

Interesting Findings: SEF Annual Survey of University and Collegiate Sales Programs

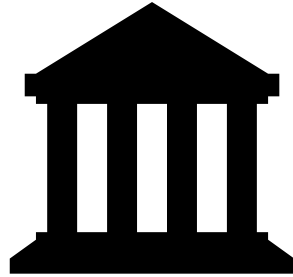
**FROM THE 2023
SALES EDUCATION FOUNDATION
SEF ANNUAL SURVEY**



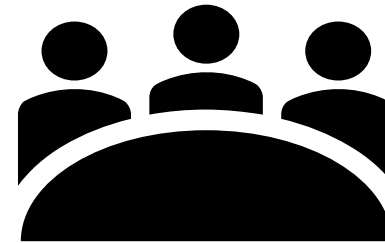
SEF



Sales Education Foundation
Elevating the Sales Profession Through University Education



Since 2007 the **Sales Education Foundation** has invited universities and colleges to participate in our yearly data collection – known at the SEF Annual Survey.



The 2023 **SEF Annual Survey** findings offer insights into technology use, internships, sales labs, sales competition participation and student activities integrated into sales education curricula.

Below are some take-aways from questions asked during the **2023 SEF Annual Survey**

Does your sales curriculum include any of the following?

(Percentages of 200 respondents who answered Yes)

**VIRTUAL AND/OR
DIGITAL SELLING**

+61%

LIVE SELLING

+30%

NEGOTIATIONS

+70%

**INTERNATIONAL
SELLING**

+21%



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What sales-specific technologies are you currently using as a formal part of course work?

(147 respondents provided answers to this question)

#1

Salesforce

#2

HubSpot

#3

RNMKRS*

*www.rnmkrs.org

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Internships

229 total respondents replied

Q: Are Internships required in your sales program?

32.3% answered **Yes**

Q: Are Internships encouraged in your sales program?

63.3% answered **Yes**

Q: Are Sales-focused Internships required in your sales program?

25.3% answered **Yes**



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224 total survey respondents answered the question:
Do you Have a Sales Lab?

+57% answered **Yes**

227 total survey respondents answered the question:
Do your students participate in Sales Competitions?

+73.5% answered **Yes**



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Survey respondents shared details on what additional sales-related activities are available to students

- Professional Development Program, Top Gun Training, Corporate Mentors
- Etiquette dinners, networking with industry professionals, awards banquets, sales mentor training, luncheons with industry representatives
- Sales club visits company HQs, holds on-campus competitions, national competitions, sales trainings, and networking opportunities
- Sales keynote speaker seminar, sales challenge event that allows students coached by companies and compete for a presentation of sales proposal
- Internal sales competitions sponsored by several corporations, Sales Career Day, sales call with real companies and recording videos of the performance
- Site visits to several potential employers; executive level interaction as part of the advanced sales class assignment; several networking opportunities; internal and external sales competition participation; fund raising with executives in our high end golf tournament
- Professional Selling Speakers' Bureau; Sales Career Fair; sales competition; sales shadowing; sales management shadowing; student leadership program

Thank You

SEF conducts the SEF Annual Survey each Fall. Universities and colleges are invited to complete the survey and, self-report the data we collect and publish in each ***SEF Annual***.

We thank each individual who commits time to provide data to SEF and hope you find this information useful.

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