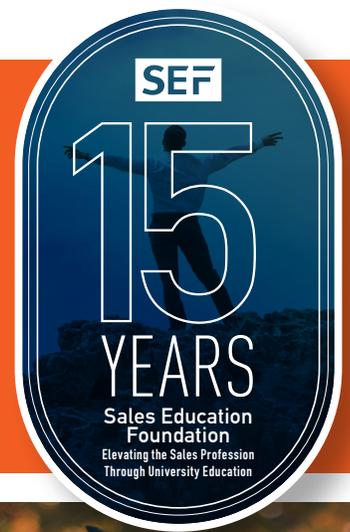


SALES EDUCATION Annual 2021

University Sales Education | Career Selection & Alignment | Sales Research Grants



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The most comprehensive listing of graduate and undergraduate sales education offerings.



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YOUR FIRST CHOICE FOR SALES TALENT

You asked for trained sales talent. We answered with the North Carolina Sales Institute (NCSI). Each year, more than 300 students take classes in professional selling, sales leadership, and negotiation. They are prepared because they sell real products. As a NCSI sponsor, you'll get to meet them first.

MEET OUR STUDENTS

Contact John L. Chapman

Co-Founder North Carolina Sales Institute

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Sally C. Stevens
Executive Director



Marty Holmes
Associate Director

FROM THE EDITORS ⁷

OUR 15TH ANNIVERSARY EDITION FOCUSES ON PROFESSIONAL SALES IN THE PAST, PRESENT AND FUTURE.

Readers will see how sales practices evolved from ad hoc efforts of sales pioneers to the standardized procedures of well-trained salesforces in the history of sales. In other articles the need to go virtual is explored in many different facets. Likewise, we explore the future challenges in meeting customer needs. As the world moves past the pandemic what systemic changes are going to be necessary to address for companies and their customers to thrive? Some very interesting insights are presented by our committed guest authors.

The main focus of our Annual magazine has never changed—the list of universities offering Sales education opportunities to their students, or as we call them—the “Top Sales Universities.” Our very first publication in 2007 listed 27 universities. Fast forward to this year’s 15th Anniversary edition where the list has grown to 156 North American and 18 International universities. We introduced a new survey this year allowing us to collect, analyze and share the data provided by these institutions who provide high-quality professional sales education to their students. Explore the information and connect with the individuals listed to learn what each unique program is doing.

We are happy to announce that the University of Dayton School of Business Administration will support sales education across the country as the primary sponsor of the Sales Education Foundation. As such, the university ensures the continued existence of the SEF beyond the reach of its founders.

We thank those involved in professional sales education—whether an educator, administrator, professional or corporate sponsor. We continue to see tremendous growth in the university sales education space and are excited to be a part of “elevating the sales profession through university education.”

We hope you enjoy our 15th Anniversary edition!

SALLY C. STEVENS

MARTY HOLMES

SEF thanks the members of our board who continue to provide insight and support for our efforts.

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A History of Selling in America

Many have said some version of, “those who forget the past are doomed to repeat.” Much wiser people have noted that the past often repeats itself, so it’s just the mistakes that we ought to try to avoid repeating, right? Sales history may help us avoid future mistakes. Read on to learn about the “History of Selling.”



by JON M. HAWES,
PROFESSOR EMERITUS OF MARKETING,
INDIANA STATE UNIVERSITY

During the Early 1800s

Historian Mark Bernstein described salespeople of the 1800s as “drummers, men who, at least in their own minds, lived by their wits, sold by their charm. . . Selling was a slap on the back, a fresh joke and a stale cigar when the deal was struck.” In fact, the word “salesmanship” had not even entered our language until the 1880s when it was added to The Oxford English Dictionary.

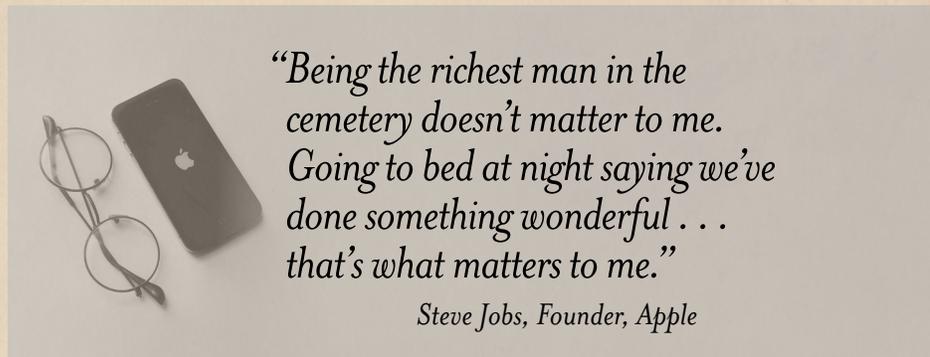
One important concept to recognize about selling in America prior to about 1850 is that it was truly less important to business success than it is now. This is because firms were usually quite small, customers were typically located in rural areas as most people worked on a family farm, very few people graduated from high school, communication was slow or lacking (the telephone was not even invented until 1876), roads were often unpaved or not yet built, and demand typically exceeded supply meaning there was little need for persuasion. In small to medium size enterprises, the owner or a family member usually performed the very limited selling role which was often no more than handling the exchange process. During the first half of the 1800s, most sales tasks were simply done by people who had another primary job responsibility. Selling was typically something done as the situation required it, not as a full time and primary pursuit. The percentage of the U.S. workforce classified as (nonretail) salespeople in the early 1800s was small fraction of what it is now.

For the small number of people whose primary job was in sales, the work was challenging to say the least. Movement from town to town was often necessary to sell goods and travel was extremely difficult in comparison to modern expectations. Accommodations were often hard to secure or simply not available. A common business practice during that era was to buy a stock of inventory, load it into a wagon, and travel from town to town selling it until the inventory was depleted.

The Publishing Industry

You might be surprised to learn that publishing, more so than manufacturing, was an important industry in which these early salespeople worked. The publishing industry is particularly interesting because many of the early “traveling salesmen” were also preachers who sold books, too. The Methodists had an especially high level of such activity. By 1800, the Methodists had established a network of about 300 traveling

(circuit riding) evangelical preachers in the U. S. They developed selling practices which salespeople in other industries would later adopt. James Erwin stands out as one of the most influential early preaching salesmen, perhaps largely due to his book titled *Reminiscences of Early Circuit Life*, which was intended to guide young preachers. Erwin’s book vividly described how it was his strong belief that he had a sense of duty to supply people with religious literature. No doubt that belief led to better sales! More than a hundred years later, Steve Jobs echoed a similar sentiment about believing in the importance of the work done at Apple when he said “Being the richest man in the cemetery doesn’t matter to me. Going to bed at night saying we’ve done something wonderful . . . that’s what matters to me.”



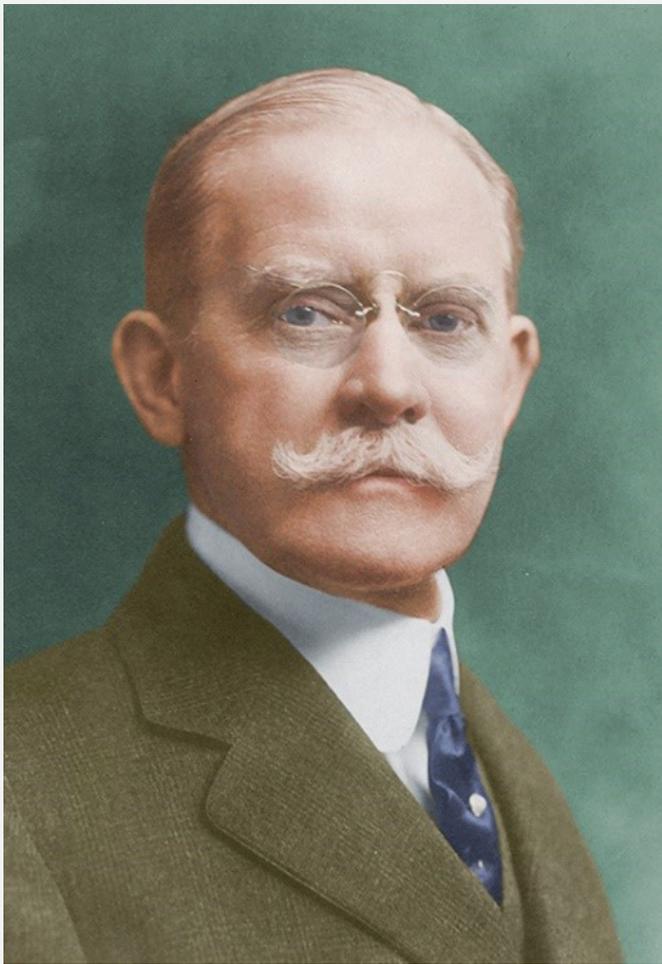
“Being the richest man in the cemetery doesn’t matter to me. Going to bed at night saying we’ve done something wonderful . . . that’s what matters to me.”

Steve Jobs, Founder, Apple

Want to know how the canned sales call or what the sales textbooks now call “stimulus response” selling was invented? It appears to have developed in the publishing sector which sometimes taught their salespeople to use scripts. As early as the 1870s, the F. B. Dickinson Company used what they called a “sales talk” which they taught to their salespeople. Salespeople were required to attend a lecture on salesmanship and following that, each had to spend an hour in the home office practicing a “sales talk.” This was one of our earliest forms of sales training.

It is important to note that as the 1800s progressed, so did the role of selling as competition intensified. A publishing firm called the Charles L. Webster & Company (founded by Samuel Clemens) during the late 1800s provided a notable example which was responsible for an important development in sales history. In 1884, Mr. Webster’s company was selected to publish and market the memoir of former U. S. President Ulysses S. Grant. To that end, almost 10,000 sales agents were recruited to sell books “on subscription,” meaning money was collected prior to the delivery of the book.

For nearly the first time, there were also some women recruited for this sales team. Prior to this project, nearly all nonretail salespeople in the United States were men.



JOHN PATTERSON

SOURCE: [HTTPS://I.IMGUR.COM/ADLLDzX.PNG](https://i.imgur.com/ADLLDzX.png)

Census reports indicated that in the United States during 1880, there were 53,500 “hucksters and peddlers,” and that 51,000 were male while the remaining 2,500 were female. Most of those females worked as book agents and most of them worked on the sales team for Grant’s book project. Samuel Clemens allegedly wrote a sales manual to help them sell the book.

Competitive Behavior during the Gilded Age & the Progressive Era

Business became much more competitive during the late 1800s and early 1900s in comparison to the early 1800s or to current practices. Cut-throat competition, other highly aggressive sales practices, and the efforts of salespeople to support their employer’s efforts to monopolize an industry were not uncommon in late 1800s and early 1900s. For example, many people believed that patent rights should justifiably protect a

business from encroachment by competitors. Henry Ford, for example, initially was unable to legally sell his Model A car because the gasoline powered automobile had earlier been patented by George Selden. Licenses to produce cars powered by a gasoline engine were very selectively awarded and only to firms which paid hefty fees to the Association of Licensed Automobile Manufacturers due to patent protection.

Patterson and NCR

During the late 1800s and early 1900 there was widespread belief that patent protection should entitled those who invented something to reap what they had sown. That invention usually required creativity, hard work, and often the pioneering efforts of developing a market for a new technology. One of these early advocates for the stringent protection of patent rights was John H. Patterson, founder of National Cash Register Company (NCR), and no history of selling in the 1800s would be complete without mentioning his efforts. NCR is often heralded as the company which invented modern selling. In addition, Patterson is widely regarded as the Father of Modern Selling.

In 1884 Patterson bought the patent rights to the cash register along with the operation of National Cash Register. In addition, he created an Invention Department at NCR which was awarded hundreds of later patents and fought hard to guard them from encroachment by competitors. He was also responsible for many sales innovations which simply had not been done before he introduced them to the field. For example, he implemented guaranteed sales territories at NCR. For the first time in recorded history, salespeople were assigned to a specified geographical area and that salesperson earned a commission on any purchase made by a customer located within that territory. This was instrumental in moving sales mindsets toward a more long-term relationship orientation. Patterson also instituted strict dress codes and stringently enforced higher standards of cleanliness and personal hygiene which enabled NCR salespeople to distinguish themselves from others at the time. In fact, Patterson was known to often take salespeople to New York City and bought them new suits and other apparel products intended to motivate salespeople to enjoy the finer things in life. It also enhanced the appearance and professionalism of the NCR salesforce.

Patterson also was the first to use sales quotas and salesperson “point systems” to not only track performance, but to report it in the company newsletter.

From this, came the first formal recognition program for highly successful salespeople in 1906 called the Century Point Club (CPC). The company newsletter (The N.C.R.) described that first group of honorees as follows: "the 70 charter members of the world's first CPC were sales professionals of the highest caliber, impeccably groomed, black shoes polished, white shirt starched, collars buttoned, were ready to face two weeks of systematic sales training, camaraderie and entertainment by the officers of the National Cash Register Company." Many companies (including IBM) soon initiated similar recognition programs which have significantly enhanced the development of the sales profession.

PATTERSON ALSO HELD THE FIRST KNOWN SALES CONFERENCE, LATER EXPANDED THAT INTO ANNUAL CONVENTIONS. PERHAPS MOST IMPORTANTLY, THOUGH, JOHN H. PATTERSON FORMED THE FIRST SALES TRAINING SCHOOL IN 1894.



The notion that selling could be taught had a huge impact in moving professional selling forward. Many of those who graduated soon doubled or tripled their incomes and salespeople at NCR began earning what was considered at the time huge incomes. That school, along with many other sales innovations led NCR to totally dominate the cash register industry for many years, often exceeding a market share of 90 percent.

Patterson strongly believed that holding the patents meant that he deserved full control of the cash register market and that led to some highly aggressive sales tactics at NCR in the late 1800s and early 1900s. As early as 1888, Patterson wrote in The N.C.R., "We have no serious competitors yet, and we do not propose to have any formidable ones if we can help it. But before any of the weak ones get strong, we must crush them out."

Patterson was ruthless in his litigation pursuits to protect his patents. NCR initiated many lawsuits charging would-be competitors with patent infringement. Patterson made no secret of its desire to drive all rivals from the market. Furthermore, NCR also engaged in a variety of what would today be considered "ugly" sales practices. To support these unscrupulous efforts, he created what was called the Competition Department in November of 1891.

Patterson staffed it with some of his most capable employees (including Thomas Watson, who he later fired – afterward, Watson did OK – he led a company

he later renamed IBM) and paid them lucrative salaries rather than commissions on sales. The group was responsible for a variety of actions, some reprehensible, taken to stifle the work of competitors, and their special duty was to interfere with the negotiations of sales contracts by competitors. Agents were directly hired by NCR to spy on the business of competitors, to secure any information they could, and report that to the Competition Department. Still other agents were charged with the duty to secure names of customers of competing cash register companies. Then, NCR employees visited these firms and tried to convince them to rescind those contracts.

When a new competitor emerged, Patterson invited their leaders to come to Dayton and see his plant – all expenses paid by NCR. He provided a tour of the facilities, showed them how well it was organized, demonstrated the high quality of his products, and toward the end of the tour brought them to the "Historical Room." Others nicknamed this area the "Gloom Room", or the "The Graveyard." This area was established when the first competitor to NCR emerged. Here, NCR had its own cash registers beautifully displayed – along with piles of junky-looking cash registers made by former competitors who had gone bankrupt. There was a display card on each former competitor's register showing the name of the company, date they went out of business and amount of money they lost. Patterson sometimes offered to buy the upstart competitor out and if they did not accept, he told them he would initiate legal action against them for patent infringement.



SUCH BEHAVIOR SEEMS BIZARRE IN TODAY'S MODERN BUSINESS ENVIRONMENT, BUT THE LATE 1800'S AND EARLY 1900'S WAS A PERIOD OF EXTREME COMPETITION.

John Patterson is certainly one of the most interesting people in sales history and there is much to be learned by examining Patterson's work. This is especially true because some of the firms which are today's technology leaders are now experiencing similarly high levels of market share. They are also engaging in some sales and marketing practices critics consider unfair. To be sure, we can study the past to try to avoid making the same (or similar) mistakes. That's one of the ways more learning leads to more earning! ▲



SEF RESEARCH GRANTS CONTINUE TO YIELD PRACTICAL INSIGHTS

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Since 2011, the Sales Education Foundation has awarded grants to promote high-quality research into the real-world practices of sales people and sales leadership. Introduced with the support of sales luminary Neil Rackham, and continued by SEF, these grants have enabled individuals from around the world to contribute to the growing field of sales research.

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IT'S THAT TIME OF THE YEAR AGAIN... TIME TO TALK SALES RESEARCH!

Over the last decade, the Sales Education Foundation has awarded more than \$135,000 to university researchers to help them advance the discipline of sales. Through their practical and timely research into sales best practices, they have produced actionable insights for both salespeople and sales leadership. In 2021, we highlight three SEF grant recipients who had research papers published. Below we summarize their findings and provide essential takeaways for sales professionals.

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SALES AND MARKETING—KEEP FIGHTING THE GOOD FIGHT

VICTOR CHERNETSKY & DOUGLAS HUGHES—2019 GRANT RECIPIENT

It's no secret that Sales and Marketing departments often find themselves in conflict. In their paper *The Role of Senior Executives and Organizational Culture in Management of Conflict Between Sales and Marketing*, Victor Chernetsky of Michigan State University and Douglas Hughes of University of South Florida state it bluntly: "Sales and Marketing units are often disconnected, do not cooperate efficiently, and have contradictory relationships." Yep, that sounds about right. But is that a bad thing?

Chernetsky and Hughes contend that some conflict between the two functions is inherent and potentially constructive. In fact, lack of conflict can risk creating counterproductive "groupthink." However, it's important to differentiate between conflicting 'tasks' and conflicting 'relationships.' The research suggests that leadership should proactively manage 'task' conflict to yield the highest output, while preventing 'relationship' conflict to eliminate wasted energy. Finally, the researchers observe that compared to Sales, Marketing teams are more fraught with both types of conflict. It's good to be in Sales. ▲

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HUNTING AND FARMING: UNDERSTAND THE LEVERS FOR EACH

RYAN MULLINS—2018 GRANT RECIPIENT

Sales is often viewed as an organization with a single capability – driving revenue growth. In his paper *Uncovering the Impact of Sales Force Capabilities on Firm Performance*, Ryan Mullins of Clemson University argues that there are two distinct sales capabilities that should be appreciated and managed uniquely – customer acquisition and customer retention. His results show that each sales force capability provides a significant, but different, impact on sales force performance.

Mullins' research also demonstrated that there are three organizational levers that sales leaders must consider differently for each capability: compensation level, turnover, and compensation mix. For example, his study found that sales forces with higher proportions of salary-based compensation show a stronger impact on performance through customer retention, yet a weaker impact through customer acquisition. Therefore, when leadership is searching for ways to improve overall sales performance, it needs to examine each of these two capabilities independently to understand the specific types of changes that need to be made. ▲

Continued on page 8



SEF RESEARCH GRANTS CONTINUE TO YIELD PRACTICAL INSIGHTS

Continued from page 7

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THOSE WHO FAIL FAST, FAIL BEST

SCOTT FRIEND, KUMAR RAKESH RANJAN & JEFF JOHNSON—2018 GRANT RECIPIENT

There’s no way around it... Failure stinks. However, according to the research in *Fail Fast, Sell Well: The Contingent Impact of Failing Fast on Salesperson Performance*, by Scott Friend of Miami University, Kumar Rakesh Ranjan of the University of Queensland, and Jeff Johnson of the University of Missouri-Kansas City, failure can actually improve sales performance if you know how to approach it.

First, the research suggests that sellers should learn to ‘fail fast’ by trying to uncover and interpret the intent of each prospect early in the sales process. Accordingly, sales managers should collaborate with their sellers to help them determine when it’s time to pull an opportunity’s rip cord. Second, sales leadership should create an environment where failure is acceptable – not to avoid accountability, but to acknowledge reality. Finally, failures should be examined to identify lessons that can improve future sales performance. Sure failure stinks...So make that pain as brief and instructive as possible. ▲

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STAY TUNED

If you are a sales professional, we encourage you to continue paying close attention to the great insights being uncovered by the community of university sales researchers. If you are a researcher looking for additional resources, don’t forget SEF funds two annual grants. Visit the SEF website’s Sales Research page - <https://salesfoundation.org/elevating-sales/sales-research/> for more on grants and published research. ▲



JASON JORDAN
Director of Research, SEF



BARBARA GIAMANCO MEMORIAL SCHOLARSHIP

It's so important to support and encourage our current female university sales students. After all, they are the future of women in sales. To this end, at the suggestion of friends and colleagues of the late Barbara Giamanco, SEF created the SEF Barbara Giamanco Memorial Scholarship during 2020.

We learned more about Barbara Giamanco in the process and the contributions she made to professional selling. She was passionate about advocating for supporting women role models in B2B sales. She was a successful sales professional in the technology sector and blazed a trail for other women to follow in her footsteps. In addition to launching her own sales consulting firm, she launched an award-winning podcast called, "Conversations with Women in Sales" and interviewed more than 70 women over a two year period. Barb was known globally as a Top Influential Leader, Speaker, Blogger and Expert in Sales, Leadership, Social/Digital Selling and Marketing and Business by Top Sales World, LinkedIn and others. Tragically, Barb passed away in May, 2020.

EARLIER THIS YEAR, WE ANNOUNCED THE FIRST TEN YOUNG WOMEN TO EACH RECEIVE A \$1,000 SCHOLARSHIP. OUR 2020 RECIPIENTS ARE:

- AUDREY L. BOULAND
from UNIVERSITY OF WISCONSIN-WHITEWATER
- GRACE LESTER
from AUBURN UNIVERSITY
- HANNAH CAMPBELL
from ARKANSAS STATE UNIVERSITY
- TYRA ROBERSON
from NORTH CAROLINA A&T STATE UNIVERSITY
- DEVIN FOLKMAN
from UNIVERSITY OF CENTRAL FLORIDA
- SUSANNAH RUOTOLO
from UNIVERSITY OF NEW HAMPSHIRE
- ABIGAIL HAAN
from BAYLOR UNIVERSITY
- REBEKA SHOLS
from BAYLOR UNIVERSITY
- SAVANAH HOWARD
from ARIZONA STATE UNIVERSITY
- ELLIE STODOLA
from INDIANA UNIVERSITY

These young women represent the future. They attend university sales programs, study the science of professional sales and excel in their various classes. They represent the high quality sales education being taught at over 165 universities in the US.

We thank the AA-ISP Chapters of Columbus and Chicago for spearheading an idea to raise funds for the dedicated scholarship. AA-ISP organization leaders got behind this idea and helped promote the scholarship. In addition, many friends and colleagues of Barbara Giamanco contributed to the dedicated scholarship fund.

We also want to thank Lori Richardson who brought this scholarship idea to SEF. Lori serves on the SEF Advisory Board and was the selection committee chairperson. She shares her thoughts, "Speaking on behalf of our scholarship committee, we were impressed by the quantity and quality of the submissions. We are so excited to help encourage all of the applicants and those who were awarded this time around through this scholarship. We know that Barbara Giamanco would be very proud of each recipient." ▲



Donations to the SEF Barbara Giamanco Memorial Scholarship are ongoing. SEF plans to award another round of scholarships in late 2021. You can contribute to this important outreach. No donation is too small. To donate, visit the dedicated webpage—<https://salesfoundation.org/the-sef-barbara-giamanco-memorial-scholarship-fund/>.



2021 **SEF** TOP UNIVERSITIES FOR PROFESSIONAL SALES EDUCATION

TOP NORTH AMERICAN SALES SCHOOLS

	ONLINE COURSE	SPECIALTY AREA	CRM	SALES INTERNSHIP REQUIRED	TOTAL FACULTY	% OF JOB PLACEMENT	HAS SALES LAB
Appalachian State University			▲		4	90	▲
Arizona State University			▲	▲	5	N/A	
Arkansas State University	▲	▲	▲	▲	3	100	▲
Auburn University		▲	▲		3	70	
Aurora University					3	50	
Ball State University	▲		▲		5	97	▲
Baylor University			▲	▲	5	100	▲
Bentley University			▲	▲	3	100	
Bloomsburg University			▲		6	100	▲
Bowling Green State University	▲	▲			4	95	▲
Bradley University					3	99	▲
Brigham Young University		▲			3	100	
British Columbia Institute of Technology			▲	▲	7	90	
Bryant University		▲	▲	▲	2	100	▲
Butler University		▲			2	97	
California Polytechnic State University, San Luis Obispo		▲	▲		3	95	
California State University, Chico		▲	▲		8	100	▲
California State University, Fullerton		▲	▲		5	85	
Catholic University		▲	▲	▲	3	100	
Central Michigan University		▲	▲	▲	5	95	▲
Clemson University	▲	▲	▲		3	97	▲
Cleveland State University			▲	▲	4		▲
College of New Jersey			▲		3	100	
College of Saint Rose		▲	▲	▲	2	25	
Colorado State University*	▲				4	N/A	
Copenhagen Business School	▲	▲	▲		18	100	▲
DePaul University	▲	▲	▲		20	97	
Douglas College	▲	▲			9	80	
Duquesne University	▲	▲	▲		19	N/A	▲
East Carolina University	▲		▲		5	N/A	
Eastern Kentucky University	▲		▲		5	90	▲
Eastern Michigan University					3	70	
Elon University					3	63	▲
Ferris State University	▲	▲	▲		4	N/A	
Florida Gulf Coast University	▲		▲		2	N/A	▲
Florida International University	▲	▲	▲		6	N/A	▲
Florida State University		▲	▲	▲	5	100	▲
Georgia Southern University	▲				3	95	▲
Georgia State University		▲			7	85	
High Point University	▲	▲			12	100	▲

TOP NORTH AMERICAN SALES SCHOOLS CONTINUED

	ONLINE COURSE	SPECIALTY AREA	CRM	SALES INTERNSHIP REQUIRED	TOTAL FACULTY	% OF JOB PLACEMENT	HAS SALES LAB
Illinois State University	▲		▲		4	99	▲
Hodges University	▲				7	N/A	
Husson University	▲	▲		▲	2	100	
Indiana State University	▲	▲			4	99	▲
Indiana University		▲	▲	▲	3	99	▲
Indiana University Southeast	▲				3	80	▲
Iowa State University					6	N/A	▲
James Madison University			▲		5	95	▲
Kansas State University	▲		▲		8	99	▲
Kennesaw State University		▲	▲		7	100	▲
Kent State University		▲	▲	▲	5	100	▲
La Salle University			▲	▲	4	95	▲
Louisiana State University		▲	▲		6	95	▲
Marian University				▲	2	100	▲
Marquette University	▲	▲	▲	▲	2	100	
Metropolitan State University of Denver	▲		▲		3	N/A	▲
Michigan State University	▲		▲	▲	8	100	▲
Middle Tennessee State University	▲		▲		5	N/A	▲
Missouri State University	▲				3	90	▲
Morehouse College			▲		2	100	▲
Nicholls State University		▲			1	80	▲
North Carolina A&T State University			▲		3	95	▲
North Dakota State University		▲	▲	▲	3	98	▲
Northern Arizona University	▲		▲		4	N/A	▲
Northern Illinois University	▲		▲		4.5	100	▲
Northwest University				▲	N/A	100	
Ohio University			▲	▲	8	100	▲
Oklahoma State University	▲				4	97	▲
Old Dominion University	▲	▲			7	NA	▲
Oregon State University	▲				4	100	
Plymouth State University		▲			4	95	▲
Point Park University	▲	▲	▲		3	97	
Purdue University	▲		▲	▲	6	95	▲
Purdue University Northwest			▲		4	60	▲
Robert Morris University			▲		3	90	
Ryerson University		▲			5	85	
Salisbury University				▲	5	95	▲
Samford University			▲	▲	2	100	▲
San Diego State		▲	▲		8	40	▲
Sonoma State University		▲			1	N/A	

TOP NORTH AMERICAN SALES SCHOOLS

	ONLINE COURSE	SPECIALTY AREA	CRM	SALES INTERNSHIP REQUIRED	TOTAL FACULTY	% OF JOB PLACEMENT	HAAS SALES LAB
Southeast Missouri State University	▲	▲			2	N/A	▲
Southeastern Louisiana University			▲		3	95	▲
Southern New Hampshire University	▲				5	100	▲
St. Ambrose University		▲	▲	▲	8	95	▲
St. Catherine University		▲	▲	▲	5	85	▲
St. Cloud State University	▲				6	99	▲
Stetson University	▲		▲	▲	4	100	▲
Susquehanna University					2	N/A	
Temple University					12	N/A	
Texas A&M University		▲	▲		4	95	▲
Texas Christian University		▲			5	100	
Texas State University			▲	▲	4	100	▲
The Citadel			▲		6	95	▲
Tuskegee University					1.5	80	
University of Akron	▲	▲	▲	▲	4	100	▲
University of Alabama			▲		7	100	▲
University of Alabama Birmingham	▲		▲		4	90	▲
University of Arkansas at Little Rock	▲		▲		2	95	▲
University of Central Florida			▲		3	98	▲
University of Central Missouri	▲				2	N/A	▲
University of Central Oklahoma	▲		▲		5	100	▲
University of Cincinnati	▲				7	99	▲
University of Connecticut		▲	▲		3	N/A	
University of Dayton		▲			5	97	▲
University of Denver					2	N/A	▲
University of Florida	▲		▲	▲	2	N/A	
University of Georgia		▲	▲	▲	2	100	▲
University of Houston		▲	▲		8	98	▲
University of Kansas					4	95	
University of Louisiana at Lafayette	▲	▲	▲		1	100	▲
University of Louisville	▲				3	N/A	▲
University of Minnesota Duluth			▲		5	95	
University of Missouri	▲	▲	▲	▲	8	100	▲
University of Nebraska - Kearney	▲	▲			1	87	
University of Nebraska - Lincoln			▲		4	95	▲
University of Nebraska - Omaha	▲				3	N/A	▲
University of New Hampshire		▲	▲	▲	2	100	
University of New Haven		▲	▲	▲	2	100	▲
University of North Alabama	▲		▲		3	100	▲
University of North Carolina Chapel Hill	▲	▲	▲		1	90	
University of North Carolina Greensboro		▲	▲		3	98	
University of North Carolina Wilmington	▲		▲		4	N/A	▲
University of North Georgia	▲				3	99	
University of North Texas			▲	▲	3	100	
University of San Diego					1	100	
University of South Carolina			▲		6	90	▲
University of South Florida	▲		▲		10	N/A	▲
University of Southern Mississippi		▲			3	N/A	▲

TOP NORTH AMERICAN SALES SCHOOLS CONTINUED

	ONLINE COURSE	SPECIALTY AREA	CRM	SALES INTERNSHIP REQUIRED	TOTAL FACULTY	% OF JOB PLACEMENT	HAAS SALES LAB
University of Tennessee - Chattanooga	▲		▲		4	94	▲
University of Tennessee - Knoxville		▲			9	93	▲
University of Texas at Arlington	▲				6	NA	▲
University of Texas at Dallas		▲	▲	▲	3	95	▲
University of the Fraser Valley			▲		2	90	
University of Toledo	▲	▲	▲	▲	7	92	▲
University of Utah		▲	▲		6	100	▲
University of Washington		▲	▲	▲	3	97	
University of Wisconsin - Eau Claire			▲		3	100	▲
University of Wisconsin Oshkosh					2	N/A	
University of Wisconsin - Parkside	▲	▲	▲		2	60	▲
University of Wisconsin - River Falls					3	98	▲
University of Wisconsin - Whitewater	▲		▲		6	100	▲
University of Wyoming			▲		4	100	▲
Utah State University	▲	▲	▲		5	93	
Virginia Commonwealth University		▲			2	88	▲
Virginia Polytechnic Institute and State University	▲				3	100	▲
Washington State University					7	95	
Weber State University	▲	▲	▲	▲	12	99	▲
West Virginia University	▲		▲		4	99	▲
Western Carolina University		▲			3	N/A	▲
Western Kentucky University	▲		▲		3	N/A	▲
Western Michigan University		▲	▲		4	100	▲
Widener University			▲		1	90	
William Paterson University	▲		▲		7	100	▲
Winona State University			▲	▲	3	100	▲
Xavier University of Louisiana	▲		▲		2	70	▲
Youngstown State University	▲	▲	▲	▲	3	95	▲

TOP INTERNATIONAL SALES SCHOOLS

Aalen University of Applied Sciences	▲	▲	▲	▲	20	95	▲
Athens University of Economics and Business		▲			2	40	
Euridis Business School	▲	▲	▲	▲	10	100	▲
Haaga-Helia University of Applied Sciences	▲		▲	▲	9	95	▲
HAN University of Applied Sciences					14	95	▲
IESEG School of Management			▲	▲	N/A	N/A	▲
Justus Leibig University			▲		7	100	▲
Kristiania University College					4	85	
Reutlingen University		▲	▲	▲	20	100	
Technological University Dublin	▲	▲	▲		18	90	
Turku University of Applied Sciences	▲	▲			9	98	▲
Universidad del Desarrollo	▲	▲			8	95	
Università Bocconi					3	95	▲
University Clermont Auvergne	▲		▲	▲	22	90	
University of Aberdeen	▲	▲			2	N/A	
University of Applied Sciences Upper Austria		▲	▲	▲	49	40	
University of Applied Science in Wiener Neustadt	▲	▲	▲		53	93	▲
University of Portsmouth	▲				2	98	

*See details page 27

REQUIREMENTS FOR TOP UNIVERSITY SALES PROGRAM LISTING

THE FOLLOWING UNIVERSITY PROGRAMS PREPARE STUDENTS FOR CAREERS IN PROFESSIONAL SELLING. TO BE LISTED, SALES PROGRAMS MUST: A) OFFER A MINIMUM OF THREE SALES-SPECIFIC COURSES; B) RECEIVE ACCREDITATION FROM AN EXTERNAL SOURCE; AND C) HAVE UNIVERSITY RECOGNITION OF THE PROGRAM.

PROGRAMS:

Undergraduate: **UCE** = Certificate **UCO** = Concentration **UEM** = Emphasis **UMJ** = Major **UMN** = Minor **USP** = Specialization

Graduate: **GE** = Graduate Emphasis **GF** = Graduate Focus **GCE** = Graduate Certificate

Executive: **EC** = Executive Certificate **EF** = Executive Focus **ET** = Executive Training

AALEN UNIVERSITY OF APPLIED SCIENCES

<https://www.hs-aalen.de/de/courses/25>

Arndt Borgmeier
arndt.borgmeier@htw-aalen.de
Aalen, Germany 73430
++49 7361 576 2210

Students: 20
Start Year: 1994
Accreditation(s): GSSI, AQAS, ZEVA
Program Type(s): **UMJ, USP, GF, ET**
Focus Option(s): Entrepreneurship, Industrial Distribution, Technology.
The institution provides Interdisciplinary (Techno-Commercial know-how) that is unique in Europe. Also a Bachelor Program (B. Eng.) as well as Master Program (M. Eng.) is offered. Hidden Champions provides a Strong Practical as well as Research Orientation.

APPALACHIAN STATE UNIVERSITY

appstate.edu
Bonnie Guy, Ph.D.
guybs@appstate.edu
Boone, NC 28608
828-262-7828

Students: 75
Start Year: 2016
Accreditation(s): AACSB, PSE
Program Type(s): **UCO, UMN**
The mission of the John A. Walker College of Business is to deliver transformational educational experiences that prepare and inspire students to be ethical, innovative, and engaged business leaders who positively impact our community, both locally and globally. Every student taking Professional Selling has a professional sales mentor for the semester.

ARIZONA STATE UNIVERSITY

<https://wpcarey.asu.edu/marketing-degrees/professional-sales-program>

Detra Montoya, Ph.D.
Detra.Montoya@asu.edu

W. P. CAREY SCHOOL OF BUSINESS
Tempe, AZ 85287
480-965-6325

Students: 270
Start Year: 2014
Accreditation(s): AACSB
Program Type(s): **UCE, UCO**

The program includes two student organizations, an advisory board of corporate partners, and several local competitions. ASU hosts the Arizona Collegiate Sales Competition.

ARKANSAS STATE UNIVERSITY

<http://www.astate.edu/college/business/>

Katie Hill, Ph.D.
khill@astate.edu

State University, AR 72467
870-680-8073

Students: 80
Start Year: 2016
Accreditation(s): AACSB, USCA Associate Member
Program Type(s): **UCE, UCO, UMN, ET**
Focus Option(s): Communication, Broadcast, or Media Sales, Financial Services, Insurance
R.M. 'Bob' Wood Sales Leadership Center houses a competitive program centered on three interdependent and strategically aligned capabilities which enhance the student experience and promote personal and professional growth and success. The "Collaborate & Create" culture sparks student innovation and collaborative thinking by teaching, coaching, and pushing students to champion ideas. Professional development and career planning workshops ignite student passion for sales and empower students to transition into their careers with confidence and purpose.

ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS

<http://www.mbc.aueb.gr/mbc>

Vlasis Stathakopoulos
stathako@aueb.gr
Athens, Greece 10434
+302108203433

Students: 150
Start Year: 2000
Accreditation(s): GSSI, EFQM
Program Type(s): **UCE, GCE, ET**
Focus Option(s): Communication/Broadcast, International Business, Technology
The ESSPS Professional Sales Certificate Program is designed to provide sales representatives and other team members who have a business development responsibility with the background and tools to grow revenues by identifying, understanding, presenting, and securing business in a consultative and collaborative manner. Skills will be strengthened using a combination of online lecture captures, hands-on exercises, and web-based role playing.

AUBURN UNIVERSITY

<https://harbert.auburn.edu/about/academic-departments/marketing.html>

Christopher D. Hopkins, Ph.D.
CDH0059@auburn.edu

Auburn, AL 36849
334-844-3016

Students: 300
Start Year: 2015
Accreditation(s): AACSB
Program Type(s): **UCO**
Focus Option(s): Communication, Broadcast, or Media Sales
Highly focused on personalized sales training through live interaction with a distinguished core of sales professionals. The program is very hands-on with an emphasis on effective and professional communication.

AURORA UNIVERSITY

<https://aurora.edu/academics/undergraduate/marketing/index.html>

Shawn Green, PhD
sgreen@aurora.edu

DUNHAM SCHOOL OF BUSINESS
Aurora, IL 60506
630-844-5527

Students: 50
Start Year: 2006
Accreditation(s): American Marketing Assn.
Program Type(s): **UEM**

The sales program is a combined offering of professional sales courses and a formal competitive sales student organization known as the AU Professional Sales Association. The AU sales program is designed to introduce, prepare, and equip sales, marketing, and other business-related students on the opportunities provided by starting a career in the area of professional sales. AU is an inclusive community dedicated to the transformative power of learning. Its singular goal is to empower our students to achieve lasting personal and professional success.

BALL STATE UNIVERSITY

<https://www.bsu.edu/academics/centersandinstitutes/professional-selling>

Joseph (Joe) Chapman
jchapman@bsu.edu

MILLER COLLEGE OF BUSINESS
Muncie, IN 47306
765-285-8171

Students: 250
Start Year: 1996
Accreditation(s): AACSB, GSSI, USCA full member, PSE

Program Type(s): **UMJ, UMN, GCE, GF, ET**

Students do multiple sales role-plays with professors playing the buyer's role. Role-plays are recorded and feedback offered to the students. We have advanced sales classes in the following areas: Sales Management, Sales Technology, Sales Strategy, and Advanced Selling. We host an annual sales career fair and two sales competitions each year, and we have a Pi Sigma Epsilon student sales organization.

BAYLOR UNIVERSITY

www.baylor.edu/business/selling

Dr. Andrea L. Dixon,
Executive Director
andrea_dixon@baylor.edu

HANKAMER SCHOOL OF BUSINESS
Waco, TX 76798-8007
254-710-4246

Students: 200
Start Year: 1985
Accreditation(s): AACSB, USCA full member, PSE, AMA Sales SIG, AMS, GSSI

Program Type(s): **UEM, UMJ**
Highly selective, competency-based program that builds student knowledge and skills through an iterative model brought to life both within and outside of the classroom. ProSales students are required to participate in four internal sales competitions and two Top Gun training program every year. As a result, our corporate partners benchmark our students as equivalent to sales representatives with three years of full-time experience. Average starting compensation package rival the average for most MBA programs.

BENTLEY UNIVERSITY

<https://www.bentley.edu/academics/undergraduate-programs/professional-sales>

Jim Poullopoulos
jpouli@bentley.edu

Waltham, MA 02452
781-891-2006

Students: 90
Start Year: 2004
Accreditation(s): AACSB, EQUIS
Program Type(s): **UMJ**

At Bentley University, Professional Sales is not just an elective. It's a full, four-year program dedicated to advancing students' skills and developing graduates with real-world selling experience.

Students learn how to effectively sell, negotiate and collaborate. And, they learn how sales interacts with other key business functions, like marketing, operations, and management. Bentley's Professional Sales students are ready to contribute to a company's success the moment they graduate.

BLOOMSBURG UNIVERSITY OF PENNSYLVANIA
<http://www.bloomu.edu/professional-sales>

Monica J. Favia, PhD
 mfavia@bloomu.edu
 Bloomsburg, PA 17815
 570-389-4389

Students: 90
 Start Year: 2015
 Accreditation(s): AACSB, USCA Associate Member, PSE
 Program Type(s): **UMN, UMJ**

The BSBA in Professional Sales and Marketing is sales focused with a broad background in business and marketing. It is part of the AACSB accredited Zeigler College of Business at Bloomsburg. This gives students not only a solid education in sales but also the broad business background to rapidly move up in an organization. Graduates gain a broad business acumen that is different than many sales programs with a B.S.

BOWLING STATE UNIVERSITY
www.bgsu.edu/

Gregory Rich
 garich@bgsu.edu

SCHMIDTHORST COLLEGE OF BUSINESS
 Bowling Green, OH 43403
 419-372-6939

Students: 120
 Start Year: 2013
 Accreditation(s): AACSB
 Program Type(s): **USP**
 Focus Option(s): General Services

BGSU's sales specialization is unique in that it focuses on the synergy between sales and services marketing. These two areas are complementary as salespeople can only be successful by delivering superior service to their customers. The U.S. has shifted to a service based economy and most college graduates begin their careers in sales jobs—so this specialization leads to tremendous employment opportunities.

BRADLEY UNIVERSITY
<https://www.bradley.edu/academic/departments/mtg/major/sales/>

Dr. Mark C. Johlke
 mjoohlke@bradley.edu

THE FOSTER COLLEGE OF BUSINESS
 Peoria, IL 61625
 309-677-3947

Students: 70
 Start Year: 2003
 Accreditation(s): AACSB, USCA full member
 Program Type(s): **UCO, UMN**

The program offers small classes that emphasize "hands on" training and coaching from faculty, multiple role plays, along with extensive feedback and analysis of role plays in order to build sales skills.

BRIGHAM YOUNG UNIVERSITY
<https://www.byu.edu/>

Gregory A. Zippi
 gregzippi@byu.edu
 Provo, UT 84602
 801-422-4986

Students: 40
 Start Year: 2017
 Accreditation(s): AACSB
 Program Type(s): **UEM**
 Focus Option(s): Entrepreneurship, Financial Services, Industrial Distribution, Medical/Healthcare, Technology

Students shadow practicing sales professionals and use the companies/products those professionals represent for all their assignments.

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY
bcit.ca

Bruce Anthony
 bruce_anthony@bcit.ca
 Burnaby, BC, Canada, V5G 3H2
 604-451-6765

Students: 40
 Start Year: 2017
 Accreditation(s): ACBSP
 Program Type(s): **USP**

The BCIT Professional Sales Diploma is one of the most respected credentials of its kind in Canada. Students develop contemporary professional sales skills in an applied learning environment.

BRYANT UNIVERSITY
<http://nisc.bryant.edu/>

Dr. Stefanie Boyer
 sboyer@bryant.edu
 Smithfield, RI 02917
 401-232-6475, 813-857-1947

Students: 50
 Start Year: 2012
 Accreditation(s): AACSB, GSSI, PSE
 Program Type(s): **UMN, ET**
 Focus Option(s): Technology

Bryant University offers students hands-on leadership and sales training experience. Students focus on technology sales, train adaptability, design thinking, innovation, and host a series of engaging events including the Northeast Intercollegiate Sales Competition with multiple competitions, awards categories and recognition for students, faculty and employers.

BUTLER UNIVERSITY
www.butler.edu

Daniel McQuiston
 dmcquist@butler.edu

ANDRE B. LACY SCHOOL OF BUSINESS
 Indianapolis, IN 46208
 317-940-9474

Students: 45
 Start Year: 1994
 Accreditation(s): AACSB
 Program Type(s): **UMJ**
 Focus Option(s): Entrepreneurship, Insurance

Students participate in a very experiential sales program that includes profiling the sales function of an organization, shadowing a salesperson, conducting a mock sales presentation with a current salesperson, doing a group sales presentation, and a final exam of giving a sales presentation to the instructor.



Explore a career in professional sales

Home of the National Team Selling Competition | October 20–22, 2021

The Center for Global Sales Leadership creates career-defining moments for undergraduate students at the top-ranked Kelley School of Business at Indiana University.

- #5 in marketing, *U.S. News & World Report*, 2021
- 3M Professional Sales & Communications Lab
- Employer connections with the world's top companies and sales leaders
- Real-world sales opportunities, including visits to leading corporations

Learn more: gokelley.iu.edu/globalsales



KELLEY SCHOOL OF BUSINESS
 Center for Global Sales Leadership

CALIFORNIA POLYTECHNIC STATE UNIVERSITY

<https://www.cob.calpoly.edu/marketing/sales-minor>

Lisa Simon
 lsimon@calpoly.edu

ORFALEA COLLEGE OF BUSINESS
 San Luis Obispo, CA 93407
 805-756-5380

Students: 50
 Start Year: 2018
 Accreditation(s): AACSB
 Program Type(s): **UMN**
 Focus Option(s): Entrepreneurship, Financial Services, International Business

Sales classes are taught through the Department of Marketing and the Agribusiness program. They focus on developing foundational selling skills with an eye toward technology.

CALIFORNIA STATE UNIVERSITY, CHICO
<https://www.csuchico.edu/sales>

Tom Villa
 tpvilla@csuchico.edu

SEUFFERLEIN SALES PROGRAM
 Chico, CA 95929
 916-223-2171

Students: 200
 Start Year: 2008
 Accreditation(s): AACSB, PSE, USCA full member
 Program Type(s): **UCE**
 Focus Option(s): Entrepreneurship, Financial Services, Industrial Distribution, Insurance, Technology

Our program teaches SPIN selling with heavy focus on the use of multiple role-plays in the

class room (4 - 5 a semester) in partnership with our corporate partners and their sales staffs. Students compete within the program every semester to participate in internal and external competitions with our program doubling the amount of external competitions we participate in during the last academic year.

CALIFORNIA STATE UNIVERSITY, FULLERTON

<https://business.fullerton.edu/engagement/SalesLeadership/>

Brad Anderson, Director
 branderson@fullerton.edu

Fullerton, CA 92834
 909-720-2008

Students: 280
 Start Year: 2009
 Accreditation(s): AACSB, USCA full member, PSE

Program Type(s): **UCE, UMN**
 Focus Option(s): Communication, Broadcast or Media Sales, Entrepreneurship, Financial Services, Industrial Distribution, Insurance, International Business, Technology

The Sales Leadership Center provides resources and events for students of all majors interested in pursuit of sales careers or to gain valuable experience in selling, presentation skills and building confidence, which gives them a head start on their careers. Dozens of sponsor companies participate in the center's activities, workshops, seminars, classes, career fairs, sales competitions and social event which are designed to elevate students' sales abilities and expand professional networks.

SALISBURY UNIVERSITY NATIONAL SHORE SALES CHALLENGE



LAST WEEK
OF MARCH

45 UNIVERSITIES
90 COMPETITORS
3 ROUNDS
1 CHAMPION

- 🌐 Over 150 top sales students from around the world
- 👥 2½-days of networking and job fairs
- 🕒 Role Play and Elevator Pitch competitions
- 🏖️ Beach fun

For sponsorship opportunities contact
Dr Amit Poddar,
Director, NSSC
www.salisbury.edu/nssc



SU is an Equal Opportunity/AA/Title IX university and provides reasonable accommodation given sufficient notice to the University office or staff sponsoring the event or program.

THE CATHOLIC UNIVERSITY OF AMERICA

<https://business.catholic.edu/sales-program/index.html>

Mark Weber/Director of Sales Program
Weber@cua.edu
Oakton, VA 22124

Students: 80
Start Year: 2016
Accreditation(s): MSCHE
Program Type(s): UCE, UMN, USP
Focus Option(s): Entrepreneurship, Financial Services, Insurance, Medical or Healthcare, Technology
Students from all majors participate in real world selling projects and network with distinguished sales professional from the community. CUA offers a full minor and a sales certificate program taught by 25+ year experienced sales leaders. Students participate in many live role plays. Concentration in High Tech, Financial services and Medical sales.

CENTRAL MICHIGAN UNIVERSITY

cba.cmich.edu/sales-concentration/

Dr. Rebecca Dingu
rebecca.dingus@cmich.edu
Mount Pleasant, MI 48859
989-774-3649

Students: 400
Start Year: 2008
Accreditation(s): AACSB, PSE
Program Type(s): UCO, UMN
Focus Option(s): Communication/Broadcast or Media Sales

Students from all across campus can receive specialized sales training at

CMU. Through collaboration with leading organizations, CMU's sales classes are focused on student development through active learning and real-world experience. Students also have access to an abundance of development opportunities through sales-related programming, competitions, and an active chapter of Pi Sigma Epsilon. CMU partners with Carew International, a prominent sales training company, for a curriculum that delivers real-world results.

CLEMSON UNIVERSITY

<http://www.clemson.edu/centers-institutes/sip/index.html>

Ryan Mullins
rmullin@clemson.edu
Clemson, SC 29634
864-656-5292

Students: 200
Start Year: 2009
Accreditation(s): AACSB
Program Type(s): UCE
Focus Option(s): Medical or healthcare

Students develop adaptive, critical thinking skills applicable in real-world selling scenarios. They learn how to research, plan, and execute complex sales calls involving multiple influencers and value demonstrations. They work outside of class to immerse themselves in competitions and industry events. Students then take on leader roles to apply sales management principles to structure, motivate, and align salespeople for organization effectiveness both

in simulation and a real-world context. Professors blend theory and application while ensuring frequent interaction with industry executives.

CLEVELAND STATE UNIVERSITY

<https://www.csuohio.edu/business/sales/bernie-moreno-center-for-sales-excellence>

Paul Mills, Ph.D.
p.mills@csuohio.edu

BERNIE MORENO CENTER FOR SALES EXCELLENCE
Cleveland, OH 44212
216-687-4724

Students: 100
Start Year: 2017
Accreditation(s): AACSB, PSE
Program Type(s): UCE, UMN

This program puts emphasis on hands-on data analysis and interpretation, Corporate engagement leading to experiential learning, recruitment, and collaboration on impactful research.

THE COLLEGE OF NEW JERSEY

<https://tcnj.edu/>

Dr. Eddie Inyang
inyanga@tcnj.edu
Ewing, NJ 08618-1104
609-771-3027

Students: 60
Start Year: 2004
Accreditation(s): AACSB, PSE
Program Type(s): UMN

The professional selling minor at TCNJ is open to all majors and is focused on preparing students for a successful career in sales. Sales students work with TCNJ's corporate partners to hone their sales skills using real world scenarios, and learn the increasing importance of analytics in sales. TCNJ has an active Pi Sigma Epsilon chapter and over the last several years has won top placements at PSE regional and national sales competitions.

THE COLLEGE OF SAINT ROSE

www.strose.edu

Mark Michalisin
michalim@strose.edu
Albany, NY 12203
518-485-3392

Students: 48
Start Year: 2018
Accreditation(s): ACBSP, PSE
Program Type(s): UMJ, UMN
Focus Option(s): Communication, Broadcast, or Media Sales, Entrepreneurship, Financial Services, Industrial Distribution, Insurance, Medical or Healthcare Sales

The College of Saint Rose and its Golden Knights Sales Program has made huge strides in the last year. They have an established Sales organization and have competed in numerous sales competitions. Saint Rose is the only college or university to offer a Sales Major in New York State as well as a Sales Minor. We continue to build our Program to continue to be a top Sales Program in the country. The future is Golden for The College of Saint Rose's Sales Program.

COPENHAGEN BUSINESS SCHOOL

<https://www.cbs.dk/en/research/departments-and-centres/departments-of-marketing/staff/mvdbmarkt>

Michel van der Borgh
mvdb.marktg@cbs.dk
Frederiksberg, Denmark 2000
+45 3815 2100

Students: 85
Start Year: 2018
Accreditation(s): AACSB, GSSI, EQUIS
Program Type(s): GF, ET
Focus Option(s): Industrial Distribution, Medical or Healthcare Sales, Technology

By combining tools and theories from customer insights and data analytics with knowledge of digital platforms and business model innovation students will learn to strategically position digitally based marketing and sales functions. Working with this omni channel management focus will enable students to develop and optimize integrated marketing and sales functions to create customer value, increase business performance and implement commercial excellence.

DEPAUL UNIVERSITY

www.salesleadershipcenter.com

Dr. Richard Rocco
rrocco1@depaul.edu
Chicago, IL 60604
312-362-8655

Students: 800
Start Year: 2005
Accreditation(s): AACSB, USCA full member, PSE
Program Type(s): UCO, UMN, GF, ET
Focus Option(s): Entrepreneurship, Financial Services, Industrial Distribution, Insurance, Medical/healthcare, Technology, Category Management, Sports

Students can prepare themselves for careers in consumer-packaged goods (CPG) sales through participating in the consumer-packaged goods sales track featuring category management classes. Students learn the following technologies, Nielsen and IRI category management suites, JDA space planning and assortment, and Infitnet (Spectra). Students can graduate with over 600 hours of work experience. Placement rates for these students is 100%.

DOUGLAS COLLEGE

www.douglas.bc.ca

David Moulton
moultond@douglas.bc.ca
New Westminster, BC
Canada V3L 5B2
604-527-5456

Students: 40
Start Year: 1990
Accreditation(s): Canadian Professional Sales Association (CPSA), Canadian Society for Marketing Professional Services (CSMPS)
Program Type(s): UCE
Focus Option(s): Financial Services

All of our sales instructors have worked as sales professionals and/or sales managers in their careers. We work with corporate partners

to provide our students with real life projects so that they clearly understand what is required to be a professional salesperson.

DUQUESNE UNIVERSITY
<https://www.duq.edu/academics/schools/business/undergraduate/minors/sales>

Paul Caswell
 caswellp@duq.edu
 Pittsburgh, PA 15282
 412-396-6000

Students: 200
 Start Year: 2016
 Accreditation(s): AACSB, PSE
 Program Type(s): UEM, UMN
 Focus Option(s): Communication, Broadcast, or Media Sales, Entrepreneurship, Financial Services, Industrial Distribution, Insurance, International Business, Medical or Healthcare Sales, Technology

At Duquesne University there is a state-of-the-art Sales Center with simulation rooms designed to teach students every aspect of being in professional sales. The program offers both a sales major and sales minor to both business students as well as to students in other disciplines at the university. The sales team participates in several national and regional competitions throughout the year.

EAST CAROLINA UNIVERSITY
<https://business.ecu.edu/mscm/certificate/>

William Rowe
 rowew@ecu.edu
 Greenville, NC 27858-4353
 252-737-4342

Students: 60
 Start Year: 2016
 Accreditation(s): AACSB
 Program Type(s): UCE
 Developing selling skills is important because new college graduates often find that early-career job offers involve taking on a selling role. As a result, graduates need exceptional skills to be initially successful and allow them to transition into later career growth. The professional selling certificate prepares students to effectively use established sales processes, sales automation tools, and selling techniques. Students identify decision makers of prospective buying firms and engage in persuasive communication of the selling firm's value proposition.

EASTERN KENTUCKY UNIVERSITY
Ekusales.com

Lee Allison
 lee.allison@eku.edu
 Lexington, KY 40509
 915-276-7399

Students: 60
 Start Year: 2016
 Accreditation(s): AACSB
 Program Type(s): UCE, UMN

Eastern Kentucky University's Berman Center for Professional Sales was founded in 2016. Our mission is to elevate and advance respect for the role of sales professionals in business and recognize and promote the profession of sales for its important

contribution to the economy and society. We are dedicated to developing students with world class skills in all aspects of sales, including communication, self-improvement, selling expertise, sales thought leadership, management and general business acumen.

EASTERN MICHIGAN UNIVERSITY
<https://www.emich.edu>

Sufian Qrunfleh
 sqrunfle@emich.edu
 Ypsilanti, MI 48197
 734-487-6653

Students: 50
 Start Year: 1990
 Accreditation(s): AACSB, USCA
 associate member
 Program Type(s): UCO

The purpose of the institute is to provide students with exposure to corporate sales as a career and to assist leading corporations in recruiting top EMU students. Eastern teaches more than 400 students in sales each year and has a sales concentration in the marketing program. Competing in sales competitions is a great way for students to add relative working experience to their resumes and gives them a competitive edge when searching for jobs.

ELON UNIVERSITY
www.elon.edu/salescenter

Raghu Tadepalli, Ph.D.
 rtadepalli@elon.edu

CHANDLER FAMILY PROFESSIONAL SALES CENTER
 Elon, NC 27244
 336-278-6000

Students: 100
 Start Year: 2008
 Accreditation(s): AACSB, USCA
 full member, PSE
 Program Type(s): UEM
 Elon provides relevant, practical and engaging experiences, as well as connects students with employers. In small class settings, students develop the skills needed to understand B2B selling and better communicate with customers. They hone their critical thinking and sales skills in realistic scenarios, using technology in the Chandler Family Professional Sales Center. With sales competitions, a sales speakers series and professional development workshops, students have the opportunity to continue learning and networking beyond the classroom.

EURIDIS BUSINESS SCHOOL
www.euridis-ecole.com

Eve Bastrenta
 e.bastrenta@euridis.net
 Paris, France 75010
 +33 7 57501887

Students: 900
 Start Year: 1998
 Accreditation(s): National
 Accreditation of the French
 Ministry of Education
 Program Type(s): UCE, GCE
 Focus Option(s): Communication/
 Broadcast Sales, Entrepreneurship,
 Industrial Distribution, International
 Business, Technology



Kennesaw State University BBA in Professional Sales

Where Success and Opportunity Collide!

Home of the
 National Collegiate Sales Competition

For more information:

Dr. Terry Loe, Director
 tloe@kennesaw.edu
 (470) 578-2017
coles.kennesaw.edu/selling



Follow us on all social media @ksuselling

All students follow a work-study program organized by the school where they spend 1 week in school and then 3 weeks working in a sales role within a company that in turn pays for the tuition - most of the faculty staff are experienced B2B sales professionals.

FERRIS STATE UNIVERSITY
<https://business.ferris.edu/program/marketing/>

Barb Barney-McNamara
 barbarabarney-mcnamara@ferris.edu
 231-591-2445
 Grand Rapids, MI 49307
 231-591-2445

Students: 150
 Start Year: 1998
 Accreditation(s): AACSB
 Program Type(s): UCE, UCO, UMN, GC

Focus Option(s): Entrepreneurship, Industrial Distribution, Technology
 The sales program at Ferris State University is application-based, preparing students for sales careers across industries. Using role play, simulation, and industry-based projects, students increase practical knowledge and examine the sales process from all perspectives. The Ferris sales team prepares and participates in regional and national sales competitions. Ferris State is introducing an Advanced Studies in Marketing and Sales Leadership Certificate at the graduate level in Fall 2021.

FLORIDA GULF COAST UNIVERSITY
<https://www.fgcu.edu/cob/programs/marketing/sales-minor>

Khaled Aboulnasr
 kaboutna@fgcu.edu
 231-591-2445

Fort Myers, FL 33965
 239-590-7598

Students: 24
 Start Year: 2017
 Accreditation(s): AACSB, PSE
 Program Type(s): UMN

Florida Gulf Coast University's comprehensive undergraduate and graduate programs prepare students to excel and innovate. Its students, alumni, faculty and staff are actively engaged and environmentally conscious citizens. They serve their communities and inspire others by leading, doing and making a difference.

FLORIDA INTERNATIONAL UNIVERSITY
globalsales.fiu.edu

Nicolo Alaimo | nalaimo@fiu.edu
 Rafael Soltero | rsoltero@fiu.edu
 Gaby Alpizar | galpizar@fiu.edu
 Miami, FL 33199
 305-348-0694

Students: 500
 Start Year: 2009
 Accreditation(s): AACSB
 Program Type(s): UCE, UMN

Focus Option(s): Customer Relationship Management
 FIU sports a bilingual sales program, offering classes in Spanish and hosting two bilingual sales competitions annually.

The program is also completely self-funded with the help of our sponsors, including our 12 Sales Lab partners who use their branded on-campus rooms.

FLORIDA STATE UNIVERSITY
www.fsusalesinstitute.com/

Chuck Viosca
 cviosca@business.fsu.edu
 Tallahassee, FL 32306
 985-859-6680

Students: 300
 Start Year: 2008
 Accreditation(s): AACSB, USCA full member

Program Type(s): **UMJ**
 Focus Option(s): Financial Services, Insurance, Technology

FSU hosts the world's largest collegiate sales competition and awards the Collegiate World Cup of Sales. www.icsc-fsu.com.

GEORGIA SOUTHERN UNIVERSITY
<https://parker.georgiasouthern.edu/cse/>

Dr. Linda Greef Mullen
 lgmullen@georgiasouthern.edu
 Statesboro, GA 30458
 912-536-3597

Students: 240
 Start Year: 2006
 Accreditation(s): AACSB, USCA full member, PSE
 Program Type(s): **UEM**

Georgia Southern University is a public, Carnegie Doctoral/Research university. Their concentration in Sales & Sales Management is a key area of distinction. It reflects the University's culture of engagement

that bridges theory with practice, extends the learning environment beyond the classroom, and promotes student growth and life success. GSU is the only university to award Huthwaite's Academic SPIN Selling Certification.

GEORGIA STATE UNIVERSITY
<http://gsu.edu>

Carolyn Curasi | ccurasi@gsu.edu
 Bruce Pilling | bpilling@gsu.edu

ROBINSON COLLEGE OF BUSINESS
 Atlanta, GA 30303
 404-413-6570

Students: 350
 Start Year: 2007
 Accreditation(s): AACSB
 Program Type(s): **UCE, UCO, GC, ET**
 Focus Option(s): Communication/Broadcast Sales, Entrepreneurship, International Business

Distinguishing characteristics of this program include a skills-based class teaching role playing, corporate oral and written team presentations, direct mail techniques in selling, detailed learning modules with an emphasis on interactive learning.

HAAGA-HELIA UNIVERSITY OF APPLIED SCIENCES
www.haaga-helia.fi

Pirjo Pitkääpaasi
 pirjo.pitkääpaasi@haaga-helia.fi
 Arnhem, Netherlands 6826 CC
 +0031655434192

Students: 285 GRAD
 Start Year: 2007
 Accreditation(s): GSSI
 Program Type(s): **GC**

Students pursue a Bachelor of Science in Professional Sales. The focus in the studies is on solution sales and on the business to business environment. The content is taught by combining theory and practice. As free choice studies students can take a class in which they are coached for the national sales competition. HAAGA-HELIA organizes the Best Seller Competition every other year.

HAN UNIVERSITY OF APPLIED SCIENCES
www.han.nl

Jeanet Castel
 Jeanet.Castel@han.nl
 Helsinki, Finland 00520
 +358 40 488 7066

Students: 800
 Start Year: 2010
 Accreditation(s): AACSB
 Program Type(s): **GC**

HAN University of Applied Sciences is a business school in Economics with focus on (online) marketing and sales. Every year about 450 students enroll in the program where they have courses in marketing and sales (50/50). The program lasts four years. In the 3rd and 4th year, students can specialize in either marketing or sales. Within their specialization, students can choose a sales internship, a sales minor and a sales graduation year.

HIGH POINT UNIVERSITY
www.highpoint.edu

Larry Quinn
 lquinn@highpoint.edu
 High Point, NC 27262
 336-884-2714

Students: 650
 Start Year: 2014
 Accreditation(s): SACS
 Program Type(s): **UMJ, UMN**
 Focus Option(s): Communication, Broadcast or Media Sales, Entrepreneurship, Financial Services, Industrial Distribution, Insurance, International Business, Technology

The premier Life Skills program, guided by the President, Senior Staff and Business School Dean, instilling distinctiveness in each graduate as they showcase themselves on the national stage and compete for important career opportunities. It delivers an impressive ROI for parents and students focused on a rewarding career post-graduation. It is the fastest growing and largest Major/Minor program in the University.

HODGES UNIVERSITY
www.hodges.edu

Dr. Dee Batiato
 dbatiato@hodges.edu

JOHNSON SCHOOL OF BUSINESS
 Naples, FL 34119
 941-496-0464

Students: 15
 Start Year: 2016
 Accreditation(s): IACBE
 Program Type(s): **UCE, UMJ, UMN**

The Johnson School of Business has partnered with the local employer, Gartner, for internship and job placement opportunities.

Gartner provides other support for curriculum review, program and course learning outcomes as well as role playing exercises. Along with Gartner, other major employers such as Naples Daily News partner for supporting the program and curriculum. The adjunct professors from different sales background make a big difference to provide a rich and applied learning.

HUSSON UNIVERSITY
www.husson.edu

Susan Reisman
 reismans@husson.edu
 Bangor, ME 04401
 207-478-6576

Students: 18
 Start Year: 2014
 Accreditation(s): IACBE
 Program Type(s): **UCE, UCO, ET**

The Sales Certificate includes four courses and a required internship. Strategic selling is the emphasis of this program.

IÉSEG SCHOOL OF MANAGEMENT
www.ieseg.fr

Bert Paesbrugge and Fawaz Baddar
 b.paesbrugge@ieseg.fr
 Paris-La Défense Cedex, France 92044
 + 33155911010

Students: N/A
 Start Year: 2015
 Accreditation(s): AACSC, GSSI, EQUIS
 Program Type(s): **UMJ, UMN, GCE, GF, ET**

Its mission is to educate managers to be inspiring, intercultural and ethical pioneers of change and promote creative solutions for and with responsible organizations.

ILLINOIS STATE UNIVERSITY
<https://business.ilinoisstate.edu/psi/>

Michael C. Boehm
 mboehm@ilstu.edu
 Normal, IL 61790-5590
 309-438-2954

Students: 280
 Start Year: 2005
 Accreditation(s): AACSB, USCA full member, PSE
 Program Type(s): **USP**

ISU students learn how to deliver a company's "value proposition". The sales faculty team collaborates together to deliver a consistent message to students throughout all seven courses. Sales students gain invaluable B2B & B2C experiences in addition to summer internships with on-campus selling opportunities within our Athletic department, our alumni foundation and sales roles at both the campus radio/TV ad department and the Daily Vidette student newspaper (annual sales revenue is just over \$900,000!)

INDIANA STATE UNIVERSITY
www.indstate.edu/business/SNC

David Fleming, Ph.D.
 David.Fleming@indstate.edu

SCOTT COLLEGE OF BUSINESS
 Terre Haute, IN 47809
 812-237-2286

Students: 125
 Start Year: 2010
 Accreditation(s): AACSB, USCA full member



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UCF Professional Selling Program

Two-time winners of the National Collegiate Sales Competition

Students from our exclusive, award-winning Professional Selling Program graduate with a distinct advantage.

business.ucf.edu/professional-selling



College of Business

#UCFBusiness

Program Type(s): **UCE, UCO, UMN**
Focus Option(s): Financial Services, Insurance

The sales program at Indiana State University combines in class learning with practical sales experiences. Our goal is to create career ready graduates who have the skills needed by industry and have practiced them for potential employers. From our modern sales labs to our champion sales team, opportunities abound in our USCA accredited sales program. At ISU, there's #moretoblue.

INDIANA UNIVERSITY
www.gokelley.iu.edu/globalsales

Dr. Charles Ragland
cbraglan@indiana.edu

KELLEY SCHOOL OF BUSINESS
Bloomington, IN 47405
(812) 856-1084

Students: 300
Start Year: 1996
Accreditation(s): AACSB, USCA full member, GSSI, PSE

Program Type(s): **UMJ, EC, ET**
Focus Option(s): Entrepreneurship, Financial Services, Industrial Distribution, Insurance, Medical/healthcare, Technology

Home of The National Team Selling Competition. Student teams participate in multiple role play format that explores the complex, value added sales process. Each team is given a case that is developed, role-played, and judged by corporate sponsors. Twenty-one universities participate, sending five students and one coach. It teaches professionalism and sales skills, involving corporate sponsors in all of its activities. Offers major in professional sales and double major in professional sales and marketing.

INDIANA UNIVERSITY SOUTHEAST
<https://www.ius.edu/business/spsc.php>

Chris Cox
kccox@iu.edu

New Albany, IN 47150
812-941-2334

Students: 45
Start Year: 2016
Accreditation(s): AACSB
Program Type(s): **UCE, UMN, ET**

The Sanders Professional Sales Center (SPSC) was created to draw high-ability students toward selling as a career, better prepare those students—regardless of major—for early success in professional selling careers, and to connect them with sales professionals in the Kentuckiana region.

IOWA STATE UNIVERSITY
<https://www.ivybusiness.iastate.edu/>

Raj Agnihotri
raj2@iastate.edu

Ames, IA 50011
515-294-0475

Students: 120
Start Year: 2018
Accreditation(s): AACSB
Program Type(s): **UCE**

In fall 2020, the sales program moved to a state-of-the-art space: Houston Professional Sales Suite that has 6 role play labs, a prep

room, debriefing room as well as a computer lab. The college also created a support system, the Ivy Sales Forum, a collaboration between academia and industry. The Ivy sales program has four tenure/tenure eligible faculty members who primarily conduct sales research and teach different sales classes.

JAMES MADISON UNIVERSITY

<https://www.jmu.edu/cob/centers/center-for-professional-sales/index.shtml>

Richard Tate
taterm@jmu.edu

Harrisonburg, VA 22807
540-383-1175

Students: 160
Start Year: 2015
Accreditation(s): AACSB, GSSI, USCA full member, PSE

Program Type(s): **UCE, UCO**
Focus Option(s): Entrepreneurship, Industrial Distribution, International Business

Communication skills are critical in any business or career. Learning the 'art of selling' is a skill that may be applied to many areas of life. Business owner or not, everyone will need to convince others that an idea makes sense, to show investors how a project will generate a return, etc. Learning to ask for what you want and being able to 'close the deal' are just parts of the art and science that students practice in our sales curriculum.

JUSTUS LIEBIG UNIVERSITY

www.sales-research.net

Dr. Alexander Haas
Alexander.Haas@wirtschaft.uni-giessen.de

Giessen, Germany 35394
0049-641-9922401

Students: 35
Start Year: 2013
Accreditation(s): USCA full member

Program Type(s): **UCO**

The program has an International Sales Week, where US schools visit for joint classes and competitions. The program emphasizes a Sales for Society focus, with among others two initiatives: (1) Female Sales Leaders, where we support and coach, and provide networking opportunities to our female students to make a career in sales; (2) Sales for Start-ups, where we support and coach founders in the area of sales.

KANSAS STATE UNIVERSITY

<http://cba.k-state.edu/nssi>

Dr. Dawn Deeter
ddeeter@k-state.edu

Manhattan, KS 66506
785-532-6880

Students: 500
Start Year: 2010
Accreditation(s): AACSB, GSSI, USCA full member, PSE

Program Type(s): **UCE, UMJ**

The mission of the Kansas State University National Strategic Selling Institute (NSSI) is to create opportunities for both students and companies through

academics, extracurricular activities, and outreach. In these three areas, we work to create a bridge between the students and companies, so that companies have the opportunity to hire outstanding talent and our students are placed in great jobs.

KENNESAW STATE UNIVERSITY

coles.kennesaw.edu/selling

Dr. Terry W. Loe
tloe@kennesaw.edu

COLES COLLEGE OF BUSINESS
Kennesaw, GA 30144
470-578-2017

Students: 250
Start Year: 1988
Accreditation(s): AACSB, USCA full member, GSSI, PSE

Program Type(s): **UCO, UCE, UMJ, UMN, ET**

Focus Option(s): Entrepreneurship, International Business

Host of the National Collegiate Sales Competition (NCSC): the oldest and longest running Collegiate Sales Competition in the U.S. The NCSC has directly contributed more than \$5 million to university sales education since its inception. One of the oldest sales programs in the U.S. with a Sales Major offered continuously since 1989. Founding Member of the University Sales Center Alliance.

KENT STATE UNIVERSITY

<http://catalog.kent.edu/colleges/bu/mken/professional-sales-undergraduate-certificate/>

Ellen Daniels
edaniels@kent.edu

Kent, OH 44242
330-672-1271

Students: 300
Start Year: 2013
Accreditation(s): AACSB, PSE

Program Type(s): **UCE**

Focus Option(s): Entrepreneurship

Professional Sales students participate in role plays both in class and in the Sales Lab, where they get faculty feedback to improve their sales skills. In addition, they have the opportunity to attend a Sales Career Fair each semester to find internships and full and part time sales positions. The KSU Sales Advisory Board, representing many of the area's top corporations, provides active support and mentorship to our students to ensure they are ready for the professional world upon graduation.

KRISTIANIA UNIVERSITY COLLEGE

<https://www.kristiania.no/en>

Erik Mehl
erik.mehl@kristiania.no

Oslo, Norway 0107
+47 920 37 221

Students: 500
Start Year: 2009
Accreditation(s): NOKUT

Program Type(s): **UMJ**

The Bachelor in Marketing and Sales Management is a unique bachelor program in Scandinavia with its focus on both marketing and sales management. It is also one of the largest programs in Scandinavia with more than 500

students distributed over three years.

LA SALLE UNIVERSITY

<http://www.lasalle.edu>

Michael DiPietro
dipietro@lasalle.edu

Philadelphia, PA 19141
215-630-8526

Students: 25-30
Start Year: 2016
Accreditation(s): AACSB, USCA-associate member
Program Type(s): **UCE**

At La Salle, we utilize a dedicated sales curriculum to ensure our sales certified students are prepared for a career in sales. The curriculum includes classroom study, internships, case analysis, technology, mentorships, competitions, and corporate involvement. With this area of sales study concentration our students clearly understand and are able to perform, deliver results and excel in a Business to Business to sales environment.

LOUISIANA STATE UNIVERSITY

<https://www.lsu.edu/business/psi/index.php>

Greg Accardo, MBA
gaccardo@lsu.edu

E.J. OURSO COLLEGE OF BUSINESS

Baton Rouge, LA 70803
225-578-8797

Students: 200
Start Year: 2014

Accreditation(s): AACSB, PSE

Program Type(s): **UCO**
Focus Option(s): Financial Services, Insurance, Technology

Our sales program utilizes a heavy emphasis on sales technology, CRM, AI in sales, video enablement, and sales automation. In addition, we provide a focus on "real world selling" or "live selling" exercises. Most of this activity is conducted through student-led sales projects while operating within a sales team environment.

MARIAN UNIVERSITY

marian.edu

Lori Rumreich
lrumreich@marian.edu

Indianapolis, IN 46222
317-955-6037

Students: 200
Start Year: 2014
Accreditation(s): IACBE
Program Type(s): **UCO**
Focus Option(s): Financial Services, Insurance, Technology

The Byrum School's Professional Selling Program is distinguished in its ability to prepare transformative leaders for service to the world. Framed within the context of our Franciscan values, our students participate in four years of experiential education, working closely with local business leaders throughout their college career. The comprehensive curriculum features small classes sizes of 8 - 18 students, with one-on-one coaching in every course. Ethical sales practices are embedded in the educational experience.

MARQUETTE UNIVERSITY

www.marquette.edu/business/marketing/sales-program.php

Alex Milovic
alexander.milovic@marquette.edu
Milwaukee, WI 53233
414-315-1600

Students: 35
Start Year: 2015
Accreditation(s): AACSB
Program Type(s): UCO, UMJ, UMN
Focus Option(s): Entrepreneurship, Financial Services, Industrial Distribution, Insurance, Medical/healthcare Sales, Technology

This is a Jesuit-focused program teaching sales through applied and professional learning experiences, relevant research, and community outreach. An amazing sales club and alumni network assist students throughout their sales journey.

METROPOLITAN STATE UNIVERSITY OF DENVER

www.msudenver.edu/center-for-professional-selling

April Schofield
aschofi3@msudenver.edu

Denver, CO 80117-3362
720-212-6806

Students: 130
Start Year: 2011
Accreditation(s): AACSB, USCA
full member

Program Type(s): UCE, UMN
MSU Denver is a Hispanic Serving Institution. 46% of undergraduates are students of color. 56% of MSU Denver undergraduates are the first in their family to go to college. The average undergrad is 25 years old. Nearly 80% of our students work full or part time.

MICHIGAN STATE UNIVERSITY

<http://salesleader.msu.edu>

Jennifer Rumler
rumlerj@msu.edu

East Lansing, MI 48824
517-355-9659

Students: 125
Start Year: 2009
Accreditation(s): AACSB, USCA
associate member, PSE
Program Type(s): UMN, ET

The Sales Leadership Minor leverages the strengths of two nationally-ranked colleges at Michigan State University, the Broad College of Business and the College of Communication Arts and Sciences, the only program of its kind nationwide. By combining the disciplines of Marketing and Communication, we graduate quality, qualified salespeople who are ready to hit the ground running on day one and ramp up faster than candidates without a robust sales education.

MIDDLE TENNESSEE STATE UNIVERSITY

<https://www.mtsu.edu/professional-sales/iga.php>

Thom Coats
Thom.coats@mtsu.edu
Murfreesboro, TN 37132
615-904-8505

Students: 90
Start Year: 2018
Accreditation(s): AACSB
Program Type(s): UCE, UCO, EC, ET

The IGA Professional Sales Program's mission is to promote excellence in the field of professional selling and sales management by providing world-class sales education and training to students while also remaining up to date on sales technology and research. The goal is to allow students to hit the ground running in any sales organization. We also want to create an alliance between the academic community and the business community so that businesses can hire outstanding student talent.

MISSOURI STATE UNIVERSITY

www.missouristate.edu

Dr. Alex Hamwi
AlexHamwi@missouristate.edu
Springfield, MO 65757
417-836-5494

Students: 160
Start Year: 2005
Accreditation(s): AACSB
Program Type(s): UCO, UCE

MSU's sales program is a growing program at the largest business school in a six state area. We have existing relationships with many employers throughout the Midwest and beyond.

MOREHOUSE COLLEGE

www.morehouse.edu

Dr. Cassandra Wells
drwellsmk@gmail.com

Atlanta, GA 30314
470-639-0587

Students: 10
Start Year: 2014
Accreditation(s): AACSB
Program Type(s): UMN

The Morehouse College Sales Minor Program teaches students the basics of business to business Consultative relationship selling. Students learn Salesforce.com in our program and the importance of CRM in relationship selling. The Morehouse Sales Minor Program should put our students ahead of any non-sales hire by a company.

NICHOLLS STATE UNIVERSITY

<https://www.nicholls.edu/business/marketing/>

Mrs. Laura Lott Valenti
Laura.Valenti@nicholls.edu

Thibodaux, LA 70310
985-448-4175

Students: 25-30
Start Year: 2003
Accreditation(s): AACSB
Program Type(s): UCO
Focus Option(s): Financial Services

This program utilizes a professional, corporate-style training facility including five role-play rooms that are used to enhance the sales and behavioral skills of students in the program. This facility is also used for the Annual Bayou Sales Challenge, a regional intercollegiate sales role-play competition hosted by the College of Business at Nicholls each spring. Nicholls also has a cross-disciplinary degree program with Finance to prepare students for a career in Financial Services Marketing.

NORTH CAROLINA A&T STATE UNIVERSITY

<https://www.ncat.edu/cobe/academic-departments/marketing-and-supply-chain-management/bs-marketing-sales.php>

Joseph R. Huscroft, Jr., PhD
jrhuscroftjr@ncat.edu

Greensboro, NC 27411
336-285-3386

Students: 75
Start Year: 2000
Accreditation(s): AACSB
Program Type(s): UCO, UMJ, UMN

Our program provides a general, well-rounded education on sales. We achieve high placement and corporate engagement with our students. Our students compete and place in national and regional competitions.

NORTH DAKOTA STATE UNIVERSITY

<http://www.ndsu.edu/business/> or https://www.ndsu.edu/business/research/centers_institutes/sales_center/

Rajani Ganesh Pillai
rajani.pillai@ndsu.edu

Fargo, ND 58102
701-231-5848

Students: 100
Start Year: 2013
Accreditation(s): AACSB, USCA
associate member

Program Type(s): UCE
Focus Option(s): Entrepreneurship, International Business, Technology

As the only academic center dedicated to developing the sales skills of North Dakota's students, NDSU's Center for Professional Selling and Sales Technology offers a certificate in professional selling that enables students across the university to develop their sales competencies. The Center combines a highly-engaged advisory committee, a group of committed corporate partners with an academically qualified teaching staff possessing industry experience.

NORTHERN ARIZONA UNIVERSITY

<https://nau.edu/franke/professional-development/prosell/>

Kevin Trainor
kevin.trainor@nau.edu

THE W.A. FRANKE COLLEGE OF BUSINESS
Flagstaff, AZ 86011-5066
928-523-7369

Students: 150
Start Year: 2015
Accreditation(s): AACSB
Program Type(s): UCE, UCO

Sales classes are available to students pursuing a professional selling concentration within the marketing major or a certificate to non-marketing majors. As a Salesforce.com Academic Alliance partner, the program emphasizes Salesforce.com vendor approved training to students in the Sales Strategy and Technology class.

NORTHERN ILLINOIS UNIVERSITY

<https://www.cob.niu.edu/academics/marketing/certificates/prof-sales.shtml>

Chuck Howlett
chowlett@niu.edu
DeKalb, IL 60115-2584
815-753-6219

Students: 300
Start Year: 1988
Accreditation(s): AACSB, USCA
full member, PSE, GSSI
Program Type(s): UCE, EC

Founded in 1988, the NIU Professional Sales Center has evolved with the sales profession utilizing an inside-sales call center with CRM technology, strategic negotiation with real-world application, training with improv techniques, experiential learning in the sales field, and industry-buyer role plays both in-person and virtually to complement classroom instruction of the sales process. NIU is also the only university to publish a journal that bridges sales theory and practice (Journal of Selling).

NORTHWEST UNIVERSITY

<https://www.northwestu.edu>

Dr. Jeremy Chambers
jeremy.chambers@northwestu.edu
Kirkland, WA 98033
425-889-5206

Students: 20
Start Year: 2014
Accreditation(s): ACBSP
Program Type(s): UCO, UMN

Our program seeks to combine excellence in sales culture with Christian values.

OHIO UNIVERSITY

<https://business.ohio.edu/sales>

Adam Rapp, Ph.D.
rappa@ohio.edu

SCHEY SALES CENTRE
Athens, OH 45701
740-593-9328

Students: 600
Start Year: 1997
Accreditation(s): AACSB, SMT
Program Type(s): UCE, GF

The Schey Sales Centre is one of the oldest programs in the country. With a 25% acceptance rate and over 500 student members across the university, the program offers both quality and quantity for corporate recruiters.

OKLAHOMA STATE UNIVERSITY

<https://business.okstate.edu/outreach/csse/index.html>

Kim Booker
Kim.booker@okstate.edu

Stillwater, OK 73073
817-723-2872

Students: 240
Start Year: 2015
Accreditation(s): AACSB
Program Type(s): UCE, UEM

Oklahoma State is poised for tremendous growth with our Professional Sales program. We have added a dedicated Director, are opening a Sales Center and Lab for the CSSE students, adding a Professional Sales Team to compete in multiple competitions and will add unique courses and experiential learning components to provide real world training to our students and value to our recruiting partners.

OLD DOMINION UNIVERSITY
<https://www.odu.edu/academics/programs/undergraduate/professional-sales>

Gina French
gfrench@odu.edu
Norfolk, VA 23529
540-986-6565

Students: 56
Start Year: 2014
Accreditation(s): AACSB, PSE
Program Type(s): UCO, UMJ, UMN
Focus Option(s): Communication, Broadcast, or Media Sales, Entrepreneurship, Financial Services, Industrial Distribution, Insurance, Technology

The Thurmond Sales Lab was created in 2019 through a generous endowment. The Sales Concentration is growing and seeks students, alumni, and professionals to encourage more students to add professional sales into their portfolio.

OREGON STATE UNIVERSITY
<https://business.oregonstate.edu/faculty-and-research/centers-strategic-initiatives/sales-academy/competitions>

Caitlyn Gill
caitlyn.gill@oregonstate.edu
Corvallis, OR 97333
404-695-3982

Students: 90
Start Year: 2019
Accreditation(s): AACSB, PSE
Program Type(s): UCE, UMN

The OSU Sales Academy is dedicated to promoting leadership and professionalism in the field of sales. Our goal is to introduce sales fundamentals to students through the use of hands-on workshops led by industry sponsors, online training, sales classes and sales competitions. Students interact and network with industry sales executives at Sales Academy events and participate in regional/national sales competitions. Sales Academy students across all degree programs can enhance their degree with a Certificate in Professional Selling. The Sales Academy is open to all majors.

PLYMOUTH STATE UNIVERSITY
www.plymouth.edu

Bob Nadeau
ranadeau@plymouth.edu

Plymouth, NH 03264
603-854-0886
Students: 200
Start Year: 2010
Accreditation(s): USCA associate member
Program Type(s): UMN, UCE

Focus Option(s): Medical/healthcare Sales
The Professional Sales Center offers a highly engaging sales curriculum where students learn the most up-to-date sales processes in an experiential learning environment. Students in Sales I compete in an e-Pitch competition hosted by corporate partners, and one national sales competition. Our corporate partners also judge 10 to 12 on-site collegiate sales competitions with Sales II students.

Students can then advance to the Competitive Sales Team to take part in nationally sanctioned collegiate sales events.

POINT PARK UNIVERSITY
www.pointpark.edu or
<https://www.pointpark.edu/academics/schools/business/UndergraduateProgram/MarketingandSales>

Dr. Dorene Ciletti
dciletti@pointpark.edu
Pittsburgh, PA 15222
412-392-1940

Students: 40
Start Year: 2019
Accreditation(s): IACBE
Program Type(s): UCO, UMN, UMJ

Point Park's professional sales program demonstrates a commitment to social responsibility in sales. We plan to continue growing sales offerings, supporting student learning and career opportunities. The program strives to develop career-ready graduates who are well-prepared to meet the demands of the marketplace.

PURDUE UNIVERSITY
www.purdue.edu/proselling

Dr. Anita Dale
DrADale@purdue.edu
West Lafayette, IN 47907
765-494-7860

Students: 350
Start Year: 2010
Accreditation(s): USCA associate member
Program Type(s): UMJ

The program focuses on quantity and quality by providing 19 custom-tailored Sales Competitions per year that are sponsored by corporate Partners and delivered on the Purdue campus. The Purdue Center for Professional Selling enhances and extends what is learned in the sales classrooms with practical experiences, enabling students to contribute faster and more meaningfully in their internships and jobs.

PURDUE UNIVERSITY NORTHWEST

<https://academics.pnw.edu/business/white-lodging-professional-selling-lab/>
Claudia Mich
cmich@pnw.edu

Hammond, IN 46323
219-989-2776

Students: 45
Start Year: 2016
Accreditation(s): AACSB
Program Type(s): UMN

The PNW Professional Selling Program includes a minor that draws students across disciplines and incorporates cross-course sales activities. The majority of students work and pay their way through school, exhibiting both a high work ethic and an ability to multitask. This work ethic coupled with the sales training our program provides sets our students apart.

REUTLINGEN UNIVERSITY
<https://www.esb-business-school.de/de/studiumweiterbildung/master/ma-strategic-sales-management/>

UNIVERSITY of WASHINGTON

FOSTER SCHOOL OF BUSINESS
Jack and Ann Rhodes Professional Sales Program

WHERE SALES EDUCATION MEETS REAL WORLD APPLICATION



172 students in 2021 graduating class
27 academic majors
35 corporate sponsors
67 corporate sales internship hosts
97% job placement rate (5-yr running avg.)

For further information, contact...
Barry Erickson
Director, Professional Sales Program
cell: 206-910-2436
barrye2@uw.edu

Dr. Tobias Schuetz
tobias.schuetz@reutlingen-university.de

ESB BUSINESS SCHOOL REUTLINGEN
Baden-Wuerttemberg, Germany 72762
+49 (7121) 271 3099

Students: 20 Grad
Start Year: 2011
Accreditation(s): AACSB, FIBAA
Program Type(s): GCE
Focus Option(s): Entrepreneurship, International Business, Technology
ESB Business School's M.A. Strategic Sales Management is a dual, 2-year professional program that is conducted in cooperation with companies from the technology sector. In the companies, the students have a position in sales management (25% leave of absence) and attend the full-day courses from Wednesday to Saturday every second week. The lecturers are ESB Business School full professors and practice experts with multiple years of sales management experience.

ROBERT MORRIS UNIVERSITY
<https://www.rmu.edu/academics/schools/sbus/center-sales-excellence>

Jill A. Kurp, Ph.D.
kurp@rmu.edu
Moon Township, PA 15108
412-397-3465

Students: 90
Start Year: 2019
Accreditation(s): AACSB
Program Type(s): UCE

Member of USCA, Industry Partner—Fastenal, Host a sales competition each year,

AWS Sales Mentoring Program (competitive).

RYERSON UNIVERSITY
<https://www.ryerson.ca/tedrogersschool/trlc/sales-leadership-program/>

Karen Peesker
karen.peesker@ryerson.ca

TED ROGERS SCHOOL OF MANAGEMENT
Toronto, Ontario, Canada M5B 2K3
647-960-8803

Students: 100
Start Year: 2018
Accreditation(s): AACSB
Program Type(s): UCE, UMN
Focus Option(s): Entrepreneurship, Financial Services, International Business, Technology, Tourism & Hospitality

The program blends sales academic theory with innovative experiential learning opportunities. It provides curricular and extracurricular sales learning opportunities, including courses, international case competitions, role play simulations, sales summit and boot-camps, mentoring, live sales assignments and industry events. The program has an Advisory Board that provides advice, support for co-op and job placements, and student mentorship. Through the Ryerson Ted Rogers Sales Leadership Program, we develop exceptional ethical sales leaders who will make a positive contribution to Canada.

The Reynolds and Reynolds Sales Leadership Institute welcomes Dr. Huanhuan Shi who joined our team and is teaching Sales Analytics.

Upcoming offerings:

Sales Analytics Course

Team based Sales Analytics Competition

Sales + Analytics Immersion Bootcamp



REYNOLDS & REYNOLDS
SALES LEADERSHIP INSTITUTE
MAYS BUSINESS SCHOOL

Serving students, industry, academia, and our community.

mays.tamu.edu/sales

For more information, contact Andrew Loring

aloring@mays.tamu.edu

SALISBURY UNIVERSITY
<http://www.salisbury.edu/masmi>

Dr. Amit Poddar
axpoddar@salisbury.edu

PERDUE SCHOOL OF BUSINESS
Salisbury, MD 21801
410-548-7756

Students: 120
Start Year: 2015
Accreditation(s): AACSB,
USCA full member
Program Type(s): UMN

The MASMI sales program offers students a well-developed sales program vetted by USCA. All students take part in multiple sales activities like, 1- Day internships, elevator pitch competitions, executive speaker series, etiquette dinners and a very competitive and mandatory 3 round Internal Sales Competition. Students can take only a few sales courses as electives or specialize and do a minor in sales.

SAMFORD UNIVERSITY
<https://www.samford.edu/business/professional-sales-concentration>

C. Clifton Eason
ceason@samford.edu
Birmingham, AL 35229
205-726-2677

Students: 30
Start Year: 2015
Accreditation(s): AACSB
Program Type(s): UCO

With mandated small class sizes, students receive direct, individual coaching. Students perform

numerous live role plays - both in-person and virtual, and those performances are recorded to provide detailed feedback and guidance. Students learn to manage prospects and customers by administering a database in the Salesforce CRM. An advisory board of distinguished sales professionals provides program guidance and works with students.

SAN DIEGO STATE UNIVERSITY
<https://business.sdsu.edu/undergrad/marketing>

Heather Honea
hhonea@mail.sdsu.edu

San Diego, CA 92182
619-594-4308

Students: 50
Start Year: 2012
Accreditation(s): AACSB, GSSI, PSE
Program Type(s): USP
Focus Option(s): Communication/
Broadcast Sales, Entrepreneurship,
International Business

Starting in the fall semester of 2013, the Marketing Department of the College of Business Administration offered the Professional Selling and Sales Management Specialization to undergraduates. Students participate in the 3M Frontline Sales Program and internships through the College of Business Internship program.

SONOMA STATE UNIVERSITY
www.sonoma.edu/sbe

Dr. Rich Campbell
campbric@sonoma.edu
Rohnert Park, CA 94928

707-664-2377

Students: 30
Start Year: 2014
Accreditation(s): AACSB
Program Type(s): UCE

The Professional Sales Certificate program exposes students to the various aspects of professional selling and the essential skills necessary to enter the field. It equips students with a process for selling, focusing on skills to influence, communicate effectively, and provide valuable solutions. Graduates have started careers in tech sales, medical device sales and the local wine/hospitality industry, among others. There is a focus on Wine and Spirits sales.

SOUTHEAST MISSOURI STATE UNIVERSITY
<http://semo.edu/study/sales-management.html>

Sandipan Sen
ssen@semo.edu
Cape Girardeau, MO 63701
573-651-2924

Students: 90
Start Year: 2010
Accreditation(s): AACSB
Program Type(s): UMJ, UMN
Focus Option(s): Communication/
Broadcast Sales, Entrepreneurship,
Industrial Distribution, International Business
SMSU is developing a sales center and enhancing its sales program. The focus is on creating an entrepreneurial mindset among our sales students.

SOUTHEASTERN LOUISIANA UNIVERSITY
southeastern.edu/sales

April Kemp
april.kemp@selu.edu
Hammond, LA 70402
985-549-2277

Students: 120
Start Year: 2018
Accreditation(s): AACSB
Program Type(s): UCO

The program offers students real-world experience through small classes, role-play competitions, quota attainment, and mentoring by professionals. Many students are first-generation students working while going to school, so they understand the value of great opportunities.

SOUTHERN NEW HAMPSHIRE UNIVERSITY
www.snhu.edu

Michelle Anstey
m.anstey@snhu.edu
Manchester, NH 03106
603-629-3527

Students: 75
Start Year: 2013
Accreditation(s): NCBSF
Program Type(s): UMN

Students can obtain a certificate in Talent Optimization as well as Inbound Sales and Sales Software (CRM). Experience a Sales Management Simulation to make real-world sales team leadership decisions and use relevant skill development sales technology to measure, predict and develop

capabilities. Students participate in live, video-taped role plays critiqued by sales faculty and sales practitioners. There is a selective process for those wishing to minor in Professional Sales. All are strongly encouraged to become a member of the SNHU Student Professional Selling Association.

ST. AMBROSE UNIVERSITY
www.sau.edu

Davenport, IA 52803
563-333-5825

Students: 70
Start Year: 2016
Accreditation(s): USCA
associate member
Program Type(s): UMJ, UMN
Focus Option(s): Medical/
Healthcare Sales

The program makes extensive use of assessment measures to help students identify characteristics on which to build. The program is highly personalized and experiential and is designed to ensure our graduates are well prepared to enter the workforce.

ST. CATHERINE UNIVERSITY
www.stkate.edu/sales

Mary Jacobs
mjacobs@stkate.edu
St. Paul, MN 55105
651-690-8762

Students: 35
Start Year: 1998
Accreditation(s): USCA associate member, PSE
Program Type(s): UCE, UMJ, UMN, ET

Focus Option(s): Medical or Healthcare Sales

St. Kate's is one of the oldest programs with a major, minor and certificate in Business-to-Business Sales. Graduates work at Fortune 500 companies and mid-size companies in the Twin Cities and nationally. St. Kate's is one of the few sales programs that also includes a class on ethics-Ethics and Integrity in Selling.

ST. CLOUD STATE UNIVERSITY
<https://www.stcloudstate.edu/programs/professional-selling/default.aspx>

Dennis Bristow
dbristow@stcloudstate.edu
St. Cloud, MN 56301
320-308-5125

Students: 60
Start Year: 2014
Accreditation(s): AACSB, PSE
Program Type(s): UCE

The program features Northwestern Mutual Sales Lab, Norbert Lindskog Professor of Professional Selling, Professional Selling Role-Play Mentoring Lab, and Professional Selling Student Leadership Program.

STETSON UNIVERSITY
<http://www.stetson.edu/business/sales/index.php>

John Riggs
jriggs@stetson.edu
Deland, FL 32723
386-822-7363

Students: 110
Start Year: 2017

Accreditation(s): AACSB
Program Type(s): **UMN, UMJ**
The Centurion Sales Program bridges the gap between the classroom and real-world performance. The program offers interactive courses in cutting-edge video sales labs, professional development opportunities and a far-reaching community of faculty, alumni and partners committed to sales excellence. A personal message from the Centurion Sales Program's benefactor, Mr. Leo Fernandez can be seen at <https://stetson.ensemblevideo.com/Watch/Nw9e7R6K>.

SUSQUEHANNA UNIVERSITY www.susqu.edu

Michele C. Welliver
welliver@susqu.edu
Selinsgrove, PA 17821
Students: 35
Start Year: 2020
Accreditation(s): AACSB
Program Type(s): **UMN**
Susquehanna's courses, experiences and faculty mentoring prepare students for success. We guarantee international internships for all business students. We also have internship partnerships at top organizations in the U.S., where experience can give you the edge before graduation.

TECHNOLOGICAL UNIVERSITY DUBLIN www.dit.ie

Dr. Anthony Buckley
anthony.buckley@dit.ie
Dublin, Ireland 2
+35314027114
Students: 200
Start Year: 1993
Accreditation(s): AMBA & Marketing Institute of Ireland
Program Type(s): **UCE, UMN, GF, GCE**
Focus Option(s): Entrepreneurship, International Business, Technology
We are the only University or 3rd level institution in Ireland offering an extensive array of sales modules and programmes at undergraduate, postgraduate, executive education and PhD levels. We have been committed to helping 'legitimize and professionalize the profession' since the early 1990's.

TEMPLE UNIVERSITY <https://bulletin.temple.edu/undergraduate/fox-business-management/business-minors-certificates/sales-minor/>

Nicole Stilianos
nstili@temple.edu
FOX SCHOOL OF BUSINESS & MANAGEMENT
Philadelphia, PA 19122
215-204-8152

Students: 80
Start Year: 2012
Accreditation(s): AACSB
Program Type(s): **UMN**
The minor supports a career strategy associated with skills and expertise of selling and customer relationship management. Through the Fox Leadership Development Program (FLDP) for student

engagement and the Professional Sales Organization student professional organization, students receive additional non-credit workshop trainings and certificates, participate in case competitions, and network with companies and professionals across industries.

TEXAS A&M UNIVERSITY <https://mays.tamu.edu/sales-leadership-institute/>

Andrew Loring
aloring@mays.tamu.edu
College Station, TX 77843
979-845-2958
Students: 100
Start Year: 2015
Accreditation(s): AACSB, PSE, USCA associate member
Program Type(s): **UCO**
Focus Option(s): Entrepreneurship, Financial Services, Industrial Distribution, Insurance, Medical or Healthcare Sales, Technology
The Reynolds and Reynolds Sales Leadership Institute serves as a platform for collaboration of sales educators and researchers to teach career and life skills and to further knowledge creation.

TEXAS CHRISTIAN UNIVERSITY <https://neeley.tcu.edu/SalesCenter/>

Dr. Zach Hall
sci@tcu.edu
Fort Worth, TX 76129
817-257-5068
Students: 152
Start Year: 2018
Accreditation(s): AACSB
Program Type(s): **UCE**
Focus Option(s): Technology
Foundation of our sales program is live selling. Students prospect set up meetings, close deals, and follow-up with their customers. To receive our certificate, students must achieve a competitive sales quota. In 2020 (during Covid), our students sold \$48,000 in virtual seats to Sales Center sponsored events and workshops.

TEXAS STATE UNIVERSITY <http://txstsalescenter.com/>

Vicki West
vw03@txstate.edu
MCCOY COLLEGE OF BUSINESS
San Marcos, TX 78666
512-245-3224

Students: 100
Start Year: 2012
Accreditation(s): AACSB, USCA full member, GSSI
Program Type(s): **UCO**

The Center for Professional Selling in McCoy College has a very active corporate partner advisory board and high demand by business students. The Professional Selling Student Ambassador Program is one of the interfaces with the corporate partners, and students compete to be chosen to participate at the external competitions. Sales research is highly encouraged by faculty members, and the program also has a sales global internship component.

THE CITADEL <https://www.citadel.edu/root/>

bsb-academics/cadet-programs/ majors/marketing-business- development

Bob Riggle
bob.riggle@citadel.edu
Charleston, SC 29409
843-953-6978

Students: 30
Start Year: 2015
Accreditation(s): AACSB, PSE
Program Type(s): **UMJ**

Our program is composed of Cadets from the South Carolina Corps of Cadets, however, only 1/3 of any graduating class goes into the military. Most of the sales program students graduate and go to work in some sales capacity.

TURKU UNIVERSITY OF APPLIED SCIENCES <https://myyntiakatemia.turkuamk.fi/in-english/>

Sirpa Hanti
sirpa.hanti@turkuamk.fi
Turku, South-West Finland 20520
+358505985675

Students: 300
Start Year: 2008
Accreditation(s): GSSI, Ministry of Education
Program Type(s): **UCE, UMJ, UMN, GCE, ET**
Focus Option(s): Financial Services, Insurance, International Business, Technology

In Turku UAS, it's possible to study B2B sales, focus on technology sales, or the financial and insurance sector. Besides, the MBA in Sales management program aims to develop the competences for demanding global business. Innovation pedagogy is applied, which links together theoretical and professional know-how in cooperation with real-life business. Turku UAS is active in RDI in sales as well as in developing new concepts for international sales competitions.

TUSKEGEE UNIVERSITY www.tuskegee.edu/

Faye Hall Jackson
fhalljackson@tuskegee.edu
ANDREW F. BRIMMER COLLEGE OF BUSINESS AND INFORMATION SCIENCES
Tuskegee, AL 36088
334-727-8775

Students: 23
Start Year: 2000
Accreditation(s): AACSB, PSE
Program Type(s): **UEM**

Students receive CRME training. Salesforce is the CRM platforms of choice. Sales Internships are provided by 3M, Altria, Graybar, Edward Jones, Otis Elevators-United Technologies, Rockwell Collins, P&G, and many others. Students receive SAP training (Roll out Fall Semester 2015). SAP GUI.

UNIVERSIDAD DEL DESARROLLO <https://educacionejecutiva.udd.cl/programasei/diplomado-ingenieria-en-ventas.html>

Jorge Bullemore
j.bullemore@udd.cl
Santiago, Chile 7610658
+ 56994405513
Students: 40

Start Year: 2020
Accreditation(s): AACSB
Program Type(s): **GCE, ET**
Focus Option(s): Entrepreneurship
Our executive training in sales programs are built for companies that need to train their sales forces, sales managers and C-Level in Personal Sales and Sales Management. We have worked with top companies in Latin America, such as Ohio National Life Insurance, Fresenius-Kabi, Softys, among others. Each program is developed in order to fulfill our clients training requirements. Every faculty member has more than ten years full time experience working in industry, plus at least a Master's degree among the top business schools.

UNIVERSITA BOCCONI www.sdbocconi.it

Dr. Paolo Guenzi
paolo.guenzi@sdbocconi.it
Milano, Italy 20136
+39 02 58366820

Students: 90
Start Year: 2006
Accreditation(s): GSSI
Program Type(s): **UEM, GF, ET**
The program is a blend of lectures, computer-based simulation, role plays, real world cases, guest speeches by professional. Most materials are developed by our school's faculty. Students work on team projects.

UNIVERSITY CLERMONT AUVERGNE

<https://iae.uca.fr/formation/master/master-marketing-vente>
Pascal Brassier
pascal.brassier@esc-clermont.fr
Clermont-Ferrand
Auvergne, France 63000
0033 4 73 17 77 00

Students: 130
Start Year: 2017
Accreditation(s): GSSI, IAE Network (French Business Administration Institutes)
Program Type(s): **UCO, UMJ, UMN, USP, GCE, ET**
Focus Option(s): International Business

This program partners with a large network of universities and partner companies around the world promoting internships and study abroad. It has a teaching team renewed for its research and expertise in their discipline.

UNIVERSITY OF ABERDEEN www.abdn.ac.uk

Peter Waggott
Peter.waggott1@abdn.ac.uk
Carnoustie, Scotland DD7 7LF
07525858435

Students: 70
Start Year: 2018
Accreditation(s): GSSI, Association of professional Sales (UK)
Program Type(s): **GCE**
Focus Option(s): Communication, Broadcast, or Media Sales, Entrepreneurship, International Business
The Sales Programme focuses on helping develop the creative

AT TEXAS STATE UNIVERSITY OUR MISSION IS CLEAR!

Texas State wants to be one of the world's leading professional sales programs focused on sales education, research and industry collaboration.

512.245.3224 | txstsalescenter.com

POINTS OF PRIDE:

- ▶ Strong innovative curriculum
- ▶ Bi-annual Interview Express event
- ▶ 60+ professional selling ambassadors
- ▶ Career Closet
- ▶ Successful sales internship program
- ▶ Award-winning student teams

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Texas State University is not in conflict with any federal or state law, prohibits discrimination or harassment on the basis of race, color, national origin, age, sex, religion, disability, veterans status, sexual orientation, gender identity or expression.



people organizations need to grow and flourish. These organizations with aspirations to grow don't have the necessary sales knowledge to deliver the growth required.

UNIVERSITY OF AKRON

uakron.edu/cba/fisher

David Payne
dpayne@uakron.edu

FISHER INSTITUTE FOR PROFESSIONAL SELLING

Akron, OH 44325-4804
440-759-0807

Students: 270
Start Year: 1992
Accreditation(s): AACSB, USCA
full member, PSE
Program Type(s): UCE, UMJ,
UMN, GF

Focus Option(s): Medical or
Healthcare Sales, Engineering/
Technical Sales

The University of Akron sales program was established in 1992, offering a sales major, a minor in professional selling and three additional sales certificates. With the largest, brand new state-of-the-art sales educational classroom and executive training center in the country, we offer nine sales lab rooms with dual zoom cameras, cutting edge recording and coaching feedback. With 30 Corporate Partners, the result = 100% sales graduate placement year after year.

UNIVERSITY OF ALABAMA

www.uasalesprogram.com

Joe Calamusa IV
jcalamusa@cba.ua.edu

CULVERHOUSE COLLEGE OF COMMERCE & BUSINESS ADMINISTRATION

Tuscaloosa, AL 35487
205-348-8923

Students: 800
Start Year: 2009
Accreditation(s): AACSB
Program Type(s): UCE, UMN, GF

Over 1,500 students per year are part of The University of Alabama Sales Program. The four courses in the Sales minor provide a progressive path from fundamental selling skills to advanced processes, sales management, and sales strategy. Our students learn concepts collaboratively and prepare for professional interactions by completing live role play presentations. Our professors engage with corporate partners to produce authentic selling scenarios that serve as settings for teaching and inspiration.

UNIVERSITY OF ALABAMA AT BIRMINGHAM

www.uab.edu

John Hansen
jdhansen@uab.edu
Birmingham, AL 35294-1460
205-996-2069

Students: 36
Start Year: 2008
Accreditation(s): AACSB
Program Type(s): UCE

Focus Option(s): Entrepreneurship,
Industrial Distribution, Medical/
Healthcare Sales, Digital Marketing
All professors in the program have
real world sales, sales management

and/or company leadership experience. Sell. Better. Faster™ breakfast series feature industry sales leaders. Very dynamic, practitioner oriented program.

UNIVERSITY OF APPLIED SCIENCES IN WIENER NEUSTADT

<https://www.fhwn.ac.at/hochschule/institute/marketing-sales>

Dr. Ursula Haas-Kotzegger
office-ms@fhwn.ac.at
Wiener Neustadt, Austria A-2700
0043 2622 89 084 ext 315

Students: 381
Start Year: 1994
Accreditation(s): GSSI, AAEE
(Academic Association of Sales
Engineering)
Program Type(s): UMJ, USP, GF,
EC, ET

Focus Option(s): Financial Services,
International Business, Medical/
Healthcare Sales, Technology

Bachelor programme -students get in touch with the principles of Sales by role plays; Master programme-students join every term a Sales Training by Team-Teaching and by role plays. In the Labor we record the sales meetings and analyze the emotions during the sales conversation. We measure the skin conductance response, blood parameters, the pulse and the body temperature. Partners such as SAM-SUNG, CANON or Masterfoods provide their products to simulate a real sales situation.

UNIVERSITY OF APPLIED SCIENCES UPPER AUSTRIA

<https://www.fh-ooe.at/en/steyr-campus/>

Christian Stadlmann
christian.stadlmann@fh-steyr.at
Steyr, Austria 4400

+43 664 80484 33612
Students: 150
Start Year: 2003
Accreditation(s): GSSI
Program Type(s): UCE, GCE
Focus Option(s): International
Business

Our sales degree programs focus on international, business-to-business sales, include a semester abroad in one of our 200 partner universities, offer double degrees at various of our partner universities, are supported by a broad network of international manufacturing, IT and service companies which are one of our main assets and employers of our graduates.

UNIVERSITY OF ARKANSAS AT LITTLE ROCK

www.ualr.edu/selling/

Little Rock, AR 72204-1099
501-569-8862

Students: 30
Start Year: 2007
Accreditation(s): AACSB, GSSI,
USCA associate member
Program Type(s): UCE, UEM, UMN

Students participate in the program's "Professional Edge" placement activities, including speed mixers and networking events with employers.

UNIVERSITY OF CENTRAL FLORIDA

<https://business.ucf.edu/professional-selling/>

William Steiger
william.steiger@ucf.edu

Orlando, FL 32816
407-823-4586

Students: 45
Start Year: 2005
Accreditation(s): AACSB, USCA
associate member, SACS
Program Type(s): UMJ, UMN

The program features two cohorts of no more than 35 students in each starting in August and January with limited access. The program requires separate application and three interviews for admission.

UNIVERSITY OF CENTRAL MISSOURI

www.ucmo.edu/marketing

Dr. Charles Schwepker
schwepker@ucmo.edu
Warrensburg, MO 64093
660-543-8554

Students: 20
Start Year: 2008
Accreditation(s): AACSB
Program Type(s): UCE

All marketing majors and minors complete the Professional Sales course. Each year we host the State Farm Marketing & Sales Competition in our State Farm sales lab. In addition, students from the sales classes may compete for sales scholarships in the Fastenal sales competition we host each spring. Students also have the opportunity to earn a spot to compete in various sales competitions throughout the year.

UNIVERSITY OF CENTRAL OKLAHOMA

<https://www.uco.edu/programs/cob/program-professional-selling-major>

Stacia Wert-Gray
sgrey@uco.edu
Edmond, OK 73034-5207
405-974-2437

Students: 70
Start Year: 2008
Accreditation(s): AACSB, USCA-
associate member, AACSCU
(American Association of State
Colleges and Universities)
Program Type(s): UMJ, UMN

Curriculum is applied with many opportunities for students to practice their relationship building skills. An internship or practicum class is required for majors. The program supports an active sales team, sales lab and lounge. Program curriculum is guided by an advisory board and four faculty members dedicated to the discipline. A minor (consisting of 18 hours) is offered for non-business students.

UNIVERSITY OF CINCINNATI

<https://business.uc.edu/centers-partnerships/professional-selling.html>

Jennifer Barlow
jennifer.barlow@uc.edu

CARL H. LINDNER COLLEGE OF BUSINESS
Cincinnati, OH 45221-0145
513-556-7375

Students: 350
Start Year: 2011
Accreditation(s): AACSB
Program Type(s): UCO, UEM,
UMN, GCE

Our Women in Sales class (open to all majors, all genders) teaches students to become resilient, to overcome their fear of failure & risk-taking, to become confident and to negotiate effectively. Over 120 women are enrolled in this class each semester.

UNIVERSITY OF CONNECTICUT
<http://marketing.business.uconn.edu/undergraduate/professional-sales-leadership/>

William M. Ryan
william.ryan@uconn.edu
Storrs, CT 06269-1041
860-951-1775

Students: 70
Start Year: 2001
Accreditation(s): AACSB, PSE
Program Type(s): UCO, UMN
Focus Option(s): Financial Services, Insurance, Industrial Distribution, Medical/Healthcare Sales, Technology, Consumer Packaged Goods

UCONN PSL is focused on complex in-person consultative selling primarily in B2B selling environments, where high emotional intelligence combined with mastery of the selling process is required. Emphasis placed on medical device, health care insurance, P&C insurance and technology industries, with partner companies that offer leadership development programs.

UNIVERSITY OF DAYTON
<http://www.udayton.edu/business/index.php>

Anthony (Tony) Krystofik
akrystofik1@udayton.edu
Dayton, OH 45469-2271
937-371-4552

Students: 150
Start Year: 2005
Accreditation(s): AACSB, PSE
Program Type(s): UEM
Focus Option(s): Medical/healthcare Sales, Technology
We are Student-Centered and the University of Dayton Fiore Talarico Center for Professional Selling is strategically aligned with High-Technology Industries that are engaged in B2B Consultative Selling, focused on Major Sales opportunities, which leads to the development of long-term Customer Partnering Relationships.

UNIVERSITY OF DENVER
www.daniels.du.edu

Michele L. Cunningham
michele.cunningham@du.edu

DANIELS COLLEGE OF BUSINESS
Denver, CO 80210
303-871-7703

Students: 50
Start Year: 2018
Accreditation(s): AACSB
Program Type(s): UCO, UMN, ET

Sales leadership and practical experience are embedded within the program. Students engage with industry experts in the classroom as well as with internships, a job shadow program, sales panels, sales competitions, and career events.

UNIVERSITY OF FLORIDA
<https://warrington.ufl.edu/marketing-department/professional-selling/>

Dennis DiPasquale
dennis.dipasquale@ufl.edu
Gainesville, FL 32611-0001
352-273-4446

Students: 300
Start Year: 2019
Accreditation(s): AACSB
Program Type(s): UMN

The difference with our program can be summarized both in the DNA and pedagogical philosophy of our professors as well as the co-curricular components. Theory is tempered with understanding of how the business world works. Students who also embed themselves in Pi Sigma Epsilon - the student run sales and marketing fraternity - and gatorSLAM - a faculty-lead experiential program - tend to enjoy the luxury of multiple job offers and their choice of their first post-collegiate experience.

UNIVERSITY OF GEORGIA
<https://www.terry.uga.edu/marketing/prospective-bba.php>

John Hulland
jhulland@uga.edu

TERRY COLLEGE OF BUSINESS
Athens, GA 30602
706-542-3764

Students: 270
Start Year: 2006
Accreditation(s): AACSB, PSE
Program Type(s): UCE

Focus Option(s): Communication/Broadcast Sales, Entrepreneurship, Financial Services, Industrial Distribution, Insurance, International Business, Medical/healthcare Sales, Technology

Professional selling students must complete an internship and participate in the Terry College PSE Sales Competition. Winners attend the National Collegiate Sales Competition. The key resources for the sales program are an active Board of Advisors, the State Farm Sales Laboratory facility, and an active PSE Chapter, Gamma.

UNIVERSITY OF HOUSTON
<https://www.bauer.uh.edu/sei/>

Nalani Gruel
ngruel@bauer.uh.edu

STEPHEN STAGNER SALES EXCELLENCE INSTITUTE
Houston, TX 77204
832-482-7957

Students: 600
Start Year: 1996
Accreditation(s): AACSB, USCA full member, GSSI
Program Type(s): UCE, UMN, GCE, EC, ET

Focus Option(s): Financial Services
On an annual basis the program touches over 1,200 students in some way. The concentration has 350 students. There is an active business partner mentorship program embedded in the program. Each student's capstone internship/practicum is customized to his/her area of interest such as media, distribution, sports marketing, commercial real estate, financial services etc.

UNIVERSITY OF KANSAS
<https://business.ku.edu/undergraduate-programs/degree-programs/certificate-professional-selling>

Kristen Helling
khelling@ku.edu
Lawrence, KS, 66045
785-864-6776

Students: 150
Start Year: 2016
Accreditation(s): AACSB
Program Type(s): UCE

The mission of the professional selling program is to prepare students for successful careers in consultative selling. Graduates of the program will help consumers and businesses define their needs, understand and evaluate buying options, facilitate effective purchase decisions, and forge enduring relationships. Faculty work with students to highlight burgeoning opportunities associated with a career in consultative selling while equipping them with the skill sets needed to succeed.

UNIVERSITY OF LOUISIANA AT LAFAYETTE
<http://moody.louisiana.edu>

Dr. Valerie McGehee
valerie.mcgehee@louisiana.edu
Lafayette, LA 70504-3545
908-227-7661

Students: 100
Start Year: 2013
Accreditation(s): AACSB
Program Type(s): UCO, UMN
Focus Option(s): Communication/Broadcast Sales, Entrepreneurship, Financial Services, Insurance, International Business Medical/Healthcare Sales, Technology
The Northwestern Mutual Sales and Research Lab is a hub for classroom instruction, career training, networking, and job recruitment. The lab was renovated in summer 2020, and is used to sharpen student's sales and marketing skills and knowledge through role play, to conduct research, and polish presentations.

UNIVERSITY OF LOUISVILLE
www.business.louisville.edu/marketing

P.S. Raju
psraju@louisville.edu
Louisville, KY 40292
502-852-4860

Students: 120
Start Year: 2000
Accreditation(s): AACSB
Program Type(s): UEM

Real sales readiness training in consultative selling, role playing focused curricula and teaching how to become identified in the workplace as "someone who gets it" helps the sales students hit the ground running, ramp up faster and have better results their first year selling.

UNIVERSITY OF MINNESOTA, DULUTH
<https://lsbe.d.umn.edu/sales>

Dr. Stephen Castleberry
Scastleb@d.umn.edu

LABOVITZ SCHOOL OF BUSINESS AND ECONOMICS
Duluth, MN 55812
218-726-6314

Students: 110
Start Year: 2019
Accreditation(s): AACSB
Program Type(s): UMJ

More than a basic internship, 3M's Frontline Program provides students the opportunity to work for a Fortune 500 company. Program focuses on developing a growth mindset, business acumen and professional selling skills. Includes a student run sales club that manages sales program events and activities.

UNIVERSITY OF MISSOURI
<https://business.missouri.edu/programs-admissions/centers-institutes/center-sales-and-customer-development>

Wayne Keene
keenecw@missouri.edu

TRULASKE COLLEGE OF BUSINESS
Columbia, MO 65211-0001
573-590-2377

Students: 200
Start Year: 2015
Accreditation(s): AACSB, PSE
Program Type(s): UCE, USP
Focus Option(s): Communication/Broadcast Sales, Entrepreneurship, Financial Services, Industrial Distribution, Insurance, Medical/Healthcare Sales, Technology

This certificate prepares undergraduate students for careers in the highly professional and dynamic field of sales. Through the certificate's required coursework and internship, students acquire vital skills as well as knowledge of current best practices in the sales profession and sales management.

UNIVERSITY OF NEBRASKA AT KEARNEY
www.unk.edu

Marsha Yeagley
yeagleym@unk.edu
Kearney, NE 68849
308-865-8345

Students: 96
Start Year: 2012
Accreditation(s): AACSB
Program Type(s): UEM
Focus Option(s): Communication, Broadcast or Media Sales, Entrepreneurship, Financial Services, Industrial Distribution, Insurance, International Business, Technology

The program strongly encourages internships and requires experiential learning. The emphasis within the marketing and supply chain management students' path is to provide a well-rounded foundation within business with a focus on sales and role playing.

UNIVERSITY OF NEBRASKA-LINCOLN
<https://business.unl.edu/research/center-for-sales-excellence/>

Ravi Sohi, PhD
ravisohi@unl.edu
Lincoln, NE 68588-0492
402-472-2316

Students: 400
Start Year: 2014
Accreditation(s): AACSB, PSE,

USCA Associate Member
Program Type(s): **UCE, GF, EC, ET**
Focus Option(s): Entrepreneurship,
Financial Services, Industrial
Distribution, Insurance, International
Business

Our program offers a sales
education to undergraduate,
graduate, and doctoral students.
Our undergraduate program is
open to all majors. Students get
experience with real selling. We
have state of the art role play
labs. We offer online Masters
courses in sales designed for
working professionals who want to
update their skills. We have a Ph.D.
program with a sales focus, and
offer a Doctoral Seminar in Sales
and Sales Management.

UNIVERSITY OF NEBRASKA-OMAHA
[https://www.unomaha.edu/
college-of-business-administration/
sales/index.php](https://www.unomaha.edu/college-of-business-administration/sales/index.php)
Dr. Shannon Cummins
scummins@unomaha.edu
Omaha, NE 68182
402-554-3156

Students: 179
Start Year: 2019
Accreditation(s): AACSB, PSE
Program Type(s): **UCO, UMN**

Each student participates in
multiple live role-plays with partner
professionals each semester.
Students network with partners
at dinners and ethics lectures and
are paired with professionals to
explore sales roles. We anticipate
the opening of a sales classroom
with adjoining lab space in 2021!

UNIVERSITY OF NEW HAMPSHIRE
<https://unh.edu>

James McIlroy
james.mcilroy@unh.edu

PETER T. PAUL CENTER
Durham, NH 03824
603-781-7017

Students: 125
Start Year: 2017
Accreditation(s): AACSB
Program Type(s): **UMN**
Focus Option(s): Communication,
Broadcast, or Media Sales,
Entrepreneurship, Financial
Services, Industrial Distribution,
Insurance, International Business,
Technology

The modern sales professional
helps customers solve business
problems through active listening,
insightful questions, deep empathy,
domain competency, and the
understanding and communicating
of value. The Sales Minor will
prepare you to start your career
journey into sales by teaching
you to sell yourself first and giving
you the skills and experience to
succeed in your first role.

THE UNIVERSITY OF NEW HAVEN
www.newhaven.edu

Charles (Pete) Peterson
cpeterson@newhaven.edu
West Haven, CT 06516
203-479-4551

Students: 30
Start Year: 2010
Accreditation(s): AACSB
Program Type(s): **UCE, UCO, UMN**
Focus Option(s): Communication/

Broadcast Sales, Entrepreneurship,
Financial Services, Insurance, Medical/
Healthcare Sales, Technology

This growing program accepts
students with varying majors at the
University and requires that each
student complete a sales-specific
internship. It is growing rapidly.

UNIVERSITY OF NORTH ALABAMA
www.steelesalescenter.com

Timothy D. Butler
tbutler3@una.edu
Florence, AL 35630
256-765-5240

Students: 100
Start Year: 2012
Accreditation(s): AACSB, ACBSP,
USCA associate member
Program Type(s): **UCE, UCO,
UMN, GF**

The Steele Center for Professional
Selling is a top-notch sales center,
with a winning sales team, a
student-led live selling program,
2 video sales labs, and full-time
staff support. We conduct internal
role play competitions and career
events with our corporate partners.

**UNIVERSITY OF NORTH CAROLINA
AT GREENSBORO**

www.bryan.uncg.edu/ncsi
James S. Boles
jsboles@uncg.edu

NORTH CAROLINA SALES INSTITUTE
Greensboro, NC 27402-6170
336-334-4413

Students: 160
Start Year: 2015
Accreditation(s): AACSB
Program Type(s): **UCE, UCO, UMN**
Focus Option(s): Entrepreneurship

Our program features many in
person and on-line networking
events with the firms who belong to
the North Carolina Sales Institute and
other local/national firms. We require
students to sell a physical product or
service in some of our classes and
provide a review of their encounters
with customers. All faculty teaching
in the program have professional
selling experience.

**UNIVERSITY OF NORTH CAROLINA
AT WILMINGTON**

[https://csb.uncw.edu/sales-center/
index.html](https://csb.uncw.edu/sales-center/index.html)

Dr. Lisa Scribner
scribnerl@uncw.edu

CAMERON SCHOOL OF BUSINESS
Wilmington, NC 28403
910-962-3814

Students: 180
Start Year: 2013
Accreditation(s): AACSB, USCA
associate member, PSE
Program Type(s): **UCO, USP**

The Center for Sales Excellence
& Customer Delight has a
wonderful sales lab and provides
opportunities for students to
compete in internal and external
sales competitions. Key resources
include an extraordinarily strong
PSE student group, our partner
companies, and great scholars in
the Marketing department.

UNIVERSITY OF NORTH CAROLINA
www.kenan-flagler.unc.edu

Mark McNeilly
Mark_McNeilly@kenan-flagler.unc.edu

KENAN FLAGLER BUSINESS SCHOOL
Chapel Hill, NC 27599-3490
919-413-5000

Students: 30
Start Year: 2010
Accreditation(s): AACSB
Program Type(s): **UEM, GF, ET**
Focus Option(s): Entrepreneurship,
Financial Services, International
Business, Medical/Healthcare
Sales, Technology, Channel Sales

The program focuses on B2B
Consultative Selling, B2B2B and
B2B2C Channel Management,
Sales Strategy AND Sales Skills.

UNIVERSITY OF NORTH GEORGIA
[https://ung.edu/mike-cottrell-
college-of-business/academic-
programs/majors/marketing-
business-degree.php](https://ung.edu/mike-cottrell-college-of-business/academic-programs/majors/marketing-business-degree.php)

Dr. Cindy B. Rippe
cindy.rippe@ung.edu
Dahlonega, GA 30597
706-867-2152

Students: 60
Start Year: 2018
Accreditation(s): AACSB
Program Type(s): **UCO**

The program stresses training
students in consultative and
needs-based selling through
hands-on sales practice and
experiential learning. All students
compete in two competitions
judged by industry experts.
UNG was recognized as the first
place, Grand Champion at the
National Collegiate Sports Sales
Championship. UNG Sales Club
and sales team opportunities are
available.

UNIVERSITY OF NORTH TEXAS
www.unt.edu

Joy Houser
Joy.Houser@unt.edu
Denton, TX 76203-5017
940-565-3075

Students: 60
Start Year: 2014
Accreditation(s): AACSB
Program Type(s): **UCO, UMN**

The UNT Professional Selling
Program is a select cohort-
based program with class sizes
of 20-25 students allowing for
one-on-one coaching and role
play-based training focused
on value selling curriculum and
application. Active engagement
with industry partners in DFW
market provides quality internships
that convert into highly desired
professional sales positions. Strong
local alumni connections also
contribute mentoring and industry
partnerships.

UNIVERSITY OF PORTSMOUTH
www.port.ac.uk

Richard Lowton
richard.lowton@port.ac.uk
PORTSMOUTH BUSINESS SCHOOL
Portsmouth, UK PO1 3DE
+44- 023928481

Students: 120
Start Year: 2012
Accreditation(s): GSSI
Program Type(s): **USP, GCE, ET**

The Sales Management Module
prepares students for the real
world of business with many

students securing sales roles they
only dreamed of. Winner of the
European Sales Competition.
Preferred partner in key corporate
graduate recruitment programmes.

THE UNIVERSITY OF SAN DIEGO
www.sandiego.edu

Carlton O'Neal
conea@sandiego.edu
San Diego, CA 92110
760-685-0855

Students: 60
Start Year: 2012
Accreditation(s): AACSB
Program Type(s): **UEM, USP**
Focus Option(s): Communications/
Broadcast Sales, Entrepreneurship,
Financial Services, Industrial
Distribution, Medical/Healthcare
Sales, Technology

Recently the USD Sales Team
finished first in the International
Collegiate Sales competition.

**THE UNIVERSITY OF
SOUTH CAROLINA**

[https://sc.edu/study/colleges_
schools/moore/index.php](https://sc.edu/study/colleges_schools/moore/index.php)

Beth Renninger
beth.renninger@moore.sc.edu
Columbia, SC 29208
803-777-7305

Students: 200
Start Year: 2018
Accreditation(s): AACSB
Program Type(s): **UEM**

The University of South Carolina
Center for Sales Success operates
for students at the intersection of
the professional sales process,
selling skills development and
application, and sales career
understanding and exposure - all
of which is applied via experiential
learning. They also interact with
corporate sponsors, which gives
partners access to top talent in
unique and relevant engagements.

**THE UNIVERSITY OF
SOUTH FLORIDA**

[www.usf.edu/business/centers/
marketing-sales-innovation/](http://www.usf.edu/business/centers/marketing-sales-innovation/)

Robert Hammond
rwhammond@usf.edu
Tampa, FL 33620-0001
813-974-2079

Students: 325
Start Year: 2017
Accreditation(s): AACSB, USCA
associate member
Program Type(s): **UCE, UCO, EC**

USF is a large metropolitan
university with a diverse student
population. The sales program is
open to students across all majors
and educates over 700 students
per year. The sales curriculum is
supported through the Professional
Sales Club and the Center for
Marketing and Sales Innovation.
The center labs have facilities
to support field sales training,
prospecting/inside sales, and
sales competitions.

**THE UNIVERSITY OF
SOUTHERN MISSISSIPPI**
www.usm.edu

Dr. Jamye Foster
jamye.foster@usm.edu
Hattiesburg, MS 39406
601-266-4627

Students: 50
 Start Year: 2009
 Accreditation(s): AACSB
 Program Type(s): UCE
 Focus Option(s): Entrepreneurship, Medical/Healthcare Sales
 Southern Miss has a long history of placing students with companies from the Fortune 500 as well as smaller, entrepreneurial organizations. Students enter many industries including healthcare, consumer products, retail, capital equipment, oil & gas, business services, and others. The majority of marketing students start their careers in sales.

UNIVERSITY OF TENNESSEE-CHATTANOOGA
<https://new.utc.edu/gary-w-rolls-college-of-business>
 Christopher Plouffe
 chris-plouffe@utc.edu
 Chattanooga, TN 37403-2598
 423-415-1747

Students: 80
 Start Year: 2020
 Accreditation(s): AACSB
 Program Type(s): UCE
 The program has the following highlight: Limited Student Enrolment; Small Number of Exclusive Corporate Partners (All Corporate Partners not Guaranteed Access/Membership); Inexpensive Corporate Partner/Membership Annual Dues; Business Negotiations a Required Course for all Sales Students.

UNIVERSITY OF TENNESSEE - KNOXVILLE
<https://haslam.utk.edu/professional-sales-forum>
 Tom Van Dorselaer
 tvandors@utk.edu
 Knoxville, TN 37996
 865-407-5059

Students: 250
 Start Year: 2017
 Accreditation(s): AACSB
 Program Type(s): UCE
 Focus Option(s): Entrepreneurship, Financial Services, Industrial Distribution, Medical or Healthcare Sales, Technology
 The program has a diverse team of corporate partners. It's a robust sales leadership program for sophomores, juniors, and seniors, and is led by retired global sales executive from Procter & Gamble. Emphasis is on driving student skills via sales competition (3 times per year). It focuses on selling for a cause through dedicated corporate social responsibility course.

THE UNIVERSITY OF TEXAS AT ARLINGTON
http://web.uta.edu/marketing/undergrad_sales.html
 Larry Chonko
 Larry.Chonko@uta.edu
 Arlington, TX 76019
 871-272-0264

Students: 165
 Start Year: 2013
 Accreditation(s): AACSB
 Program Type(s): UCO, UMN, ET
 The Sales Certificate program will enhance students' abilities to sell themselves, their ideas, as well

as products and services. It also equips students with knowledge and skills related to developing and managing mutually beneficial relationships with customers. The Sales Certificate program stresses the ethical, technological, and global aspects of professional sales. The Program responds to the growing demand for students with a sales education and it is available to both business and non-business majors.

THE UNIVERSITY OF TEXAS AT DALLAS
<http://jindal.utdallas.edu/academic-areas/marketing/marketing-undergraduate-program/>
 Dr. Howard Dover
 howard.dover@utdallas.edu
 Richardson, TX 75080
 972-883-4420

Students: 300
 Start Year: 2013
 Accreditation(s): AACSB, USCA
 full member, GSSI
 Program Type(s): UCE, UCO, UEM, USP
 Focus Option(s): Financial Services, Insurance, Medical or Healthcare Sales, Technology
 Our students have a live quota each core sales class in our program. Therefore, we sell in our program, not just teach sales. Our curriculum adapts to current technology trends and we use sales technology at all core levels of the program. Our digital prospecting (sales development and Enablement) course is the course that keep our curriculum current with market trends and buyer changes.

UNIVERSITY OF THE FRASER VALLEY
www.ufv.ca
 Mark Breedveld
 mark.breedveld@ufv.ca
 Abbotsford, British Columbia, Canada V2S 7M8
 604-864-4694

Students: 135
 Start Year: 1992
 Accreditation(s): EPAS/EFMD
 Program Type(s): UCE, UEM
 UFV is the only university in Canada which requires all undergraduate business students to take a course in professional selling.

UNIVERSITY OF TOLEDO
<https://www.utoledo.edu/business/ESSPS/>
 Deirdre Jones
 deirdre.jones@utoledo.edu or
 edwardschmidtschool@utoledo.edu

EDWARD SCHMIDT SCHOOL OF PROFESSIONAL SALES
 Toledo, OH 43606
 419-530-6133, 419-530-2978
 Students: 318
 Start Year: 1990
 Accreditation(s): AACSB, USCA full member, GSSI, PSE, AMA, NCSM
 Program Type(s): UCE, UCO, UMJ, UMN, GF
 Focus Option(s): Entrepreneurship, Financial Services, International Business, Technology

The program delivers integrated, hands-on, curricula with role plays (individual, team, virtual,



We Do
PROFESSIONAL SALES

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- » Engage with sales executives
- » Earn professional certifications

COLLEGE OF BUSINESS ADMINISTRATION
 CENTRAL MICHIGAN UNIVERSITY

international), simulations, and more that is taught by faculty who have sales experience. We attract hardworking and engaged students who know how to balance priorities. Almost 60% of ESSPS students work 15 or more hours a week to finance their educations, and approximately 70% of ESSPS students are involved with campus organizations. UToledo is the only university in the US to require majors take a purchasing class.

UNIVERSITY OF UTAH
<https://eccles.utah.edu/programs/undergraduate/academics/majors/marketing/>
 Tamara M Masters
 tamara.masters@utah.edu
 Salt Lake City, UT 84112
 801-541-9940

Students: 40
 Start Year: 2018
 Accreditation(s): NWCCU
 Program Type(s): UEM, UMN
 Focus Option(s): Technology
 Taught by top sales leaders in industry. There is theory as well as industry connection.

UNIVERSITY OF WASHINGTON
<https://foster.uw.edu/academics/certificates-and-minors/sales-certificate-program/>
 Barry Erickson
 barye2@uw.edu
MICHAEL G. FOSTER SCHOOL OF BUSINESS
 Seattle, WA 98105
 206-910-2436

Students: 160
 Start Year: 2000
 Accreditation(s): AACSB
 Program Type(s): UCE
 Focus Option(s): Communication/Broadcast Sales, Entrepreneurship, Financial Services, Industrial Distribution, Insurance, International Business, Medical/Healthcare Sales, Technology

Foster Professional Sales Program offers a Sales Certification with completion of an 8-course curriculum plus a Sales Practicum Internship. The program is supported by 30 sponsoring companies and 70 Internship Practicum Host firms. Class composite includes over 20 different academic majors and job placement rates over 96% for past 5 years running.

UNIVERSITY OF WISCONSIN-EAU CLAIRE
<http://www.uwec.edu/academics/college-business/departments-programs/management-marketing/academic-offerings/sales-center/>
 Lenita Davis
 davislen@uwec.edu
 Eau Claire, WI 54701
 706-255-4800

Students: 105
 Start Year: 1995
 Accreditation(s): AACSB, USCA full member, PSE
 Program Type(s): UCE, UEM
 UWEC sponsors the Great Northwoods Sales Warm Up each year. Through unique projects and exercises, students learn how to assess sales teams and understand how they are organized, motivated, evaluated and compensated. Opportunities to demonstrate professional sales skills in both a classroom, real professional setting and collegiate competitions, prepares students to enter the workforce confidently and knowledgeable.

UNIVERSITY OF WISCONSIN OSHKOSH
www.uwosh.edu
 Melissa Bublitz
 bublitzm@uwosh.edu
 Oshkosh, WI 54901
 920-424-1013

Students: 32
 Start Year: 2012
 Accreditation(s): AACSB
 Program Type(s): UEM
 Students take the three required sales courses as one integrated cohort class. Semester involves high participation with area sales professionals via a Sales Conference, a Career Symposium, field trips, ride-alongs, and a set of role play competitions coached by professionals.

UNIVERSITY OF WISCONSIN-PARKSIDE
<https://www.uwop.edu/learn/colleges/business/economicscomputing/salescenter.cfm>
 Dr. Peter Knight
 knightp@uwop.edu
 Kenosha, WI 53141-2000
 262-595-2415

Students: 30
 Start Year: 2010
 Accreditation(s): AACSB, USCA
 associate member
 Program Type(s): UCE
 Focus Option(s): Financial Services

Ride alongs, self-leadership plan and simulation learning are required. Strong mentoring from industry including practice in all facets of the sales cycle. There is an emphasis on confidence in selling skills.

UNIVERSITY OF WISCONSIN- RIVER FALLS

<http://www.uwrf.edu/cbe>

Ozcan Kilic
 ozcan.kilic@uwrf.edu
 River Falls, WI 54022
 715-425-4330

Students: 26
 Start Year: 2014
 Accreditation(s): AACSB
 Program Type(s): UEM

Our students will be prepared for a successful sales career through a rigorous sales curriculum. The Center for Sales Excellence and its partners guide our students throughout their sales education. Students and business professionals participate in our roleplays conducted in our State-of-the-Art Sales Lab, which prepares them to be sales-ready after graduation. Students do job shadowing, and company site visits expose our graduates to a professional environment. They get mentorship from faculty and sales professionals.

UNIVERSITY OF WISCONSIN- WHITEWATER

<https://www.uww.edu/cobe/sales>

Dr. Jimmy Peltier
 peltierj@uww.edu

INSTITUTE FOR SALES EXCELLENCE
 Whitewater, WI 53190
 262-472-5474

Students: 175
 Start Year: 2012
 Accreditation(s): AACSB, PSE, USCA full member, AMA, GSSI
 Program Type(s): UCE, UEM, UMN

Our Principle of Selling Classes has four internal competitions each semester, sponsored by a corporate partner. Students who already took the course compete in the advanced division. So about 170 students EACH semester compete in four sales competitions. Many students who graduate have competed in 15 plus internal sales competitions.

UNIVERSITY OF WYOMING

www.uwyo.edu/business

Mark Leach
 mark.leach@uwyo.edu

Laramie, WY 82071
 307-766-3724

Students: 55
 Start Year: 2016
 Accreditation(s): AACSB, GSSI, USCA associate member
 Program Type(s): UMJ, UMN

The University of Wyoming recently hired an endowed chair in sales, to complement its new Sales Initiative. The Sales Initiative includes a sales internship program, a sales

mentorship program, a sales competition team, and a sales executive-in-residence program.

UTAH STATE UNIVERSITY

<https://huntsman.usu.edu/prosales/>

Sterling Bone, Ph.D.
 sterling.bone@usu.edu
 Logan, UT 84322
 435-797-9631

Students: 150
 Start Year: 2014
 Accreditation(s): AACSB
 Program Type(s): UCE, UEM, UMN

85.7% of graduating seniors worked while attending as full-time students. Huntsman ProSales students majored in a diverse mix of undergraduate and graduate programs including Engineering, Accounting, Finance, Communications, Exercise Science, and others.

VIRGINIA COMMONWEALTH UNIVERSITY

<https://rampages.us/vcu-sales-academy/>

Wayne Slough, PhD
 sloughwm@vcu.edu
 Richmond, VA 23284-4000
 804-828-7089

Students: 55
 Start Year: 2018
 Accreditation(s): AACSB, PSE
 Program Type(s): UMN
 Focus Option(s): Entrepreneurship, Financial Services, Industrial Distribution, Insurance, International Business, Technology

The VCU Academy of Selling is proud to offer students across the university a minor in selling with a robust offering of sales and internship courses. VCU student sales teams annually compete in up to five collegiate sales competitions, may apply for one of five sales scholarships, and attend twice-yearly sales industry career events. The program is led by industry and academic experienced sales faculty.

VIRGINIA POLYTECHNIC INSTITUTE AND STATE UNIVERSITY

<https://marketing.pamplin.vt.edu/current-students/professional-sales.html>

Brian K. Collins
 collinbr@vt.edu
 Blacksburg, VA 24061
 540-231-9621

Students: 200
 Start Year: 2011
 Accreditation(s): AACSB, PSE, GSSI, USCA associate member
 Program Type(s): UCO, UMN

The Professional Sales Program in the Marketing Department in the Pamplin College of Business is designed to prepare students for careers in professional, B2B sales. It is a hands-on, real world experience taught by seasoned veterans of the sales world. The focus of the program is teaching students how to secure, build, and maintain long-term relationships with profitable customers. Our program has an 100% placement rate for graduates.

WASHINGTON STATE UNIVERSITY-VANCOUVER

www.vancouver.wsu.edu/prosales

Dr. Ronald W. Pimentel
 ron.pimentel@wsu.edu
 Vancouver, WA 98686
 360-546-9339

Students: 70
 Start Year: 2005
 Accreditation(s): AACSB
 Program Type(s): UCE
 Focus Option(s): Entrepreneurship, Hospitality

This year we doubled the size of our program, expanding it to include our Pullman campus along with the Vancouver campus. Accordingly, our involvement with business partners is expanding from the Portland, OR metro area, to the entire Pacific Northwest, and we are getting great response. Student involvement with our business partners is a major emphasis of our program.

WEBER STATE UNIVERSITY

<http://www.weber.edu/sales>

Dr. Brock Adams
 brockadams1@weber.edu

ALAN E. HALL CENTER FOR SALES EXCELLENCE
 Ogden, UT 84408-2402
 801-626-6913

Students: 450
 Start Year: 1984
 Accreditation(s): GSSI, USCA full member
 Program Type(s): UMJ, UMN
 Focus Option(s): Technology

One of the earliest Sales programs in the west with a 2-year degree beginning in 1968 and a 4-year bachelor's degree in Sales in 1984. Weber State University Professional Sales is ranked 4th for the most conferred degrees at Weber State with 977 graduates between 2016-2020. 51 credits dedicated to Sales curricula and has one of the most active Sales Center partner programs on campus.

WEST VIRGINIA UNIVERSITY

<https://business.wvu.edu/academics/marketing-department/marketing/professional-sales-institute>

Michael F. Walsh, PhD
 michael.walsh@mail.wvu.edu
 Morgantown, WV 26506
 412-496-9697

Students: 120
 Start Year: 2010
 Accreditation(s): AACSB, USCA full member, PSE
 Program Type(s): UEM, UMN

Sales must be practiced in order to gain mastery. WVU students have a wide variety of experiential educational opportunities from internships to "spend a day with a sales person" to build on classroom learning.

WESTERN CAROLINA UNIVERSITY

www.wcu.edu
 Dr. Julie Johnson-Busbin
 jjohnson@wcu.edu
 Cullowhee, NC 28723
 828-227-3991

Students: 120
 Start Year: 1998

WHAT WE OFFER:

- Student Sales Society
- Sales Apprentice Program
- Sales degree Specializations
- Bilingual Sales Competitions
- Sales Lab with 12 training rooms
- A great source of sales talent for our hiring partners



Learning. Networking. Connecting
sales@fiu.edu | 305-348-0694 | www.sales.fiu.edu

Accreditation(s): AACSB
Program Type(s): UEM
Focus Option(s): Communications/
Broadcast Sales, Entrepreneurship,
Financial Services, International
Business

A basic sales course is a requirement for all business majors. The University partners with companies to provide students with lead generating experience as part of the coursework, and a call center has been established for role-play and constructive feedback.

WESTERN KENTUCKY UNIVERSITY
<https://www.wku.edu/cps/>

Dr. Lukas P. Forbes
Lukas.Forbes@wku.edu
Bowling Green, KY 42101
270-745-2993

Students: 250
Start Year: 2007
Accreditation(s): AACSB, USCA
full member
Program Type(s): UMJ, UMN

We offer students an opportunity to major or minor in sales with students representing approximately 2 dozen academic programs across campus.

WESTERN MICHIGAN UNIVERSITY
<https://wmich.edu/business>

Dr. Steve Newell
steve.newell@wmich.edu

HAWORTH COLLEGE OF BUSINESS
Kalamazoo, MI 49012
269-387-5067

Students: 220
Start Year: 1999
Accreditation(s): AACSB
Program Type(s): UMJ

The Sales and Business Marketing Major is one of the best sales programs in the country. The program has been listed as a top U.S. sales school by the Sales Education Foundation and is currently ranked the #1 sales program by study.com. Students role-play and refine their sales skills in the state-of-the-art Robert S. Kaiser Sales, Negotiation and Leadership Lab. Job placement after graduation is consistently near 100%.

WIDENER UNIVERSITY
www.widener.edu

Dr. Mary E. Shoemaker
meshoemaker@widener.edu
Blue Bell, PA 19422
484-686-6730

Students: 25
Start Year: 2006
Accreditation(s): AACSB, PSE
Program Type(s): UEM

Students interact with 25-30 sales professionals from a variety of fields during role play preparation. Students attend a sales specific networking professional networking event. Students use a variety of CRM programs.

WILLIAM PATERSON UNIVERSITY
<https://www.wpunj.edu/ccob/departments/marketing-management-professional-sales/index.html>

Rajiv Kashyap
kashyapr@wpunj.edu

THE RUSS BERRIE INSTITUTE FOR PROFESSIONAL SELLING
Wayne, NJ 07470
973-720-3850

Students: 175
Start Year: 2003
Accreditation(s): AACSB, USCA full member

Program Type(s): UMJ, UMN, ET
The Christos M. Cotsakos College of Business academic program leading to the Bachelor of Science in Professional Sales features a curriculum that is balanced between general education, sales, and other related business courses. Our graduates can effectively apply sales theories, understand buyer needs, effectively communicate and implement selling strategies, and deliver sales presentations.

WINONA STATE UNIVERSITY
<https://www.winona.edu/strauss-center/>

Marianne Collins
mcollins@winona.edu

Winona, MN 55987
507-457-5014

Students: 115
Start Year: 2013
Accreditation(s): AACSB, GSSI, PSE, USCA full member
Program Type(s): UMN

Established in December 2013, the Strauss Center for Sales Excellence offers students leading-edge instruction uniquely preparing them for successful careers in sales. The Center opened a new training facility in fall of 2015. This facility includes role-play rooms designed and equipped specifically for teaching fundamental communication skills necessary throughout the business. Sales students also can experience hands-on involvement in the sales process through internships and national sales competitions.

XAVIER UNIVERSITY OF LOUISIANA
<https://www.xula.edu/division?id=business>

Amanda Helm
ahelm@xula.edu
New Orleans, LA 70115
504-520-5044

Students: 50
Start Year: 2002
Accreditation(s): ACBSP
Program Type(s): UCO, UMN

The business program offers a number of dynamic and exciting programs for undergraduate students and prepares them well to take leadership roles in corporate America. Sales class students sell ads for the student newspaper and log those sales in Salesforce.com

YOUNGSTOWN STATE UNIVERSITY
<https://ysu.edu/academics/williamson-college-business-administration>

John Rossi
jfrossi@ysu.edu
Youngstown, OH 44555
330-941-3062

Students: 45
Start Year: 2014
Accreditation(s): AACSB
Program Type(s): UEM, UMN
Focus Option(s): Entrepreneurship, Industrial Distribution, Consumer Products

Holistic in approach: Professional Selling, Sales & Account Management, Organizational Purchasing, and Negotiations.

NEW ENTRIES TO THE "TOP LISTING" AT PRESS TIME

COLORADO STATE UNIVERSITY
<https://biz.colostate.edu/resources/centers-institutes/center-for-professional-selling>

L.A. Mitchell
La.mitchell@colostate.edu
Fort Collins, CO 80532
970-491-7298

Students: N/A
Start Year: 2020
Accreditation(s): AACSP
Program Type(s): UCE

The Center for Professional Selling helps students understand the various types of sales careers, the specific skills needed for engaging in a successful selling situation and what buyers expect from today's sales professionals. Through classroom learning and hands-on selling experience with corporate partners, we educate our students on the many excellent opportunities available in sales and build up their skills so they can thrive in sales careers from day one.

UNIVERSITY OF MINNESOTA
<http://csle.umn.edu/>

Todd Williams
toddwms@umn.edu

CENTER FOR SALES LEADERSHIP AND EDUCATION
Minneapolis, MN 55455
612-301-2727

Students: 120
Start Year: 2016
Accreditation(s): HLC (Higher Learning Commission)
Program Type(s): UCE

The Center for Sales Leadership and Education aims to be a leading sales center providing students: relevant sales topics, meaningful applied experiences, and access to top sales career opportunities. This is accomplished by furthering sales education, developing practical skills, offering applied business experiences, and showcasing a sales career pathway.

UNIVERSITY OF TEXAS AT AUSTIN
<https://www.mcombs.utexas.edu/Departments/Marketing/Professional-Sales-Minor>

Lamar Johnson
lamar.johnson@mcombs.utexas.edu

PROFESSIONAL SALES & BUSINESS DEVELOPMENT FORUM
Austin, TX 55455
512-468-1090

Students: 25
Start Year: 2021
Accreditation(s): AACSB
Program Type(s): UMN

The Professional Sales & Business Development Minor UT Austin is hosted by the McCombs School of Business and The Moody College of Communication and is open to all undergraduate students on campus. With our corporate partners in the Professional Sales & Business Development Forum, we provide academic and hands on skills for students to get a fast start in the exciting world of professional sales, or for success in the career of their choice. ▲

BE A PART OF IT
www.salesfoundation.org

SEF Sales Education Foundation
Elevating the Sales Profession Through University Education

 @Sales EdOrg
 www.facebook.com/SalesEducationFoundation/
 <http://bit.ly/LinkEDSEF>



OTHER NOTABLE PROGRAMS

The following universities provide opportunities for students to obtain some classroom training and/or practical experience specific to professional sales. Most are working with their universities to establish formal programs.

AALBORG UNIVERSITY

<https://www.business.aau.dk/research/marketing/>
Karina Burgdorff Jensen
burgdorff@business.aau.dk
Aalborg, DK 9220
+004520768279

This program was recognized by the school in 2020 and has 53 graduate students pursuing a graduate certificate.

ASBURY UNIVERSITY

<https://www.asbury.edu/>
George Allen
george.allen@asbury.edu
Wilmore, KY 40390
859-858-3511

This program started in 2018. The Center for Professional Selling offers training in professional sales as part of a Christian Liberal Arts education. Through sales classes and one-on-one coaching in preparation for competitions, students have the opportunity to develop sales skills for use in careers in B2B sales, marketing and a variety of business and ministry contexts.

AUGUSTA UNIVERSITY

<https://www.augusta.edu/hull>
Richard Franza
rfranza@augusta.edu
Augusta, GA 30912
706-737-1418

This program started in 2019 and has 80 students. All Business Majors at Augusta University's James M. Hull College of Business are required to take a Sales course.

EMLYON BUSINESS SCHOOL

<https://www.em-lyon.com/en/>
Christine Lai
lai@em-lyon.com
Lyon Ecully, France 69134
+33 (0)4 72 18 68 91

This undergraduate program is relatively young, launched 5 years ago. The sales concentration is still in development. Currently, there are two required classes: introduction of selling and sales management.

INDIAN INSTITUTE OF MANAGEMENT

www.iimk.ac.in
Anandakuttan B. Unnithan
anandunnithan@iimk.ac.in
Kozhikode, Kerala, India 673570
+914952809101

This program offers three sales courses to graduate school students.

MIAMI UNIVERSITY

<https://miamioh.edu/fsb/academics/marketing/index.html/html>
Scott Friend, PhD
friendsb@miamioh.edu
Oxford, OH 45056
513-529-3942

Miami University's Farmer School of Business offers a core course in Professional Selling, along with a new elective course focused on

advanced sales techniques, sales force management and customer relationship management. Home to the Pi Sigma Epsilon Top Chapter in the Nation (10 of the past 15 years) focused on developing student's sales, marketing, and professional skills and an on-campus sales competition.

NORTHEASTERN UNIVERSITY

<http://damore-mckim.northeastern.edu>
Jay Mulki, PhD
j.mulki@neu.edu
Boston, MA 02140
617-373-5740

This program is not formally recognized by the university, but it is accredited by AACSB and offers an undergraduate minor to sales students.

NORTHERN MICHIGAN UNIVERSITY

<https://nmu.edu/business/>
Corinne Bodeman
cbodeman@nmu.edu
Marquette, MI 49855
906-227-1803

The program currently consists of a 400-level course for seniors which provides a salesforce.com badge. It is expected to grow to a certificate in the future.

PACE UNIVERSITY

www.pace.edu/idmlab
Harvey Markovitz
hmarkovitz@pace.edu
New York, NY 10038
917-453-0938

The program began in 2014 and has a sales lab. There are two required sales courses in the minor that is offered.

PENN STATE UNIVERSITY HARRISBURG

<https://harrisburg.psu.edu/business-administration>
Darrell E. Bartholomew
deb62@psu.edu
Pittsburgh, PA 17057-4898
717-948-6166

This program offers Personal Selling and Sales Management courses. A minor is available for our students to take through the Penn State system. It also has an active Pi Sigma Epsilon Chapter on campus for our students and a Sales Club.

REINHARDT UNIVERSITY

<http://www.reinhardt.edu/>
Walter Beck
whb@reinhardt.edu
Waleska, GA 30183
770-720-5600

The program prepares students for careers as sales and marketing professionals and has been in existence since 2006.

TAMPERE UNIVERSITY OF APPLIED SCIENCES

<https://www.tuni.fi/fi/tule-opiskelemaan/liiketalouden-tutkinto-ohjelma-myyntiosaaminen>
Pia Hautamäki
pia.hautamaki@tamk.fi
Tampere, Finland 33100
+358404156827

This program serves 70 students and started in the Fall of 2017. Two sales courses are offered with expansion in the future to provide a major in sales.

UNIVERSITY OF ARIZONA

www.arizona.edu
Jerry Kollross
kollrossg@email.arizona.edu
Tucson, AZ 85641
520-621-7084

This program is offering three sales classes and expects to offer a certificate in Spring 2020.

UNIVERSITY OF BRITISH COLUMBIA

www.sauder.ubc.ca/Faculty/Divisions/Marketing_and_Behavioural_Science_Division
Elaine Williamson
elaine.williamson@sauder.ubc.ca
Sauder School of Business
Vancouver, British Columbia V6T 1Z2
604-822-8314

The program offers one undergrad, one MBA and one MM course in Business Development/Sales currently.

UNIVERSITY OF COLORADO-BOULDER

<https://www.colorado.edu/business/>
Brian Higgins
brian.higgins@colorado.edu
Leeds School of Business
Boulder, CO 80309
303-475-3622

The CU Sales Program is supported by an active community of more than 150 working sales professionals that are referred to as Professional Sales Mentors. Each student is assigned a mentor who helps them understand how the concepts that are discussed in the classroom are applied in the field. Mentors join in classroom discussions, participate in sales role play events and support various sales club activities.

UNIVERSITY OF MICHIGAN

michiganross.umich.edu
Follett Carter
follett@umich.edu
Ann Arbor, MI 48109-1234
218-726-6314

The Sales Certificate program is offered by the Ross School of Business and is open to all students in all schools at the University of Michigan. The Ross school uses its Career Development Office resources to help promote the program to Fortune 500 companies and place students into full time sales positions.

UNIVERSITY OF MISSISSIPPI

<https://business.olemiss.edu/students/majors/marketing/>
Barry J. Babin
bbabin@bus.olemiss.edu
University, MS 38677
662-915-1822

Instructors are experts in sales technologies and innovative decision making. The Department has a strong history of placing students in attractive sales positions within the region and nation.

UNIVERSITY OF MÜNSTER

<https://www.marketingcenter.de/en/study/courses>
Dr. Manfred Krafft
mkrafft@uni-muenster.de
Muenster, Germany 48143
+49 251 83 25025

This program began in 2003 and consists of a Sales Management course.

UNIVERSITY OF NEW MEXICO

<https://www.mgt.unm.edu/>
Dimitri Kapelianis
dkapeli@unm.edu
Anderson School of Management
Albuquerque, NM 87131
505-750-7885

The program emphasizes practical sales skills acquisition and application and offers a Certificate with two sales specific courses. The sales faculty work closely with our corporate partners and Advisory Board to expose students to sales practices and career paths.

THE UNIVERSITY OF SOUTH FLORIDA AT ST PETERSBURG

<https://www.usfsp.edu/home/>
Edward Hoepfner
ehoepfner1@mail.usf.edu
St Petersburg, FL 33701
330-283-2569

The Kate Tiedemann College of Business fosters student enrichment both in-and-out of the classroom. With smaller class sizes, expert faculty, and internationally ranked programs of study that encourage students to think critically, KTCOB warrants success in all areas. They offer two sales courses.

UNIVERSITY OF TAMPA

<https://www.ut.edu/academics/sykes-college-of-business/centers-and-institutes/institute-for-sales-excellence>
Stacey Schetzle
sschetzle@ut.edu
Tampa, FL 33606-1490
813-257-3039

The Institute for Sales Excellence, formally recognized in 2019, hosts internal sales competitions, a sales career fair, and a variety of networking events throughout the year. The program blends theory and real-world application to enhance students' ability to sell themselves and effectively develop and manage mutually beneficial relationship with customers. Activities and projects are grounded in experiential B2B selling, focusing on value and solution selling.

UNIVERSITY OF WEST FLORIDA

<https://uwf.edu/cob/departments/marketing-supply-chain-logistics-and-economics/undergradmajors/marketing-bsba/>
Pensacola, FL
850-474-2652

The program offers a major with two sales courses.

UNIVERSITY OF WISCONSIN LA CROSSE

www.uwlax.edu
Stacy Trisler
strisler@uwlax.edu
La Crosse, WI 54601
608-785-8790

The program offers two sales classes and is planning to grow.

VILLANOVA UNIVERSITY

<https://www1.villanova.edu/university/business/academics/undergraduate-programs/degrees/marketing.html>
Matthew Sarkees
matthew.sarkees@villanova.edu
Villanova, PA 19085
610-519-4459

Villanova's College of Business offers two sales courses, Professional Selling and Sales Management, through their Department of Marketing and Business Law. The University hosts alumni events to assist alumni working in the sales industry. Students have participated in the Career Development Program and at annual sales competitions. ▲



VIRTUAL SELLING IS HERE TO STAY!

On March 12, 2020, I boarded a plane to Las Vegas with my wife Sharon. We decided to turn my speaking engagement into a mini vacation for two. At least that was our plan.

That evening, we attended a cocktail party hosted by the client. It was during that event that I saw the beginnings of the impact COVID-19 would have on business. For example, a few of the guests avoided shaking hands with one another. It was also the first time I heard the expression “social distancing” as guests conducted their conversations much further apart than what was, at the time, considered normal. As you know, the virus gained traction and seemingly stopped the world from spinning.

ONE OF THE MAJOR BUSINESS CHANGES BROUGHT ABOUT BY THIS PANDEMIC IS THE FORCED SHIFT TO VIRTUAL SELLING. Because people are uncomfortable meeting in person, or are not permitted to, the only way to sell during this time is with a phone and/or a computer.

Virtual selling, which is seen by most people as new, has created a lot of panic in the sales profession. However, it is not entirely new. Virtual selling is just inside sales “on steroids.” What is new is the level of respect sales management has for inside salespeople. No longer is this job considered merely a junior-level sales role. Executives now recognize that effective virtual selling requires a specialized skill set and tools to deliver the desired results.

Taking it a step further, several sales assessment tools highlight the point that someone who is effective at selling in person may not be as effective selling virtually. The converse is also true. Outside salespeople are accustomed to freedoms that virtual

salespeople, which is what many outside salespeople have become, do not have. For example, outside salespeople travel to appointments by car or plane, and have schedule flexibility that virtual salespeople do not.

VIRTUAL SELLING BEGAN AS A NECESSITY, BUT IT HAS QUICKLY BECOME RECOGNIZED AS AN EFFECTIVE SELLING STRATEGY. IT HAS BEEN PROVEN TO INCREASE SALES PRODUCTIVITY BY ELIMINATING TRAVEL, WHICH ALSO REDUCES THE COST OF SALE.

Sales managers, if they haven’t already done so, need to refine their new client acquisition process to accommodate for a virtual selling environment. Each step of the process needs to be tailored to the buyer’s new way of evaluating solutions and making purchasing decisions.

Buyers have also come to appreciate the efficiencies afforded through virtual selling. Many now say they prefer that type of interaction rather than having meetings in-person. They feel these meetings are more productive and effective. These meetings have a fixed start and end time making it easier for them to plan their days. Technology advances allows them to share documents and complete contracts without an in person interaction.

If you have not yet adjusted your selling approach because you think virtual selling is a fad, you may want to reconsider. Virtual selling is here to stay. ▲



LEE B. SALZ
Author, “Sales Differentiation”

THE WORLD NEEDS UNIVERSITY-EDUCATED SALESPEOPLE

Making the Case for Expanding Sales Education Through “Immersion” Programming



In the past, many salespeople were provided little, if any, formal training. They learned on-the-job, often from their customers. Today, many organizations have formal training programs and there are hundreds of independent sales training courses, each attempting to prepare salespeople in many industries for the dynamic environments in which they must work. For maximum effectiveness, sales education must acknowledge and address complexity and build customized programs and partnerships.



COMPLEXITY AND ACTION

There are many more college-based sales courses and programs than there were five years ago. At Texas A&M University and other top tier institutions sales education occurs in multiple colleges—from business and agriculture to engineering and the college of medicine. Sales education is needed in a wide range of disciplines because it reflects the variety of organizations that benefit from employing individuals and teams with diverse technical competence AND great communication, critical thinking, and problem-solving skills.

Interdisciplinary education must be a priority to combat complexity. Sandra Eads, Director of Brand Licensing at Phillips 66 explains, “As business becomes increasingly competitive, companies are looking to recruit top talent with broad skill sets. We’re looking for recruits who have the technical capacity to understand our complex business, and also have the skills to sell our products in the marketplace.”

Several “Immersion” programs have been created by the Reynolds and Reynolds Sales Leadership Institute at Texas A&M University to address the needs of multiple industries. These programs are generally two-week boot camps that provide foundational business and sales knowledge to students who seek customer facing roles. Four Immersion programs have been developed including Sales+Analytics Immersion for Engineers, Business Immersion for Engineers, Business Immersion for the Health Sciences, and Tech Immersion for business students who are specifically interested in the tech industry. Students self-select into the immersion programs, which typically occur outside of the regular semester.



ANDREW LORING
Texas A&M University



JANET PARISH, PhD
Texas A&M University

"THE WORLD NEEDS PEOPLE WHO CAN COMMUNICATE WELL, WHO CAN THINK CRITICALLY, WHO CAN SOLVE PROBLEMS. THAT'S WHAT SALESPeOPLE DO."

ELI JONES, DEAN OF MAYS BUSINESS SCHOOL, TEXAS A&M UNIVERSITY



SALES+ANALYTICS IMMERSION FOR ENGINEERS

The Sales+Analytics Immersion boot camp, offered to Texas A&M engineering majors, is a two-week intensive program designed for students to learn the fundamentals of selling, including methods for executing a sales process, and business analytics tools and resources that aid in making data-driven decisions. Students are introduced to the array of sales careers and issues specific to technical sales.

Additionally, the program provides students the opportunity to prepare and practice sales techniques and receive feedback from industry sponsors. Throughout the boot camp, engineering students are challenged to understand their emotional intelligence. Students use the CliftonStrengths and Chally Assessments to learn about themselves.

Also included in the boot camp are two role-play competitions—an individual competition and a team case competition. Industry sponsors are integrated throughout the boot camp by leading content-specific sessions, teaching specific sales skills relative to their company or industry, and by acting as a judge or buyer for the competitions. By the end of the boot camp students have the tools to determine their best fit in a sales career, have developed a digital portfolio of role-play practice, and have combined and demonstrated their analytical and communication skills.



BUSINESS IMMERSION FOR ENGINEERS AND THE HEALTH SCIENCES

The Business Immersion program is offered separately to engineering students and students of the health sciences (currently medicine, dentistry, and pharmacy). Business Immersion is a two-week intensive course which exposes students to the core fundamentals of business including accounting, finance, management, supply-chain, marketing and sales. Participating students are coached to recognize, understand, and leverage their CliftonStrengths, and they attend sessions on etiquette and professionalism. An interdisciplinary group project is threaded through the program and challenges students to put what they are learning into action. The program culminates with teams presenting their business plans to panels of judges made up of faculty from the business school and the health science center. Industry sponsors engage with the students on multiple levels, including content-delivery, panel discussions, networking, and judging final project presentations.



TECH IMMERSION FOR BUSINESS STUDENTS

The Tech Immersion boot camp is offered to business students from all majors that are interested in the technology industry. The purpose of the program is to provide industry-specific information so that students headed to careers in technology have a leg up on some fundamental concepts such as AI and cloud computing. The majority of content is offered through asynchronous gamified training. Through these activities, students learn the concepts vital to each area of concentration. As part of the program, participants have the opportunity to take industry-recognized certification exams in each concept area. Sponsoring companies provide training materials, take part in panel sessions, and engage in networking activities with participants.



CUSTOMIZATION INCLUDES PARTNERSHIPS

Because of the complexity of sales roles and the critical need for collaboration, a customized approach to building partnerships between academia and multiple industries is necessary. Universities invest in their educational mission in addition to building their talent pipeline and working closely with partners to connect them with right students at the right time. For example, technical companies may want to connect with engineering students who self-select into sales education opportunities. Regardless of the organization, a customized approach to partnering helps ensure connections with the right students.

To accomplish overall educational goals, sales programs have a critical need to involve multiple industries. We need funding. We need advice. We need expertise. Most importantly, we need to connect our students to the job opportunities that are right for them.

Universities need industry partners to hold them accountable for keeping curriculum current. The advisory capacity in which partners serve is vital to our ability to produce knowledgeable, productive and resourceful salespeople. Industry partners keep us informed as their needs change and as their sales roles or processes change. Additionally, companies that partner with academic institutions play a critical role in the way students are educated since they influence and are integrated into the sales curriculum. ▲

EVERYTHING GOT WEIRD. AND THEN...

Nobody needs to be told what a strange, challenging, and difficult year 2020 turned out to be. The start of a new decade, everyone had their own version of a “bright new day,” on New Year’s Eve 2019. Indeed, the year was off to a great start; the stock market was going crazy, unemployment was at an all-time low, and it was a great time—maybe even the best time—to be a recent graduate embarking on a new career.

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The first Covid-19 death in the U.S. would not be reported, for another 8 weeks and, even when it did, no one could have predicted what would follow. The anniversary of that news passed a few weeks ago (Feb 29, 2021), with unemployment at levels not seen since the Great Depression, and more Americans lost than in the World War II, the Korean War AND Viet Nam. Progress made over the past 30 years in economic and gender equality was totally wiped out in 1 year.

To say the least, it was a year of change. Everything got weird.

Business ground to a halt. Nobody dropped in to see customers because everyone was at home and flying was out of the question. A sales leader told me, for the first time in 30 years, he turned in an expense report with ZERO mileage. The joke became, “I’m getting 3 weeks to the gallon.” Except it was no joke.

And then, at least for most, the world continued to turn, and life began to move on. The travel and hospitality industries got crushed but hi-tech did pretty well. Zoom and Netflix did AWESOME!

Thousands of small businesses with little/no cushion and ongoing overhead went under. But the Internet that we’d come to rely on over the past 30 years suddenly was everything. How you ordered food, visited not only distant customers but those that were proximate. If selling was tough pre-Covid, it is now more challenged during Covid. But, hey, sellers are nothing, if not resilient and innovative.

The handshake, Willy Loman’s stock in trade, is now a thing of the past. Will it one day return? Maybe, but not anytime soon. It’s been replaced by elbow bumps and, more often, “Admit” buttons to Zoom sessions. The good news: not having to commute an hour-plus each way to the office. The bad news: doing sales calls at the dinner table with your kids also virtually attending school.

Sales leaders and managers need to not only look after their customers’ business indicators but also look after their sellers’ mental health indicators. Empathy has become essential and asking, “How you doin’?” is often followed with, “No, really, how ARE you doing?” And, “What can we do to help you? What do you need?”

Sales has always been populated--popular images dominated—by extroverts. The hail individual, hardy and well met. The person who lit up the room and the Road Warrior able to easily navigate airports and distant cities. These

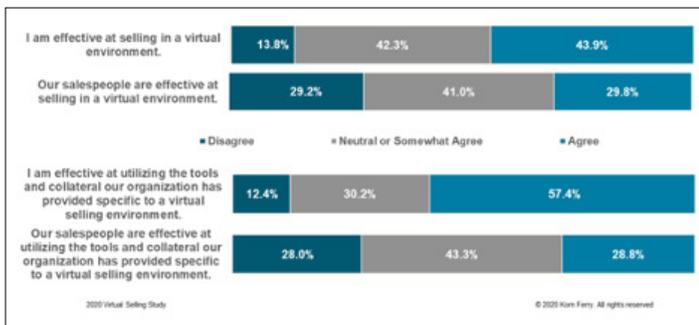
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outgoing reps are now largely suffering at home, day after day, month after month, trying to do what they have always done, run the trap lines, see customers, meet new prospects. Only they, too, must now do so remotely, at arm's length, or much further.

At the same time, another population, often overlooked and always understated, is excelling. Introverts who would like nothing more than to stay home, stay in, stay away, are finding this new Covid world much to their liking. Not having to lie about why they can't join the gang for beers at the end of the day, they simply shut down their CRM and open up their Prime or Netflix favorites.

Still, there is a job to do, the ever-present number to make and, more importantly, customer/prospect needs to identify and address. Time to adapt, adjust and overcome. Time to upskill. How's it going? No, really, how IS it going?

Korn Ferry (KF) asked this very question in their recent Virtual Selling survey (responses from 500+ firms gathered 9/15/20-10/21/20). Not surprisingly, sellers and their managers had different views of how effectively virtual calls were being conducted; how effectively virtual tools were being used (see charts below).



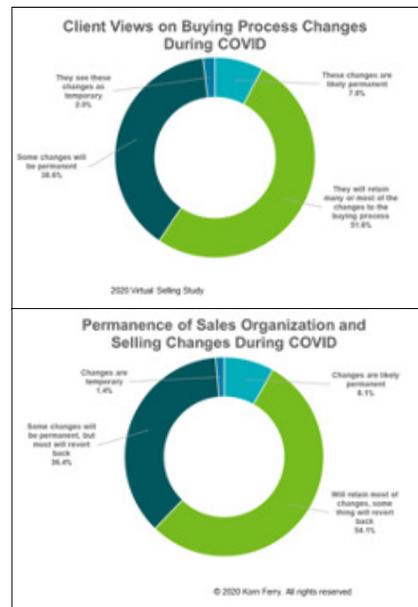
Sellers were twice as likely as their managers to agree/strongly agree they were effective in both selling virtually and utilizing virtual tools, and half as likely to disagree/strongly disagree. The neutral ratings were almost equal on virtual selling effectiveness, though not so aligned in use of tools.

The tiebreaker won't be known for several weeks, as KF asks the same question of buyers in their 2nd annual B2B Buyer Survey (open 2/15/21-3/15/21). However, without waiting for this jury to come in, it is clear there is room for both interpretation and intervention. Enter Sales Enablement.

Digital Transformation has been a catch phrase for at least the past 2 years and an anticipated, if not planned, shift (read: pivot) over the coming 2-3 years. These "plans" were not only accelerated, they were annihilated. Road warriors may have suffered from not being out and about but this cohort, more easily than almost any other group, shifted from utilizing mobile hot spots and hotel networks, to logging in to their home Internet connection.

Suddenly, everyone needed to be signing in remotely. IT heads and departments scrambled to get homebound workers laptops and VPNs like crazy! Zoom gave everyone free licenses for 30-minute sessions. (This created its own problem when hackers started entering meetings uninvited and unwanted. Zoom has subsequently beefed up its session sign-on security.)

But just as CRM has enthusiastic adopters, skeptics and cynics, virtual selling tools face the same audience. Introverts love them; extroverts can't wait for life to get back to "normal." Will we return to the way things were when we celebrated New Year's 2020? With respect to how buyers and sellers interact, it seems unlikely. Below are sellers' perception of the permanence of Covid-induced changes and how they feel their buyers perceive these changes are nearly the same (see comparison below).



98% of survey respondents feel at least some changes, primarily more virtual meetings, will remain in place in the future. And, one-half believe many/most of changes to virtual will be permanent. Again, it will be interesting to see what buyers report in KF's Buyer Survey.

However, this much seems clear: change has occurred and is likely to remain. At a minimum, sellers,

their managers, and their Sales Enablement leaders should develop objective and validated data on how effectively, empathetically, and efficiently they are being in a virtual sales setting.

You may want to record a few of these calls and review them with team members as a group. You can literally see body language and stop the recording to solicit impressions, feedback and suggestions on what could be done differently, and what was done effectively to repeat.

One company, again pre-Covid, used virtual sessions conducted from Australia to establish a foothold in China. They practiced presenting and facilitating online sessions. The participants would be in different rooms (today, in their individual homes), to create a more realistic simulation.

Once CFOs see how much they're saving on real estate, entertainment, and travel expenses, it's entirely likely new policies will be promulgated fostering work from home

This type of creative thinking may be harder to implement on a factory floor but, once again, sales can lead the charge and spearhead not only new ways of creating and taking care of customers, but also taking care of employees.

(WFH), hoteling desk spaces, and limiting entertainment and travel. This will put extra pressure on sellers to not only upskill their virtual meeting skills, it will require they do a better job of networking and staying in touch virtually.

This will also create new leadership opportunities for creativity and innovation. As noted above, job losses have fallen disproportionately against women and people of color. CFOs may envision increased ROI, but leaders of vision will also be looking for DEI (Diversity, Equity, Inclusion). With DEI as a component of leadership—not just HR—thinking, there are openings for new ways to work.

Yes, WFH, but also job sharing, part-time roles that include benefits, and full-time jobs with provisions for childcare. More flexible hours would allow workers to assist with kids attending school virtually, a new complication for younger parents. This type of creative thinking may be harder to implement on a factory floor but, once again, sales can lead the charge and spearhead not only new ways of creating and taking care of customers, but also taking care of employees. “No, really, how ARE you doing?” And, “What can we do to help you? What do you need?”

No longer will sellers be able to use the line, “I’ll be in your area next week,” or, “My [fill in the blank] (Vice President, SME, Sales Manager, etc.) will be in next week.” Sellers will be visiting less and buyers will be willing to see them less. What to do?

Content has been, and will remain, king. Sending relevant articles, invitations to webinars, postings on LinkedIn, and other social platforms to be visible and build both company and individual brands, will take on new importance—and urgency.

The goal remains, establishing and elevating relationships. The objective is establishing and maintaining top of mind awareness.

Nurturing prospects/contacts won’t just be the BDRs’ job. Sellers at every level will find the need to build up social selling skills. Ironically, all the hype about social selling a few years ago has quieted in the past year, just when the need for, and reliance upon, these skills has elevated. Don’t be caught napping, or thinking things just need to get back to

the way they were before Covid. It’s a new day, a new world, and a new set of skills required to do the same old thing: do the hard work of selling.

CONCLUSION

If you worked for Princess Cruises, Covid and its changes were bad. If you work for Zoom (stock price up 325%), Covid has been good. Change is not good or bad, it’s neutral. If anything, it’s indifferent. It’s change. How you are positioned relative to the change that’s occurring is what makes it feel good or bad.

It’s time to take inventory. The two dimensions of change to evaluate are your position relative to the change and its significance. Not having virtual selling tools and/or not being skilled in their use will increasingly be career limiting.

Similarly, trying to return to “normal,” the way things operated pre-Covid will be to your disadvantage. Trying out new ways of working, organizing, teaming and, yes, diversifying, will be your advantage in a “new normal” and post-Covid world.

Improving the customer’s buying experience and continuing to evolve to deliver this, as ever, will be the seller’s challenge. ▲



BARRY TRAILER
Sales Mastery

sales myths

DEBUNKED

FROM MIKE KUNKLE, SPARXiQ⁷

THE MYTH: YOU CAN'T SUCCEED IN MAJOR, COMPLEX, ENTERPRISE SALES REMOTELY, AS AN INSIDE SALES REP.

TRUTH: A 25-year old inside, outbound sales rep landed a multi-million dollar deal from a desk and office chair in Pennsylvania, with a company with a Chicago HQ. There was one primary decision-maker with at least three influencers. They never left the office and used the phone, fax, UPS, and two gift delivery services. It took 9 months to close and originated from cold outreach - by phone. Don't let people tell you what CAN'T be done, unless it's limited by physics or the laws of the universe, as we know them. ▲

THE MYTH: INTERVIEWING IS AN EFFECTIVE SELECTION METHOD FOR HIRING TOP SALESPEOPLE.

TRUTH: This one is more of a gray area, but by itself, this is not true. There is too much bias and too many salespeople who can sell themselves better than anything else. One university research study showed that interviews were 14% predictive of success in a role. Another study showed the cumulative effect of purposefully-combined selection methods greatly improved hiring effectiveness and the likelihood of on-the-job performance. In short, interviewing can be part of an effective selection method for hiring top salespeople, but by itself—it is not. ▲

FROM LORI RICHARDSON, WOMEN SALES PROS⁷

THE MYTH: WE CAN'T FIND ENOUGH WOMEN TO FILL OUR BDR, SDR, AND AE ROLES.

TRUTH: A male sales leader with a near 50-50 gender split among his sales team says leaders who say this are not trying hard enough. The great news is the talent coming out of university sales programs is amazing – so start here first. Next review the requirements you've set for the role and be open to pushing the boundaries. If you state that your AE must have a technical degree, you won't get as many female candidates applying, and you may not get better sellers for your role. ▲

THE MYTH: WOMEN JUST AREN'T AS COMPETITIVE AS MEN.

TRUTH: Women have many characteristics, traits, and background that can make them as successful or more than their male counterparts. Asking about college athletic background as a requirement or preference, isn't going to help you find a talented and successful rep, many of whom come from hospitality, biology, or teaching backgrounds. High performing sellers can be competitive but many don't need to be #1, or the best or the first. They compete against themselves and are more focused on helping customers on their journey rather than ranking higher than a peer in the office. ▲

KEEP IN MIND—

your local university sales program may offer sales research to help you debunk your own sales myths. Use our 2021 Top Sales Programs listing to find a university program near you.



MIKE KUNKLE
SPARXiQ



LORI RICHARDSON
Women Sales Pros



Alex Taylor—an artificially intelligent customer bot—who listens, adapts and responds to their input.

SALES STUDENTS ROLE PLAY WITH AN AI BOT

How artificial intelligence and feedback enable a visual, data-rich environment for sales trainers and students alike

Finding a live partner to play the role of Buyer for practice role plays is difficult for students. Roommates, aunts and little sisters just aren't qualified to engage on a professional level and give useful, specific feedback. This makes it difficult for new sales students to get started and for advanced students, who need to be challenged on the finer points, to hone their skills. Meanwhile, faculty struggle to review or enable multiple student role plays and provide the timely feedback and concept instruction students need to succeed.

ENTER ALEX TAYLOR. Students who are participating in the RNMKRS sales training program practice and learn by speaking with Alex—an artificially intelligent customer bot—who listens, adapts and responds to their input. This is not the usual branching-dialog-with-response-options interaction you find in e-learning courseware. Students have real, voice-driven contextual conversations with Alex, using speech recognition, on their phones. For his part, Alex is trained using data from the approximately 60,000 student role plays he's done so far, and his feedback is instant.

Individualized feedback is based on student performance in the key areas and nuances of the sales process, including: approach, discovery, presentation, closing and objection handling. During the competition, students are also evaluated on their communication skills, such as seller-to-buyer speaking ratios, language fillers and business empathy. The feedback tells students exactly where they can improve and allows them to hone their pitch to get the job done.

As students practice, their confidence, scores and interest in sales grow together. Unlike traditional train-then-test modalities, these students are hands-on from day one, learning and improving as they go. This prepares them for the kind of dynamic, customer-facing pitch refinement professional sellers do all the time. Students enter the workforce with confidence, knowing that their foundational skills are strong and that they are able to refine their approach to put big numbers up on the board.

RNMKRS students have demonstrated a thirst for practice. While students in some classes collaborate on solving problems presented by the bot, other students train independently and fiercely, with some students logging over 100 practice role plays. Students can pick up their phone to practice and learn from anywhere, at any time. Student role play logs revealed that students were playing at 1:00 am and at 9:00 am on Saturdays and Sundays.

Kasey Perks, a student at Georgia Southern University says,

"I put a lot of time and effort into everything I practiced this semester, especially because this is the first time I've ever been interested in Sales and the path it could lead me on. Being a part of one of the top 5% of students invited to the RNMKRS Rising Star call this semester really motivated me in doing my best work."

Coaches have seen a strong correlation between the number of student practices and overall performance.

With real-time scoring, faculty can see how their students and classes as a whole are doing. Freed from reviewing hundreds of student video role plays, they use the scoring data to easily see the difference between challenges individual sellers are having and concepts with which entire groups are struggling. Armed with this insight, they can refine their curriculum content and approach and concentrate on teaching the big-picture concepts that students need to succeed in the business world.

Professor Rob Peterson, PhD, a veteran of three RNMKRS programs, says, "This rips the cover off the baseball. Moving to a data-rich system allows coaches/professors to discern learning patterns and address them in a timely and comprehensive way that benefits students."

Neither students, faculty nor professional sales organizations have been able to instantly translate data into learning and results like this before. The instant data visualization of learning outcomes makes it easy for everyone to digest insights and adapt for improvement. Animated displays allow users to compare and contrast before-and-after

scenarios, to test different selling approaches, and to focus on weak points in their process.

As buying organizations continue to use technology to optimize and automate their processes, the use of bots as buyers will challenge sellers in new ways. COVID has pushed remote selling to new levels and bots will be part of that picture, as well. Students will need to be comfortable and skilled in selling in this new, virtual environment.

The semester-long training the RNMKRS program provides culminates in a worldwide sales competition where students are recognized for their skills and grit. Competitions run in April and November, and faculty use the program for coaching year-round, including winter and summer breaks.

In Fall 2020, 59 schools and 2,177 students competed. Students completed more than 46,000 practice role plays in this competition alone. The community leaderboard lets them see how they stack up against their peers internationally and adds to the competitive motivation.

Students are able to compete from anywhere in the world, and they did. Schools from the United States, Canada and Germany use the RNMKRS program and, given COVID restrictions, students attending US universities but living outside of the US competed from their homes in locations including China, Korea and El Salvador.



IT SHOULD BE MENTIONED THAT RNMKRS IS AN ENVIRONMENT FREE FROM RACIAL, GENDER AND SOCIOECONOMIC BIAS. THE PROGRAM IS NOT ORIENTED TOWARD OR AWAY FROM ANY RACE OR ETHNICITY. THIS IS NOT TO SAY THAT RNMKRS CONTENT IS "SANITIZED." THE BUSINESS WORLD IS COLORFUL AND THE PROGRAM CONTENT REFLECTS THE REAL BUSINESS WORLD. ROLE-PLAY BOTS HAVE ACCENTS, THEY HAVE SKIN COLOR—THEY ARE COLORFUL, JUST LIKE THEIR REAL-LIFE COUNTERPARTS. IT DOES MEAN THAT ROLE-PLAY CONTENT IS CREATED WITH A SENSITIVITY TO CULTURES, ETHNICITIES AND GENDER.

In terms of scoring, the role-play bots don't know who students are, where they come from, what color their skin is or even what their names are. They just know how good they are at selling. Students can learn, improve, and compete, confident in knowing that they will be judged, scored and recruited on the basis of their performance alone. And, because the program is free, the opportunity to demonstrate and be recognized for sales skills is open to a wider and more diverse audience—which increases the motivation to practice and compete across the board. The business world needs more skilled salespeople—so let the games begin! ▲



STEFANIE BOYER
Bryant University

The Future Professional Sales Force

WILL LOOK DIFFERENT

While much has been written on how the sales profession is being impacted by trends of digital interaction, digital reality, online sales, AI and more, the pandemic-driven move to virtual selling was not the only major transformational event last year. Fueled by summer protests, another trend gained momentum, if perhaps not as much blog attention; that of underrepresented minorities in professional sales.

The general population in the U.S. (2019 Census Bureau) consists of 13.4% Black or African American 18.5% Hispanic or Latino. With respect to business-to-business wholesale and manufacturing sales positions, according to the Bureau of Labor 2020 statistics, 4.5% are Black or African American and 13.6% Hispanic or Latino. These numbers show an underrepresentation of minorities. The results vary by type of sales positions, being most exaggerated in the financial services career, and skewing the opposite direction in low paying sales positions that don't require higher education like retail sales and cashiers.

A lack of representation in professional sales forces can lead some underrepresented minorities to feel like outsiders. This lack of representation can limit productive networking and lead to lower levels of awareness and connections related to sales career opportunities. Many businesses are seeking to serve a more diverse business-to-business customer base and want their sales force to better reflect their customer base as well. Many of the same issues occur in university sales programs. Closing this gap is a priority for many

universities who support diversity and inclusion initiatives and want to meet the business demand for more diverse sales candidates.

One sales program, The Edward H. Schmidt School of Professional Sales at the University of Toledo, with direct support from the 3M Corporation, is launching a research initiative to better understand African American and Hispanic students and their decision-making about both college major and career choice, along with their thoughts around professional sales careers. The goal is to increase the number of African American and Hispanic students in university sales programs so they can obtain fulfilling professional sales careers at a variety of businesses. Results of the study will be used to develop programming to help support African American and Hispanic student experiences in order to better capitalize on the opportunities in professional sales, and to help university sales programs to better support this under-served population.

Anne L. Balazs, Dean of the John B. and Lillian E. Neff College of Business and Innovation at The University of Toledo recognizes the importance of this initiative. "Our college's core values start with diversity and our sales program is a gem. This initiative combines the best of both. We believe in the value of many voices and supporting all students—we are 110% committed."

The research-focused initiative is designed to use focus groups and surveying methods to engage high school students, current university students majoring and not majoring in sales, and university sales program alumni. The goal is to understand the information needs and decision factors that influence whether to pursue a major in sales and whether to pursue a position in sales upon graduation. The outcome will be recommendations at a programmatic level to help educate pre-major URM students about the opportunity, to promote inclusivity within the programs, and to help diversify sales forces of corporate partners.



Following recent catalysts, many people have written about current changes in professional sales and what the future may hold.



More than 20 years ago, 3M launched its Frontline Program with historically black and women’s colleges to encourage and build sales education to support more diverse talent in sales. UToledo joined in 2005. According to 3M Frontline Program Manager Celeste Hughes, “We are excited to provide support to UToledo for this important research initiative. We intend to build awareness and interest in professional selling careers among African American and Hispanic students and hope to share the findings to help schools and businesses around the country diversify their sales programs.”

There are many benefits to diversifying the sales force and focusing on inclusion. According to Damion Wright, Diversity, Equity, and Inclusion Talent Programs Leader at Intuit, “The ultimate goal for a company should be to diversify their sales organization so it is a reflection of its customer base and/or user base. If you can achieve this goal, this can create amazing synergies and impact the bottom line of the organization in ways you wouldn’t be able to imagine.” In addition, hiring salespeople is competitive and challenging for many companies. It makes no sense to eliminate talented people from the pool inadvertently because those individuals haven’t been introduced to the opportunity. Diversity in thinking also encourages innovation. Finally, a more diverse sales force can lead to overall feelings of inclusion by all, which tend to result in better decision making and improved overall performance.

While many things in sales are changing, and no one has a crystal ball to know exactly what the profession will look like in the future, it does seem that one thing is likely – that the actual faces of sales will be more varied than ever before. ▲

According to a Deloitte 2013 report (<https://www2.deloitte.com/content/dam/Deloitte/au/Documents/human-capital/deloitte-au-hc-diversity-inclusion-soup-0513.pdf>), “When employees think their organisation is committed to, and supportive of diversity and they feel included, employees report better business performance in terms of ability to innovate, (83% uplift) responsiveness to changing customer needs (31% uplift) and team collaboration (42% uplift).”



ELLEN PULLINS
University of Toledo



DEIRDRE JONES
University of Toledo

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<https://www.uta.edu/academics/schools-colleges/business/programs/phd/marketing>

UNIVERSITY OF TEXAS AT DALLAS

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<https://jindal.utdallas.edu/phd-programs/management-science/marketing/>

UNIVERSITY OF WASHINGTON

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<https://foster.uw.edu/academics/degree-programs/phd-program/major-areas-of-specialization/marketing/>

UNIVERSITY OF WISCONSIN – WHITEWATER

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<https://www.uww.edu/cobe/doctorate>

UNIVERSITY OF TENNESSEE KNOXVILLE

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PHDINFO@OLIN.WUSTL.EDU

<https://olin.wustl.edu/EN-US/academic-programs/PhD/Marketing/Pages/default.aspx>

WEST VIRGINIA UNIVERSITY

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<https://business.wvu.edu/academics/marketing-department/marketing-ph-d>

YALE UNIVERSITY

DR. MATTHEW SPIEGEL; MATTHEW.SPIEGEL@YALE.EDU

<https://som.yale.edu/programs/phd/overview/marketing> ▲

INTERNATIONAL UNIVERSITIES

ASTON BUSINESS SCHOOL

<https://www.aston.ac.uk/research/bss/abs/departments/marketing-strategy/phd-supervision>

ESSEC BUSINESS SCHOOL

<https://www.essec.edu/en/program/phd-en/phd-program/phd-concentration/marketing/>

MCMASTER UNIVERSITY

DR. SOURAV RAY; SRAY@MCMACSTER.CA

<https://phd.degroote.mcmaster.ca/fields-of-study/marketing/>

UNIVERSITY OF LEEDS

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UNIVERSITY OF MANNHEIM

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<https://gess.uni-mannheim.de/doctoral-programs/business-cdsb/phd-programs/marketing.html> ▲

**This list has been prepared by the University Sales Center Alliance*
<https://universitiesalescenteralliance.org/>

UNIVERSITY SALES COMPETITIONS

UNIQUE EVENTS SHOWCASE THE TALENT FOUND AT UNIVERSITY SALES PROGRAMS WORLDWIDE

UNIVERSITY SALES COMPETITIONS PROVIDE OPPORTUNITIES FOR PROFESSIONAL SALES STUDENTS TO SHOWCASE THEIR TALENTS WHILE NETWORKING WITH FUTURE EMPLOYERS AND STUDENTS FROM OTHER UNIVERSITIES.

Some competitions focus on regional attendance, while others bring in international students. Competitions vary in format – from role play, team selling and speed selling - to elevator pitch exercises and boot camp offerings. These events are supported by sponsoring companies who bring recruiters for career fairs and employees who serve as buyers and judges. University sales competitions are “the” premier venues for top sales organizations to meet the future generation of Sales professionals and see them in action.

It’s important to note that many universities provide internal competitions for their students throughout the year. Our 2021 feature lists “major” sales competitions provided worldwide. SEF defines a major competition as one that is open to students from other universities.

Use the chart provided with the listing to discover university sales competitions held annually. Visit their websites and contact the individuals listed for details and dates.

SEF is proud to provide this information to all our readers. We applaud each university host, student competitor and company sponsor/volunteer who are truly helping to “elevate the sales profession through university education.”

COMPETITION NAME	UNIVERSITY HOST	YEAR FOUNDED	ROLE PLAY	TEAM	SPEED SELLING	CAREER FAIR	NETWORKING EVENT	AWARDS EVENT
ACSC-ARIZONA COLLEGIATE SALES COMPETITION	Arizona State University	2016	▲	▲	▲		▲	▲
ESC-EUROPEAN SALES COMPETITION	Turku University of Applied Sciences	2015	▲				▲	▲
GBSC-GLOBAL BILINGUAL SALES COMPETITION	Florida International University	2016	▲		▲	▲	▲	▲
GREAT NORTHWOODS SALES WARM-UP	University of Wisconsin - Eau Claire	2007	▲			▲	▲	▲
ICSC-INTERNATIONAL COLLEGIATE SALES COMPETITION	Florida State University	2010	▲	▲	▲	▲	▲	▲
KSC-KEYSTONE SALES CHALLENGE	Bloomsburg University	2020	▲	▲	▲	▲	▲	
KING’S HAWAIIAN TEAM SALES COMPETITION	University of Kansas	2021		▲	▲		▲	▲
NCSC-NATIONAL COLLEGIATE SALES COMPETITION	Kennesaw State University	1998	▲	▲	▲	▲	▲	▲
NCSSC-NATIONAL COLLEGIATE SPORTS SALES COMPETITION	Baylor U. S3 Program/U. of N. Georgia	2019	▲	▲		▲	▲	▲
NISC-NORTHEAST INTERCOLLEGIATE SALES COMPETITION	Bryant University	2012	▲	▲	▲	▲	▲	▲
NSC-NATIONAL SALES CHALLENGE	William Paterson University	2007	▲	▲	▲	▲	▲	▲
NSSC-NATIONAL SHORE SALES CHALLENGE	Salisbury University	2020	▲		▲	▲	▲	▲
NTSC-NATIONAL TEAM SELLING COMPETITION	Indiana University	2006	▲	▲			▲	
PENSACOLA PITCH COLLEGIATE SALES COMPETITION	University of West Florida	2020	▲	▲		▲	▲	▲
PI SIGMA EPSILON PRO-AM SELL-A-THON®	Various University Locations	1995	▲			▲	▲	▲
RMM-ROCKY MOUNTAIN MADNESS COMPETITION	Metropolitan State University of Denver	2019	▲		▲			▲
RNMKRS SALES COMPETITION	Bryant University	2019	▲		▲		▲	▲
RNSC-REDBIRD NATIONAL SALES COMPETITION	Illinois State University	2018	▲			▲	▲	▲
SELLING WITH THE BULLS INTERCOLLEGIATE	University of South Florida-Tampa	2019	▲	▲	▲	▲	▲	▲
TCCSTC -TWIN CITIES COLLEGIATE SALES TEAM CHAMPIONSHIP	University of Minnesota	2018	▲	▲		▲	▲	▲
UTISC-UNIVERSITY OF TOLEDO INVITATIONAL SALES COMPETITION	University of Toledo	2016	▲			▲	▲	▲
WVU PROFESSIONAL SALES COMPETITION	West Virginia University	2014	▲	▲	▲			▲

ACSC-ARIZONA COLLEGIATE SALES COMPETITION

ARIZONA STATE UNIVERSITY

<https://wpcarey.asu.edu/marketing-degrees/arizona-collegiate-sales-competition>

Detra Montoya | Detra.montoya@asu.edu

ACSC features a sales role-play, speed selling, and a 60-second visume. The sales role-play and speed selling are tournament style competitions. Visumes (video resumes) are submitted and scored in advance. Student competitors will earn points for each competition, contributing to an overall school champion. Sales professionals serve as buyers and judges for all three competitions. Professional development for student competitors includes a career networking event and company tours prior to the competition.

ESC - EUROPEAN SALES COMPETITION

TURKU UNIVERSITY OF APPLIED SCIENCES

www.europeansalescompetition.com/

Timo Holopainen | timo.holopainen@turkuamk.fi

The European Sales Competition aims at filling the gap in sales education among (under)graduate students in Europe by creating a pan-European Sales Alliance across universities and bringing European students' sales skills to the next level. The competition is held at a different university each year.

GBSC - GLOBAL BILINGUAL SALES COMPETITION

FLORIDA INTERNATIONAL UNIVERSITY

<http://www.fiu-gbpc.com>

Gaby Alpizar | galpizar@fiu.edu

FIU's Global Bilingual Sales Competition is the only event of its kind, bringing students from across the globe to compete in both English and Spanish. Through simulated sales call role plays and numerous networking activities, talented students can showcase their sales skills to corporate recruiters and sales executives. The role plays are conducted in FIU's Global Sales Lab, housing 12 rooms with recording capabilities. Judges and Sponsors have access to live videos.

GREAT NORTHWOODS SALES WARM-UP

UNIVERSITY OF WISCONSIN EAU-CLAIRE

www.uwecsaleswarmup.com

Lenita Davis | davislen@uwec.edu
Jessica Gardner | gardnejj@uwec.edu

The Great Northwoods Sales Warm-Up is the first, highly personalized, competition of the year. We invite approximately 20 universities (3 student competitors) from across the country. We take pride in the quality of sales programs attracted over the past 14 years. Our goal is for students to work hard, but also have fun along the way. Students are guaranteed to participate in two 20-minute roleplays to sponsor's sales personnel and receive immediate feedback from the sponsor judges.

ICSC - INTERNATIONAL COLLEGIATE SALES COMPETITION

FLORIDA STATE UNIVERSITY

<https://icsc-fsu.com/>

Chuck Viosca | cviosca@fsu.edu
Shannon Young | styoung@fsu.edu

The Collegiate World Cup of Sales is the ultimate measure of a University sales program's focus on overall business revenue generating skills: strategic decision-making in a Sales Management Simulation event; confidence and resilience in a Warm Calling event; relationship development skills in a Role-Play event; sales management problem solving skills in a Sales Management Case event; presentation and speech skills in a Speed Selling event and a "give back attitude" in the Community Involvement event.

KSU - KEYSTONE SALES CHALLENGE

BLOOMSBURG UNIVERSITY

<https://www.bloomu.edu/keystone-challenge>

Dr. Monica Favia | mfavia@bloomu.edu

Bloomsburg University's Keystone Sales Challenge, hosted by the Zeigler College of Business and coordinated by the marketing and sales program, is held each spring with a three round role-play elimination competition, a B to B Marketing Case Competition and several professional development sessions, as well as a speed selling competition. This year, the sales challenge will be held virtually. Student entry fees this year are \$25 each.

KU/KING'S HAWAIIAN TEAM SALES COMPETITION

UNIVERSITY OF KANSAS

https://business.ku.edu/undergraduate-programs/degree-programs/certificate-professional-selling/kings-hawaiian-sales-competition?utm_campaign=f49d8bb0df8-EMAIL_CAMPAIGN_2019_12_19_05_31_COPY_01&utm_medium=email&utm_source=King%27s%20Hawaiian%20sales%20competition&utm_term=0_b2cc7ccd4f-f49d8bb0df8-117235585

Kristen Helling | khelling@ku.edu

The KU/King's Hawaiian Team Selling Competition welcomes teams of four to compete in a case study competition. Each team member will also compete in an individual speed sell round. Join the Jayhawks for an exciting competition, cash prizes, and great networking opportunities.

NCSC-NATIONAL COLLEGIATE SALES COMPETITION

KENNESAW STATE UNIVERSITY

<https://www.ncsc-ksu.org/>

Terry W. Loe, Ph.D. | tloe@kennesaw.edu
Mary Foster | mfoster@kennesaw.edu

NCSC is the oldest and largest university sales competition. Participants come from North America and Europe. The elimination style tournament features role-plays and five rounds of competition. Prior to NCSC, sponsors receive resumes of competitors and access to recordings post-event. The sponsor exclusive Career Fair runs Saturday and Sunday. The Final Four are announced during the informal networking event, featuring food, music and games. The Championship Round and Awards Banquet are held on the final day.

NCSSC-NATIONAL COLLEGIATE SPORTS SALES COMPETITION

BAYLOR UNIVERSITY'S S3 PROGRAM AND UNIVERSITY OF NORTH GEORGIA

<https://www.eventbrite.com/e/2021-national-collegiate-sports-sales-championship-virtual-tickets-83594269711>

Dr. Lane Wakefield | lane_wakefield@baylor.edu
Dr. Cindy Rippe | cindy.rippe@ung.edu

Want to work in pro sports? Seniors or grad students (only) interested in ticket sales for professional sports are invited to pitch in role-plays with hiring managers from the NBA, NFL, MLB, NCAA and more. This is the only sports-specific sales competition in the country. Space is limited for sponsors and schools.

NISC-NORTHEAST INTERCOLLEGIATE SALES COMPETITION

BRYANT UNIVERSITY

<https://nisc.bryant.edu/>

Dr. Stefanie Boyer | sboyer@bryant.edu
Kathy Stickel | kstickel@bryant.edu

Join us, NISC is an opportunity for students to connect with employers and receive individualized and immediate feedback from sales professionals. Put your skills to the test and showcase your brand through networking, a tournament-style sales role play and speed sell competition (multilingual), skill and leadership building sessions, social media and more. Compete for cash prizes and awards while you explore internship and job opportunities and expand your network.

NSC-NATIONAL SALES CHALLENGE

WILLIAM PATERSON UNIVERSITY

<https://rbisaleschallenge.wpunj.edu>

Dr. Mike Chao | chaoc@wpunj.edu
Michael Gatlin | gatlinm@wpunj.edu

The NSC is a 3-day sales competition hosted by the Russ Berrie Institute for Professional Sales (RBI), Cotsakos College of Business, and supported by RBI Corporate Partners. The event includes sales role-play and speed selling competitions, which sales executives and professionals judge. It also features table talks and corporate presentations. The National Sales Boot Camp, which empowers students for professional sales careers, precedes the NSC.

NSSC-NATIONAL SHORE SALES CHALLENGE

SALISBURY UNIVERSITY

www.salisbury.edu/nssc

Dr. Amit Poddar | masmi@salisbury.edu
Ms. Crista Hughes | masmi@salisbury.edu

The National Shore Sales Challenge (NSSC) is the biggest sales championship in the Mid-Atlantic region, hosting up to 45 universities. The Challenge has three role play rounds and a very unique cold call wild card round. Festivities include an evening mixer at the largest bayside dance club on the East Coast. NSSC provides a travel subsidy to each competing university and hotel rooms for the duration of the challenge (conditions apply).

NTSC-NATIONAL TEAM SELLING COMPETITION INDIANA UNIVERSITY KELLEY SCHOOL OF BUSINESS

[gokelley.iu.edu/ntsc](https://www.kelley.iu.edu/ntsc)

Sonya Dunigan | ntsc@indiana.edu

NTSC is a premier team selling competition that attracts undergraduate sales students from America's leading universities who wish to pursue high-level, complex sales careers. Teams compete in two rounds of role-play with a final presentation pitch from top three schools. Altria and 3M develop the case and senior management serve as buyers and judges. Cash prizes: 1st place \$3,000, 2nd place \$2,000, 3rd place \$1,000. Two networking receptions are included for all participants.

PENSACOLA PITCH COLLEGIATE SALES COMPETITION UNIVERSITY OF WEST FLORIDA

<https://uwf.edu/cob/the-pensacola-pitch/pensacola-pitch/>

Annina Dahlstrom | pensacolapitch@uwf.edu

The Pensacola Pitch Sales Competition is available to undergraduate students and features cases from real businesses looking to hire the best up and coming sales people in the country. Each two person team has 20 minutes to present as if they are sales representatives from the case company. Finalists are given a "twist" and have to adjust their presentation based on the new information and present again to a new group of judges.

PI SIGMA EPSILON PRO-AM SELL-A-THON® REGIONAL COMPETITIONS HELD AT DIFFERENT UNIVERSITIES

<https://www.pse.org/our-services/pro-am-sell-a-thon-2/>

Joan E Rogala, IOM, CAE | joan.rogala@pse.org

The Pro-Am Sell-A-Thon® is one of the largest sales competitions in the nation. This year-long competition is hosted at PSE's Fall Regional Conferences and National Sales & Marketing Convention in the spring. Students are encouraged to compete as early as their freshman year to begin building life skills that will serve them throughout their academic and professional careers. The competition is made possible through the generous support from Carew International, Vector Marketing, Citrix, Keyence and UPS.

RMM-ROCKY MOUNTAIN MADNESS METROPOLITAN STATE UNIVERSITY OF DENVER

<https://www.msudenver.edu/center-for-professional-selling/competition/>

April Schofield | aschofi3@msudenver.edu

Rocky Mountain Madness is a unique intercollegiate event that follows a bracket-style competition (similar to the NCAA's March Madness). Students compete in a variety of categories, including role plays, interviews, and a one-of-a-kind LinkedIn competition. RMM was designed as a virtual competition at its inception and allows students to sharpen their virtual communication and selling abilities.

RNMRS SALES COMPETITION

<https://www.rnmrs.org/>

Stefanie Boyer | sboyer@bryant.edu
Scott Randall | scott.randall@rnmrs.com

Over 2,000 students compete globally using voice recognition on their cell phones. Students watch videos, take quizzes and enjoy unlimited role play practice with immediate feedback from Alex, an animated artificially intelligent customer bot who listens, adapts and responds while scoring. Coaches see real-time scoring and feedback. Sponsors network with students at educational and recognition events. Semester long training culminates in a 15-minute role play competition event in April (Spring) and November (Fall). Free.

RNSC-REDBIRD NATIONAL SALES COMPETITION ILLINOIS STATE UNIVERSITY

<https://business.illinoisstate.edu/psi/rnsc/>

Duleep Delpchitre | dsdelp@ilstu.edu

Meet up to 100+ amazing sales students from 35 sales programs from around the country. The RNSC's objective is to provide collegiate sales teams with an opportunity to prepare and compete in a competitive setting before the National Collegiate Sales Competition (NCSC). Each student is guaranteed to compete in at least 2 role-play sessions and receive immediate feedback that can be used to improve their performance from each round. Experienced sales professionals will serve as mock buyers and judges alongside the career-fair, and table talks add more value to the event participants

SELLING WITH THE BULLS INTERCOLLEGIATE COMPETITION UNIVERSITY OF SOUTH FLORIDA

<https://www.usf.edu/business/centers/marketing-sales-innovation/competition.aspx>

Rob Hammond | rwhammond@usf.edu

Selling with the Bulls: Intercollegiate is the "Toughest Test in Sales Education". The community engagement event spans the entire sales process: networking, prospecting (email, vmail, LinkedIn, phone call), discovery, and sales meetings. The competition is hosted by the Center for Marketing and Sales Innovation at the University of South Florida in Tampa, FL. Teams of four students compete for individual and team awards in all events and all rounds over an action packed 30-hour experience.

SCSC-STEEL CITY SALES CHALLENGE DUQUESNE UNIVERSITY

<https://duq.edu/academics/schools/business/team-competitions/2021-steel-city-sales-challenge>

Ryan Luchs | luchsr@duq.edu

Paul Caswell | caswellp@duq.edu

An elevator pitch competition is open to all members of the participating university's sales team. The main competition is limited to 3 members per team. Students compete in a preliminary sales role-play competition round. Top scorers move on to a final role-play round. Experienced sales professionals serve as judges and evaluate student sales role-plays. There is added incentive for the students to participate and perform, in addition to building their sales skills. Prize money is in excess of \$10,000.

TCCSTC - TWIN CITIES COLLEGIATE SALES TEAM CHAMPIONSHIP UNIVERSITY OF MINNESOTA

<http://csle.umn.edu/competition/page/>

Todd Williams | toddwms@umn.edu

The Twin Cities Collegiate Sales Team Championship is designed to provide collegiate sales teams a unique opportunity to compete on a team basis. In addition to providing a great learning experience for students; this competition provides great value to universities by having six student competitors with a guarantee of a minimum of three role play experiences, and a career fair with the top companies looking for sales professionals.

UTISC- UNIVERSITY OF TOLEDO INVITATIONAL SALES COMPETITION UNIVERSITY OF TOLEDO

<https://www.utoledo.edu/business/essps/utisc/>

Deirdre Jones | deirdre.jones@utoledo.edu

UTISC is the nation's first and only national sales competition to focus exclusively on juniors, sophomores, and freshmen and hosts 36 universities. UTISC has a Junior Division and a Sophomore/Freshman Division so the competition and recruitment are transparent and fair. This year's Junior Division contains next year's seniors; FIND-THEM-FIRST! UTISC also includes three Coaching/Interviewing sessions that pair the competitors, alternates, and peer coaches with sponsors. A Social Media Competition has been added. Resumes and contacts sent two weeks in advance.

WVU PROFESSIONAL SALES COMPETITION WEST VIRGINIA UNIVERSITY

<https://business.wvu.edu/academics/marketing-department/marketing/wvu-sales-competition>

Dr. Emily Tanner | emily.tanner@mail.wvu.edu

Our emphasis is on development...helping you become a better sales professional. Contestants receive one on one feedback from the judges with the goal of providing students with substantive and constructive feedback. ▲

IN 2020

NEW CHALLY PLATFORM LAUNCHED IN JUNE—
41 UNIVERSITIES
PROVIDED ACCESS TO NEW CHALLY IN FALL 2020

AWARDED OVER **\$10,000**
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IN 2021

CELEBRATING OUR 15TH ANNIVERSARY
ELEVATING THE SALES PROFESSION THROUGH UNIVERSITY EDUCATION

IN 2020

LAUNCHED THE SEF
BARBARA GIAMANCO
MEMORIAL SCHOLARSHIP
FUND —

AWARDED TEN
\$1,000
SCHOLARSHIPS

SINCE 2011

CONTRIBUTED OVER **\$135,000**
IN SALES RESEARCH
GRANT FUNDING

A SPECIAL THANK YOU FROM SEF¹

A SPECIAL WORD OF THANKS TO EVERYONE WHO SUPPORTED SEF DURING 2020. DESPITE THE CHALLENGES FACED BY SO MANY, THOSE LISTED BELOW SUPPORTED OUR FOUNDATION. WE ARE TRULY GRATEFUL TO EACH OF YOU!

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A special "thank you" to the hundreds of companies and individuals who contributed to our SEF Barbara Giamanco Memorial Scholarship Fund during 2020. Though too numerous to mention each of you by name, we want you to know how important your contributions were to building this new fund. Thanks to each of you, SEF was able to award ten \$1,000.00 scholarships during the first year.



Sales Education Foundation
Elevating the Sales Profession Through University Education

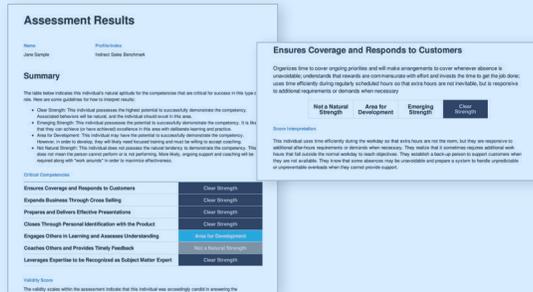
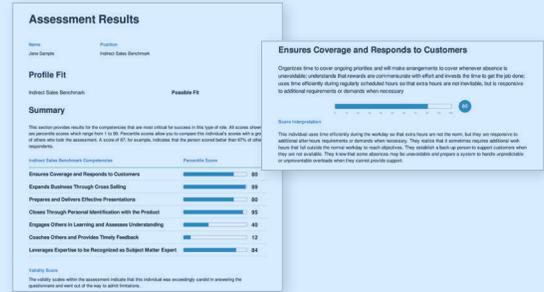
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A Data Driven Approach for Selecting, Aligning, and Developing Sales Talent

Sales Candidate Assessments

Selection reports allow you to know at a glance if a candidate is a good fit for your role.

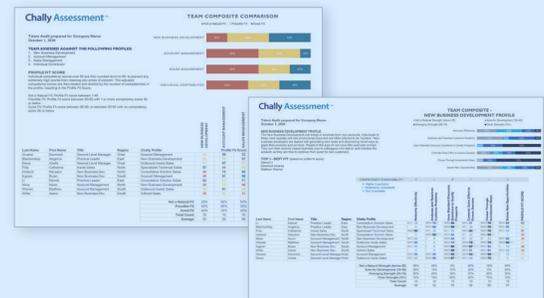


Sales Development Assessments

Development reports allow salespeople and their managers to have conversations that maximize engagement and performance.

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The Talent Audit provides you with data on your team's competencies and overall sales capacity.



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46% improvement in time to hire

43% reduction in cost per hire

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To learn more about Predictive Sales Assessments, visit <https://chally.com/products-services/predictive-assessment/>