

The 6th Sales Educators' Academy

*Sponsored by Florida State University, Rollins
College and the Sales Education Foundation*

May 16 - 18, 2017

**Please note that the SEA program is meant to be a hands-on learning experience. It is not like other conferences where participants pick and choose sessions to attend (not attend). We encourage participants to be at all sessions and to stay for the entire conference that concludes with a session on teaching that relies on your participation. We look forward to seeing you in Orlando, FL!*

Tentative Agenda for 2017 Sales Educators Academy (SEA)

Monday, May 15, 2017 – Pre-registration

Travel day for participants. All participants are responsible for getting from Orlando International airport to:

[Embassy Suites Orlando - North](#)

225 Shorecrest Drive

Altamonte Springs, Florida

32701

Please feel free to join us at the pre-conference reception in the Embassy Suites atrium from 5:30 to 7:00 pm. Participants will be able to check-in for the SEA conference at this reception as well.

Day 1: Tuesday, May 16, 2017 – Galloway Room, Rollins College

8:00 – Bus Departs from Embassy Suites (Breakfast is provided by the Embassy Suites free of charge for SEA participants)

8:30 - 9:00 – Registration Rollins College Location (Coffee, Drinks & Snacks provided)

9:00 - 9:30 – Welcome Message from SEA Planning Chairs

The SEA Organizers Greg Marshall, Mark Johnston and Leff Bonney, along with the Dean of Crummer School of Management, will welcome the participants to the 6th Sales Educators event.

9:30 - 10:45 – What If We’ve Got It Wrong? - Leff Bonney, Florida State University

Sales education hasn’t changed much in the last 20 years. Most sales faculty spend time teaching questioning techniques and linking products to needs via feature-benefit presentations. But what if we’ve got it wrong? What if these aren’t the main skills needed in today’s professional selling environment? In this session, Leff Bonney will present some interesting insights gained from industry research that *might* challenge the traditional view of sales education. SEA participants will spend time brainstorming teaching activities that can be used to address the potential gaps in sales education.

10:45 - 11:00 Coffee Break

11:00 - 12:00 – Trends in Sales Technology 2.0 – Howard Dover, University of Texas at Dallas

SEA's resident expert on sales technology is back to bring us up-to-date on the latest in sales innovations. Howard's talk has always been one of the most popular at past SEA events. He does a great job of pointing out key trends in sales technologies and then spends time facilitating group discussions on how the technologies are impacting sales education and how we might use the technologies in our sales classrooms.

12:00 - 1:00 – Lunch

1:00 - 2:00 – Teaching Sales Students to Deal with Failure – Richard Lowton – Portsmouth University, UK (SEA INNOVATIONS IN TEACHING FINALIST)

Sales is one of the few professions where failing 70-75% of the time is considered success. Despite our ability as educators to teach the skills to help students improve their success rates, it's a fact that our students will face more failure in their first 6-12 months as a sales rep than any other time in their life. So how do we help them prepare for this? Are there techniques and activities that will help students learn to handle failure en route to the brighter sides of their selling careers? In this session, participants will be led through a presentation of ideas on incorporating failure into sales classrooms and then conference attendees will brainstorm ideas for how to better equip students to handle failure once they leave a university sales program.

2:00 - 3:00 – Providing Students with a Sales Trainer Experience – Monica Favia – Bloomsburg University (SEA INNOVATIONS IN TEACHING FINALIST)

There's an old saying that goes, "the best way to learn something is to teach it to someone else." In this session, Monica Favia demonstrates how she puts this saying to good use in her sales management courses by asking students to take on the role of a sales trainer tasked with teaching sales reps key selling skills. Monica will spend some time highlighting the activity and providing tips for using this technique in your own classroom. She will also take time to solicit ideas from similar activities that SEA participants might already be using.

3:00 - 3:30 Break

3:30 - 4:30 – Using LinkedIn in Sales Education – Bill Steiger, University of Central Florida (SEA INNOVATIONS IN TEACHING FINALIST)

Social selling is still in its infancy but has no doubt changed the way sales people build networks and prospect for potential customers. In this session, Bill Steiger will guide SEA participants through a process for using LinkedIn in sales classes. SEA participants will leave with a step-by-step instructional plan for using LinkedIn.

4:30 - 4:45 – Concluding Remarks

Wrap up the day and participants vote on the SEA Innovations in Teaching Award.

5:00 - 6:00 – Cocktail Reception

6:00 - 8:00 – Dinner at Rollins with Keynote Speaker Jason Jordan

Jason Jordan is a partner of Vantage Point, the world's leading training firm focused exclusively on sales managers. He is a recognized thought leader in the domain of B2B sales and conducts ongoing research into sales and sales management best practices of world-class organizations. Jason's extensive research led to the breakthrough insights in his best-selling book, [*Cracking the Sales Management Code*](#), and his writing has been published by *Harvard Business Review*, *Forbes*, *Entrepreneur*, *Sales & Marketing Management*, and many other leading publications. He resides in Charlottesville, VA, where he lectures at the University of Virginia's Darden Graduate School of Business.

(Bus Departs for Embassy Suites at 7:45 pm)

Day 2: Wednesday May 17, 2017 – Galloway Room, Rollins College

8:00 – Bus Departs from Embassy Suites (Breakfast is provided by the Embassy Suites free of charge for SEA participants)

8:30 - 9:00 – Coffee and Light Pastries

9:00 - 9:15 – “Welcome Back” Message from SEA Planning Chairs

Review of Day 2’s events and logistics

9:15 - 10:30 – Stefanie Boyer, Bryant University

If you have ever seen Stefanie present, you know that she is one of the most “fun” facilitators coming to SEA. In this session, Stefanie will lead us through a great team building exercise that can be used in either sales or sales management classes. This session will illustrate different types of leadership styles that exist in teams which is an important lesson to be used in sales management classes. This exercise can also be a creative way for sales students to think about how they can present solutions to customer problems and how to map out the buying center in terms of problems

10:30 -11:00 – Break

11:00 - 12:00 – So Many Role-Plays, So Little Time – Rich Gooner, University of Georgia

Sales training is arguably the most ‘experiential’ of all experiential-learning opportunities offered in today’s business schools. Students have to DO and PRACTICE selling to get better/good, even more than for most other areas of study. Yet, the biggest impediment to more student DOING is bandwidth: sales lab time and scheduling for students as well as faculty/assessor time to review 60-120 students’ multiple sales pitches/semester. In this session, Rich will review tactics for managing experiential learning in limited resource sales programs

12:00 - 1:00 Lunch

1:00 - 2:15 – Top Trends in University Sales Programs – Pat Pallentino, Florida State University

This is an open discussion around trends in university sales programs including best practices on fund raising, creating student interest in sales courses, faculty recruitment, student placement, and corporate engagement. The main objective is to map the key challenges facing sales programs and to develop some strategic paths for building successful sales programs.

2:15 - 3:00 – ED Talks

TED Talks are wildly popular on the internet today. These short, yet impactful, talks have generated significant discussion on topics ranging from medicine to business to music and more. At SEA 2017, we will have our own version of TED Talks. In this session, SEA Attendees will hear from sales educators as they make short presentations on innovative teaching ideas that they use in their sales and sales management classrooms. We call these sessions ED Talks and we’re sure that SEA attendees will come away with several great teaching ideas from ED Talks

3:00 - 4:45 – SEA Teaching Planning Sessions (Teams break at their convenience)

Participants will be assigned a topic in sales or sales management and will be asked to develop a lesson plan for teaching the topic. This lesson plan will then be used to deliver a teaching session on Day 3 of SEA. These lesson plans will be collected and distributed out to SEA participants to use to plan a similar activity in their own classes. The one stipulation is that teams will be challenged to create something completely new (versus simply documenting something they already do in their current teaching).

4:45 - Bus Departs for Embassy Suites

7:00 pm – First Ever Faculty Sales Competition (Optional)

It's been discussed at student sales competitions for years and now it's finally here...the First Ever Faculty Sales Competition!!! In this inaugural event, we will finally see which sales professors can "walk the talk" when it comes to their selling prowess. However, this is not your normal sales competition; Think improv comedy meets charades meets sales competitions. Held at one of Winter Park's fine local "watering-holes", you won't want to miss the most entertaining sales competitions ever conducted.

Day 3: Thursday, May 18, 2017 – Crummer Building, Rollins College

8:00 – Bus Departs from Embassy Suites (Breakfast is provided by the Embassy Suites free of charge for SEA participants)

8:30 - 9:00 – Coffee and Light Breakfast – Crummer Lobby and Suntrust Auditorium
Quick announcement about the sessions and teams dismissed to their respective classrooms.

9:00 - 11:30 – Interactive Teaching Sessions (coffee break included) – Crummer Classrooms

In this session, SEA participant teams will present the topic just as they would to a class. Teams can divide the content for each part of the lecture however they like. Fellow SEA participants will fill out coaching forms that provide feedback on teaching style and technique. These sessions will also be videotaped and the recordings will be available on the SEA website shortly after the program ends. Finally, an award is given to the team that has the highest teacher ratings and copies of the lesson plans developed will be distributed to all SEA participants.

11:30 - 12:00 – Final Remarks

12:00 - 1:00 – Closing Lunch

The SEA Program will provide a shuttle to Orlando International Airport leaving Rollins around 1:30 pm. If you would like to take advantage of this shuttle, then please book your flight for a 3:30 pm (or later) departure.