



2015

Sales Education Foundation Yearly Report

“Elevating the sales profession through university education”



Who is the Sales Education Foundation (SEF)?

SEF was established in 2007, dedicated to the promotion of sales education at colleges and universities.

Our mission is “elevating the sales profession through university education.”

SEF was founded with these major goals in mind:

- Provide educational resources for sales student development
- Create national exposure for sales programs and their students
- Support sales specific research through grant funding
- Encourage and support new Ph.D. candidates in Sales
- Develop recognized specializations with the space
- Increasing the number of students seeking sales curricula

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

Those who share our mission

We wish to recognize our Executive and Advisory Board members and express our gratitude for their involvement. Their guidance continues to be critical in helping shape the future of our foundation.

Executive Board

Sally Stevens, Executive Director and SEF Co-Founder
Dick Canada, Indiana University
Jon Hawes, Indiana State University
Mike Jenkins, AT&T Global Business Solutions
Jason Jordan, Vantage Point Performance
Connie Resendes, Morningstar, Inc.
Jack Rhodes, University of Washington
Howard Stevens, SEF Co-founder

Advisory Board

Leff Bonney, Florida State University
Mike Kunkle, Brainshark, Inc.
Jimmy Peltier, University of Wisconsin Whitewater, USCA Representative
Robert Peterson, Northern Illinois University
Ellen Pullins, University of Toledo
Dave Roberts, University of North Carolina
Cindy D. Rowland, Merrill Lynch Wealth Management
Lee B. Salz, Sales Architects | The Revenue Accelerator
Jane Sojka, University of Cincinnati
Rosann Spiro, Indiana University

In 2015 did you know ...

+3,200

University sales students participated in our Career Development Program receiving free career assessment results

SEF made **27** online presentations to university sales classes

\$ SEF funded
over \$20,000 in support of sales research and sales related events

9th edition

SEF Annual magazine was published with 105 "Top" programs listed

8

educators attended SEF summer Faculty Certification

salesfoundation.org



Elevating through financial support

Since 2008

Over \$100,000 was given by SEF in support of ...

sales related events . . .

"The SEA 2015 program was a huge success with record level attendance. The Sales Education Foundation has been an incredible partner in the SEA program. We couldn't do it without the great people at SEF. Whether its providing funding for doctoral student scholarships or bringing world-class speakers to Orlando, the SEF has always stepped up to support the Sales Educators' Academy program. We are looking forward to continuing to work with the Foundation on future SEA events and can't wait to see what we accomplish next time."

-Leff Bonney, SEA Co-Founder

and research . . .

"Please allow me to say how glad I feel about the outcome of the project. It has been a great experience working with you and SEF on this. We're looking forward to recognizing SEF's help in our publications!"

**-Nicholas Panagopoulos
University of Alabama
2014 recipient**

This is what SEF and "elevating the sales profession" is all about!

Core to our Mission ... Supporting University Sales Programs

SEF provides university sales programs with international exposure in order to expand awareness of their offerings. In 2015, SEF produced the ninth edition of the Sales Education ANNUAL, featuring the Top Universities for Professional Sales Education listing. This annual listing grew from 94 recognized programs in 2014 to 105 programs in 2015. The top listing provides a view of the current state of sales education and includes universities worldwide, who meet certain set criteria for inclusion. Also featured in 2015 were 21 “Other Notable” programs pursuing the path to recognition.

In addition to the ANNUAL magazine, SEF supports multiple universities just beginning to explore the offering of a sales program. By providing resources and opportunities to connect with established programs, SEF stays true to its mission to “elevate the sales profession through university education.”



“My sales program at University of Wisconsin Oshkosh is now in its fourth year and doing well, based on comments from students and employers. It’s very clear to me that the success of the course is partly due to the support and encouragement you guys have provided. You’ve made a big difference.”

**-Bryan Lilly
University of Wisconsin Oshkosh**

SEF efforts include:

- Research support through grant funding
- Faculty development and support through programs such as our university certification and sponsorship for the Sales Educators’ Academy
- Exposure, recognition and visibility for programs to potential corporate sponsors via the ANNUAL magazine and ongoing referrals
- Access to educational materials for classroom use
- Outlines of best practices from existing sales education programs

SEF/Neil Rackham Research Grant Program

Awards \$10,000

The Sales Education Foundation partnered with Neil Rackham to distribute two research grants aimed at funding quality academic research addressing sales challenges. Research grant recipients were judged by a selection committee chaired by Dr. Rosann Spiro, Indiana University. Grant recipients were announced at the annual GSSI (Global Sales Science Institute) Conference in Hiroshima, Japan.

Grant recipients and their topics for 2015 were:

- “Measuring and Evaluating Sales Training Effectiveness,” Blake Runnalls, doctoral candidate, Michigan State University
- “Why Do Sales People Quit? An Empirical Examination of Own and Peer Effects on Salesperson Churn Behavior,” Dr. V. Kumar, Georgia State University

To fulfill the program’s ultimate mission of making quality sales research available, SEF dedicated a new section of their website (www.salesfoundation.org) to housing links to the published research. Published papers from the program, as well as other quality sales research are now available and the site will be continuously updated.

The third component of the annual program, The Dissemination Award, was postponed until the end of 2015. Nominations will be open until January 31, 2016. More information on this program and how to nominate an individual is published in the 4th quarter Journal of Personal Selling and Sales Management (JPSSM) and is planned for the SEF website.

SEF’s Career Development Program ... Making a difference in the career plans of sales students

SEF continued the academic programming used by over 70 universities since its first offering in 2008. Over 12,000 students have completed the Chally assessment, offered at no cost to the student or the university. Twenty-seven (27) presentations were given by SEF to participating sales classes. SEF offers this program to any sales program in order to help their students recognize the different types of sales roles and the ways they personally approach a situation or opportunity.

Accompanying materials are available, allowing professors to incorporate the program into their sales curriculum. SEF also gives professors access to an online portal where students results may be viewed as needed. Training is provided at no cost.

“Thank you for speaking to my class ... and giving us the use of the assessment. Many of these types of tests (Myers-Briggs, Strength Finders, etc.), do not have the feel that this one does, nor do they produce the volume of applicable information and opportunities related to the results.”

**-Kevin Carpenter
Northwest University**

Supporting Our Mission

Join us in thanking those who supported SEF in 2015. Through multiple channels, SEF continues to make significant advancements in elevating the sales profession.

Mr. and Mrs. Howard Stevens

GrowthPlay, LLC

Dan Weinfurter, CEO, GrowthPlay

University of Central Florida,
Professional Selling Program

Foster School of Business,
University of Washington

Indiana University,
Kelley School of Business

Kansas State University,
National Strategic Selling Institute

Kennesaw State University
Foundation, Inc.

Mr. Dick Canada

Mr. and Mrs. Jon M. Hawes

Mr. C. J. Trybus

Neil Rackham,
Rackham Foundation, Ltd.

Ralph and Lucy Schey Sales Centre,
Ohio University

News-Press & Gazette Company

Bob Nadeau, Plymouth State University

The Stevie Awards, Inc.

The University of Toledo, Edward
Schmidt School of Professional Sales

Trish Bertuzzi,
The Bridge Group, Inc.

University of Dayton, Fiore Talarico
Center for Professional Sales



**Sales Education
Foundation**

Elevating the Sales Profession
Through University Education

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