



Sales Education Foundation
Elevating the Sales Profession Through University Education



**University
of Dayton**

UNIVERSITY OF DAYTON TO SUPPORT SALES EDUCATION FOUNDATION - DEDICATED TO ENHANCING SALES EDUCATION

DAYTON, Ohio — The University of Dayton School of Business Administration will support sales education across the country as the primary sponsor of the Sales Education Foundation.

The foundation — which has a mission to “elevate the sales profession through university education” — provides research grants, supports sales-specific workshops and conferences, and serves as a platform for exchanging ideas and best practices. It also raises awareness of university sales programs by publishing a magazine, the *SEF Annual* and listing of “Top Universities for Professional Sales Education.” Over 165 universities are recognized by the foundation for having superior programs in professional selling.

“As primary sponsor of the Sales Education Foundation, the University of Dayton solidifies its role as national leader in professional sales education,” said Trevor Collier, interim dean of UD’s business school. “The partnership aligns with UD’s mission as a Catholic, Marianist university to prepare ethical leaders for successful careers in a global business environment. Selling is a critical element of most businesses, so improving the knowledge of career salespersons is important. The work of the foundation is key to ensuring college students, as well as professionals already in their careers, have access to rigorous training that prepares them to be leaders in the field.”

The foundation was created in 2007 by Howard and Sally Stevens, founders of the Chally Group, and alumni of the University. Howard holds a bachelor’s degree and masters in psychology, and Sally holds a bachelor’s in chemistry.

“We chose UD primarily for its commitment and excellence in preparing the sales leaders of tomorrow,” Howard said.

“UD’s sponsorship of the Sales Education Foundation ensures its future beyond our lifetime and will foster its growth with an expanded mission,” Sally added. “We are delighted with the alliance.”

More information on the Sales Education Foundation is available at <https://salesfoundation.org>.