



ELEVATING THE SALES PROFESSION.⁷



Foundation Overview

*Supporting university sales education programs, their students
and the professional sales industry*



Sales Education Foundation
Elevating the Sales Profession Through University Education



Established

2007

Status

The Sales Education Foundation is a component fund of The Dayton Foundation, a 501(c)(3) public charity

Mission

“To elevate the sales profession through university education”

Major Goals

- Provide resources for universities that want to teach professional selling, enabling them to start a program
- Encourage new PhD candidates to research, and ultimately teach professional selling by providing data and support
- Increase the number of students seeking sales curricula
- Develop recognized specializations within the sales arena
- Strengthen relations between industry and academia by increasing awareness through program support

Website

www.salesfoundation.org

Executive Board

Sally Stevens

Executive Director, SEF Co-Founder

Dick Canada

Indiana University

Jon Hawes

Indiana State University (retired)

Mike Jenkins

AT&T Global Business Solutions

Jason Jordan

Vantage Point Performance

Connie Resendes

Morningstar, Inc.

Jack Rhodes

University of Washington

Howard Stevens

SEF Co-Founder

“... our entire program here at Purdue have found high value in participating with you. Thank you for all that you do to promote the noble profession of SALES!”

-Jane Anderson, Purdue University

The SEF is . . .

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

The SEF is not . . .

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



Snapshot of Two SEF Initiatives

SEF ANNUAL Magazine, featuring the “Top Universities for Professional Sales Education” listing

The SEF provides sales programs with worldwide exposure by featuring important information about their offerings in our ANNUAL magazine. SEF supports each university’s efforts to meet goals outlined for the advancement of the sales profession. In order to be included in the “Top” listing, university sales programs must meet the following criteria:

- Offer a minimum of three sales-specific courses
- Receive accreditation from an external source
- Obtain university recognition of the program

Also featured are “Other Notable” programs recognized for offering their students sales education opportunities while progressing toward a formal program.

SEF Career Development Program

The SEF provides university sales program students with the opportunity to participate in a predictive assessment. Supported by Chally Group, a GrowthPlay Company, this program has served over 13,000 professional sales students at more than 70 universities. Support materials are provided to professors and an annual faculty certification workshop is held each summer.

Visit the SEF website, <http://www.salesfoundation.org>, to find the latest edition of the **ANNUAL** and more information on all SEF opportunities.

Advisory Board

Leff Bonney

Florida State University

Bruce Chesebrough

TPG Capital, LLC

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Digital Transformation, Inc.

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Merrill Lynch Wealth Management

Lee B. Salz

Sales Architects | The Revenue Accelerator

Jane Sojka

University of Cincinnati

Rosann Spiro

Indiana University, Professor Emeritus

“The Sales Program at University of Wisconsin Oshkosh is doing quite well, based on comments from students and employers. It’s very clear to me that the success of the course is partly due to the support and encouragement SEF has provided. You’ve made a big difference.”

-Bryan Lilly,
University of Wisconsin Oshkosh

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For more information visit **www.salesfoundation.org**

Special thanks to GrowthPlay for providing online and IT support for our academic programs.

