



Sales Education Foundation

Get to know us!



ELEVATING THE SALES PROFESSION. ⁷

SEF was founded in 2007 by Howard and Sally Stevens from HR Chally and Chally Group Worldwide.

Their goal was to establish a Foundation that would:

- Encourage universities to teach Professional Sales
- Develop recognition of Professional Sales as a driver of the US economy
- Change public perception of the Sales profession



- Provide support for sales specific research with \$10,000 awarded annually through our SEF Research Grant Program
- Strengthen relations between industry and academia by increasing awareness of academic Sales programs
- Create a platform for university Sales programs to gain worldwide exposure (SEF *ANNUAL* magazine - 17th edition available-
<https://www.salesfoundation.org/news/sefannual/>)
- Encourage more Ph.D. candidates in Professional Sales
- Advocate for quality Sales practices to strengthen public perception and awareness of Sales careers

Sales Education Foundation website

- Houses SEF ANNUAL featuring “Top Universities and Colleges for Professional Sales Education” listing
- Dedicated Sales Research section provides access to practical research into Sales industry concerns
 - Includes Sales Research Journals listing and Sales Practitioner Resources
- Knowledge Center housing multiple articles, whitepapers and presentations
- Upcoming Events posts dates and links for university Sales competitions, conferences and related events

Sales Education Foundation website

- Houses SEF ANNUAL featuring “Top Universities and Colleges for Professional Sales Education” listing -used by corporate recruiters and industry professionals to identify Sales programs worldwide
- Dedicated Sales research section provides access to practical research into Sales industry concerns
- New Sales Practitioner Resources section featuring magazines, books and journals
- Upcoming events posts dates and links for university Sales competitions, conferences and related events

What do statistics tell us?

- Over 60% of first-time sales people resign or are terminated within the first year causing companies to lose millions of dollars annually
- Survey findings report sales graduates ramp up 50% faster and turn over 30% less
- Universities report high demand for sales graduates with average job placement +94% (2023 SEF Annual)

What are companies saying about the benefits of hiring sales program graduates?

“These employees have gained valuable, sales specific exposure and perspective. Having new graduates with this experience helps to increase the internal learning curve. We’re able to reach our goals much more quickly.”

“The graduates have a mindset of consultative selling - they understand how to ask the right questions. They ramp up significantly faster in the process. They are easier to train because they already comprehend the process.”

Now that you've found us check out resources available to everyone in Professional Sales!

SEF Knowledge Center

<https://www.salesfoundation.org/knowledge-center/>

Elevating Sales

Here you'll find many options including SEF Research Grants, Sales Research Journals, Sales Practitioner Resources and much more

<https://www.salesfoundation.org/elevating-sales/>

Contact us @ info@salesfoundation.org