



Sales Education Foundation

Elevating the Sales Profession Through University Education

“Elevating the Sales education community in each phase of growth from inception to maturity with content, connections and worldwide exposure to sales organizations.”

The Sales Education Foundation (SEF) provides a range of programs and services, all designed to greatly enhance the Sales education landscape and contribute to the overall growth and success of institutions worldwide. These include: promoting sales programs to corporate America through the SEF Annual; supporting sales research through the SEF Research Grant Program; providing sales educators with tools such as the Chally Assessment and resources for creating and maintaining sales programs; and supporting educational events through funding. Universities and companies turn to SEF resources and opportunities to build upon their current state of Sales education programs, support their growth, and enhance the perception of the discipline.

BRAND PILLARS:

SEF Annual

- Yearly publication lists universities/colleges that offer Sales education opportunities to assist corporate recruiters, educators, and other interested parties with pertinent data and contact information
- Provides worldwide exposure for Sales programs, allowing them to increase visibility and obtain potential interest from companies, recruiters, and future students
- Contains informative articles of current interest to both academics and Sales practitioners

SEF Research Grant Program

- Supports building the bench of academically qualified professors
- Shapes the Sales profession by providing research results that assist organizations with maximizing their potential

Chally Assessment

- Provides students with the Predictive Talent Assessment, through a partnership with Chally
- Confidential and individualized reports help students better understand their strengths and likely success role(s)
- SEF provides no cost training and support for professors, allowing them to effectively use the assessment as a tool for developing the next generation of sales professionals

SEF Sponsored Events

- Provides a conduit of information connecting the academic and business communities
- Supports the growth of new university Sales programs and bolsters established programs
- Supports educator events with funding

SEF Website

- Provides information to visitors on valuable topics related to Sales and Sales education
- Publishes a list of events to help promote university Sales competitions and conferences
- Knowledge Center contains videos, podcasts, whitepapers, and articles providing support for both educators and practitioners

SEF BY THE NUMBERS

- The SEF Annual has documented an increase in recognized programs - from 27 in 2007 to 237 in 2023
- SEF Research Grant Program has provided \$160,000 since 2011 to fund research in the sales arena
- SEF has provided over 43,000 sales students with Chally Assessment since 2010