



Sales Education Foundation

Elevating the Sales Profession Through University Education

Established in 2007

Our Mission:

"elevating the sales profession through university education"

SEF promotes university sales education programs, provides Sales research grants, sponsors academic conferences and advocates for the recognition of Sales as a true profession.

Foundation Goals

Provide information for universities that want to teach professional selling to help them start a program

Encourage new PhD candidates to research, and ultimately teach professional selling by providing grant funding and support

Increase the number of students seeking Sales curricula through promotion of the opportunities

Develop recognized specializations within the Sales arena

Strengthen relations between industry and academia by providing a platform for increasing public awareness

The SEF is . . .

A non-profit foundation where academic and industry professionals collaborate for the advancement of sales education and the industry through education, research, and public awareness

The SEF is not . . .

An avenue for selling or distributing private products/services or for personal/company exposure and/or financial gain

"We at the Sales Education Foundation have been so gratified to see the explosive growth of Sales Programs at the college level in the last 18+ years. These programs provide a foundation of solid sales skills and have on average a +90% job placement rate at graduation. The companies which sponsor these programs and hire the students report quicker ramp-up times and vastly reduced turnover rates for their new hires as opposed to recruits from the general academic population."

-Sally Stevens SEF Co-Founder



Read our SEF Value Proposition Statement to learn more:

<https://www.salesfoundation.org/about/sef-value-proposition-statement.pdf>

SEF Website

<https://salesfoundation.org>

SEF Contacts

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Snapshot of Some SEF Initiatives

SEF ANNUAL - featuring the "Top Universities and Colleges for Professional Sales Education" listing

The SEF provides sales programs with worldwide exposure by featuring survey data of their offerings in our SEF ANNUAL. SEF supports each institution's efforts to meet their goals for the advancement of the Sales profession and publicizes these efforts through our "Top Sales Universities and Colleges" listing.

Also featured are "Other Notable" programs recognized for offering their students sales education opportunities while progressing toward a formal program. To learn more about requirements for the listing, please email SEF, info@salesfoundation.org.

SEF Research Grant Program

The SEF Research Grant Program currently provides two \$5,000 grants annually. A Call for Proposals is announced yearly and recipients are selected by an independent selection committee. Since 2011, SEF has provided over \$160,000 in research grant funding.

SEF Career Development Program

SEF provides university sales program students with the opportunity to participate in the Chally Assessment™. Supported by Chally, a Spark Hire Company, this program has served over 40,000 professional sales students since 2010. Support materials and training are provided to professors at no cost. Students do not pay to participate.

Support for Educational Workshops and Conferences

SEF sponsors several academic workshops and conference events. Funding has been provided to many educator conferences and workshops including the Sales Educators' Academy, Sales Researcher's Collaboration Consortium, AMA Sales SIG, GSSI and others.

Visit the SEF website - <https://salesfoundation.org> to find the latest edition of the SEF ANNUAL and more information from SEF.

SEF Advisory Board Members

These individuals provide SEF with their time and talents to further our mission.

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SEF Co-Founder

Sally Stevens

SEF Co-Founder

Barry Trailer

Sales Mastery

Andrea Zavakos

University of Dayton



"The Sales Education Foundation has been an incredible partner in the SEA program. Whether its providing funding for doctoral student scholarships or bringing world-class speakers to Orlando, the SEF has always stepped up to support the Sales Educators' Academy."

-Leff Bonney

Florida State University
SEA Co-Founder