN SALES COMPETITION

BINUS UNIVERSITY-INDONESIA

Harri Lappalainen (Project Leader) | Harri.Lappalainen@turkuamk.fi
Colin Mackenzie (Global Press Officer) | C.Mackenzie@napier.ac.uk
Cahya Ratih (SE Asian Contact) | cahya@seamolec.org

The South East Asian Sales Competition (SEASAC) is the outcome of cooperation between universities and government agencies in South-East Asia and European universities. Founded by a European Community Erasmus+ project and designed to adapt competitions in Europe whilst build capacity in higher education. The SEASAC project's aim is to strengthen South-East Asian Universities' capability to provide highly skilled B2B Sales professionals for the emerging international markets. Best practices from Europe are matched with Asian sales cultures.

SELLING WITH THE BULLS

UNIVERSITY OF SOUTH FLORIDA

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, prospecting, discovery meetings, and sales meetings. The competition is hosted by the Center for Marketing and Sales Innovation at the University of South Florida in Tampa, Florida. Teams of four students compete for individual and team awards in all events and compete in all rounds over an adrenaline packed 30-hour experience.

STEEL CITY SALES CHALLENGE

DUQUESNE UNIVERSITY

Ryan Luchs | luchsr@duq.edu

The 6th Annual Steel City Sales Challenge will once again be hosted by Duquesne University in October 2022. Over \$15,000 of prize money will be awarded across the role play and elevator pitch competitions.

TCCSTC-TWIN CITIES COLLEGIATE SALES TEAM CHAMPIONSHIP

UNIVERSITY OF MINNESOTA

Todd Williams | toddwms@umn.edu

The goals of the Twin Cities Collegiate Sales Team Championship are: to provide Collegiate Sales Teams a unique opportunity to compete on a team basis; to provide great value to universities by allowing six student competitors and guaranteeing a minimum of three role play experiences and to provide a great learning experience for the students.

UTISC-UNIVERSITY OF TOLEDO

INVITATIONAL SALES COMPETITION

UNIVERSITY OF TOLEDO

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 juniors are next year's seniors; FIND-THEM-FIRST! UTISC also includes Coaching/Interviewing Sessions, a Social Media Competition, and sponsor led Student Development Blocks. Resumes and contacts sent two weeks in advance.

WVU SALES COMPETITION

WEST VIRGINIA UNIVERSITY

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

The WVU sales competition is a tournament-style sales competition in which students compete for cash prizes. All participants will receive individual feedback and coaching, networking opportunities, and a chance to hone critical sales skills. Competition will be face to face unless pandemic issues require a shift to virtual. Universities competing with at least 3 students will be eligible for the team competition.

a special thank you
from SEF *Despite the continuing challenges
faced by many, those listed below
contributed to our foundation.*

We are truly grateful,

**ORGANIZATIONS AND INDIVIDUALS
WHO CONTRIBUTED TO SEF**

Central Michigan University
Chally
Florida International University
Indiana University
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Mr. Jon M. Hawes
Pi Sigma Epsilon
Salisbury University
Texas A & M University
University of Central Florida
University of Dayton
University of North Carolina Wilmington
University of South Carolina
University of Washington
University of Wisconsin-River Falls

**GUEST AUTHORS WHO CONTRIBUTED
TO OUR 2022 ANNUAL MAGAZINE**

Gaby Alpizar	Joël Le Bon
Willy Bolander	Karen Peesker
Leff Bonney	Ellen Pullins
Tony Douglas	Adam Rapp
Pia Hautamaki	Lori Richardson
Bryan Hochstein	Maria Rouziou
Timo Holopainen	Jane Sojka
Scott Inks	Barry Trailer
Jason Jordan	

**SEF BARBARA GIAMANCO MEMORIAL
SCHOLARSHIP FUND CONTRIBUTORS**



A special "thank you" to the companies and individuals who contributed to our SEF Barbara Giamanco Memorial Scholarship Fund. Though too numerous to mention each of you by name, we want you to know your contributions were appreciated. Thanks to each of you, eleven scholarships were awarded in 2021.

THROUGH PARTNERSHIP WITH CHALLY
SEF CAREER DEVELOPMENT PROGRAM SERVED

52 UNIVERSITIES
and over
4,900 STUDENTS

AWARDED
\$10,000
IN SALES RESEARCH
GRANT FUNDING

CELEBRATED OUR 15th ANNIVERSARY
AND STARTED SEF PODCAST SERIES,
"THE NEW SELLING OF SALES"

ELEVEN
\$1,000
SEF BARBARA GIAMANCO MEMORIAL
SCHOLARSHIPS AWARDED

SINCE 2011 CONTRIBUTED OVER
\$170,000
IN SALES RESEARCH GRANT FUNDING
AND EDUCATIONAL CONFERENCE SUPPORT

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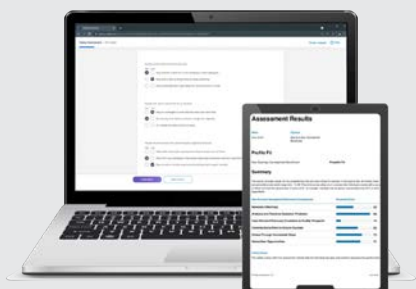


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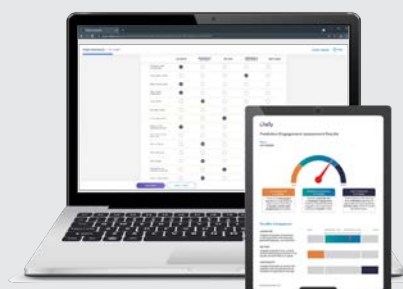
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