



Sales Education Foundation

Elevating the Sales Profession Through University Education

The History of the SEF ANNUAL Magazine – Representing Continued Growth in University Sales Education Programs

The Sales Education Foundation began recognizing university sales programs in **2007**. As part of the foundation’s mission, the publication was conceived as an avenue for SEF to promote university sales education by providing a platform for university sales programs to promote themselves. With academic leaders and members of the Board, SEF established a set of criteria that would be used to compile a list of universities teaching Professional Sales. That criteria remains: a minimum of 3 sales-specific courses taught regularly; accreditation from an external source; and university recognition of the program.

The first issue of the “Top University sales Education Programs” was published in June 2007 as a supplement to Selling Power Magazine. That first list consisted of 27 universities and included data SEF compiled from a SEF created survey. Subsequent issues from **2008** and **2009** were also produced as supplements of Selling Power. The list of programs in 2008 dropped to 26 and in 2009 grew to 41 and included the first international listings.

In **2010**, SEF embarked on a bold venture to create a stand-alone publication and the Top Sales University Program magazine was created. That year saw another increase in listed programs with 48 meeting the criteria.

The **2011** edition represented another significant upgrade to the magazine as SEF employed an outside marketing group to create what would be branded as the Sales Education ANNUAL magazine. That year, 53 programs were listed and the publication. The newly-branded ANNUAL magazine was well received and included the first stand along section for Top European Sales Schools. That year also saw the creation of a Top Sales Universities Icon which became recognized as a symbol of pride among many of the programs listed.



The **2012** edition of the ANNUAL magazine included 67 universities listed as “Top Universities for Professional Sales Education which included more international listings. 2012 was the first year SEF tracked the percentage of job placement for sales program graduates, an important data point helping to represent the return on investment (ROI) a sales education degree can provide for the graduate. The 2012 edition included an article about the newly launched Sales Educators’ Academy, began in 2011 with SEF providing major sponsorship.

In **2013** SEF experimented with a number of new ideas including a student interview feature. This year saw another increase in programs listed bringing the number to 75. The popular Sales Myths Debunked section was repeated as practitioners voiced their pleasure in learning how current myths could be “debunked” by academic research.

The **2014** ANNUAL featured several new guest authors as SEF continued to offer both professors and practitioners a platform to promote sales education. This year there were 94 programs listed including 11 international schools. This edition also featured an article from the University Sales Center Alliance (USCA) on universities offering a Ph.D. with a focus in sales. This represented the first opportunity SEF had to share the contribution USCA was making to the university sales education space.

The **2015** ANNUAL magazine continued the tradition of listing “Top Universities for Professional Sales Education” and for the first time recognized over 100 programs. The list of 105 programs included 13 European schools, now referred to as “International” due to the increased global presence. 2015 also saw the first University Sales Competitions feature as these opportunities for sales students were increasing. SEF collected data from the major competitions and dedicated a 2 page spread to these unique events. In addition, 2015 saw the first digital offering of the ANNUAL magazine.

The **2016** ANNUAL celebrated the 10th edition of the publication and a special emblem was created to acknowledge this milestone. There were 124 programs recognized this year and the list of International programs increased to 15. Both features on the USCA and sales competitions were continued and the first International Sales Educators’ Academy to be held in the UK was highlighted. Additionally, 2016 saw the feature article submitted by the CEO of GrowthPlay, a newly created organization that had acquired SEF co-founders organization, Chally.

In **2017**, SEF expanded the guest author opportunities to include well-known individuals in the sales education space. Articles offered a view on the future of selling and how one university was “digitally morphing” their curriculum. This year saw 136 programs recognized including 17 International schools. The USCA and SEF Sales Competition features had become standard offerings in the publication and Pi Sigma Epsilon (PSE) was given a place to promote their contributions to university sales education.

The **2018** edition of the SEF Annual represented a departure for the “theme” idea as guest authors from several trail-blazing organizations were invited to share with readers their unique insights. We learned about new Masters programs in Sales Leadership, opportunities for international research and a new global database initiative. Also featured was the first university sales competition, NCSC, as it celebrated the 20th anniversary of that game changing event. The 2018 listing featured 134 US and international universities and saw the growth of “Other Notable” programs.

The **2019** edition of the Annual featured various aspects of academic research. This 13th issue also included articles on adding humor to sales education through the use of improv, how corporate-university partnerships have become a reality and how one university created a new curriculum to attract more female university students to Sales. This year, the “Top Sales Programs” listing grew to 150 programs. This issue also featured an interesting interview highlighting new research from Florida State University.

SEF’s **2020** Annual magazine theme centered on technology. This issue was published during the lockdown caused by the pandemic. The digital editions of the magazine were circulated worldwide and offered readers a chance to stay engaged when so many were confined to their residences. In this issue we discovered how sales organizations can embrace artificial intelligence, what a sales tech stack was and how the technology can assist organizations and the impact of virtual-visual playbooks on sales education. Another interesting article shared research findings on gender equality in sales. The list of “Top Sales Programs” was expanded to include 167 US and international universities. We learned more about obtaining a D.B.A. in Sales and the complexity of the sales center director role.

Our **2021** Annual published in mid-April. This **15th Anniversary Edition** theme was “Professional Sales: Past, Present and Future.” In this edition, we explored the history of sales and how John Patterson is credited with creating the first sales conference and sales training school. Present day articles included the newly created SEF Barbara Giamanco Scholarship and the first recipients, two different views on virtual selling and how immersion boot camps are expanding sales education outside the traditional college of business. The future looks bright as sales students can now role play with an AI bot as part of

a digital sales competition and one university is launching an initiative to better understand how to attract underrepresented minorities to the sales profession. The 2021 “Top Sales Programs” listing grew to 176 US and International universities while the “Other Notable” section included 23 universities.

The **2022 SEF Annual** published in mid-April. This 16th edition theme is “Professional Sales Around the Globe.” In this redesigned edition, we explore worldwide examples of Sales education in other countries in the feature article “A Sales Education Journey Around the Globe.” This edition is the largest to date featuring 17 guest authors. Other topics explored by these authors include sales enablement, the role of the customer success manager, insights from sales managers around the world, relationship selling, and sales program partnerships. Two articles focus on university sales competitions and regular features include SEF Research Grant recipients and the SEF Barbara Giamanco Memorial Scholarship. The Sales Myths Debunked feature (a popular addition to each SEF Annual) included 10 entries from some SEF Board members. A new “Top Sales Programs” emblem was created to acknowledge both universities and colleges. The listing of Top Sales Programs included 180 US universities and colleges, 18 international universities and 22 Other Notables, totaling 220 listed – the largest group ever!



As we support university sales education, we look forward to continuing the tradition of offering universities the opportunity to promote their sales offerings worldwide through publication of our SEF Annual.

View the growth chart on the next page for a visual picture of the number of universities and colleges offering Professional Sales education.

Number of "Top Sales" Recognized Programs

