



Sales Education Foundation Career Development Program

Through a partnership with GrowthPlay, a sales effectiveness firm, SEF's Career Development Program provides students with the opportunity to participate in a behavioral-based, research supported, predictive sales career assessment.

Through personalized results, students gain insight into areas of predicted strengths and obtain valuable information on developing work-arounds for areas where growth opportunities exist. Their results can be used at interviews and job fairs to showcase strengths and demonstrate predicted success in a sales role.

University assessment results provide students:

- A personal description of predicted strengths
- Identification of personal role alignment
- Guidance for career development/management

The Sales Education Foundation (SEF) is a non-profit organization founded to advance the sales profession through university education.

SEF creates educational materials, publicizes sales program offerings, provides scholarships and promotes public awareness regarding the benefits of university sales education and professional sales careers.

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

See reverse side for more information



SEF Career Development Program support materials include:

- PowerPoint presentation
- Workbook (PDF) including exercises
- Sample student results (PDF)
- Profile Interpretation Manual (PIM) for faculty

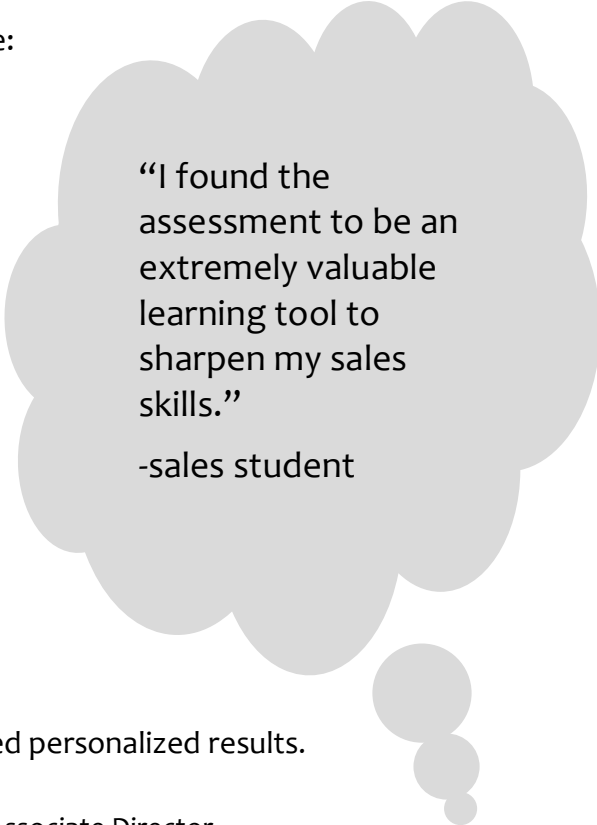
Student workbooks and sample results are available in PDF format. SEF can provide a “virtual visit” to the class to make the PowerPoint Presentation, which can be saved for future use.

Students receive a link via email to take the assessment online and receive instructions when their results are ready. Results are housed on a dedicated website.

Since 2007, over 14,000 sales students from +70 university sales programs have completed the assessment and received personalized results.

For more information call 800-776-4436 or email Marty Holmes, Associate Director, marty@salesfoundation.org.

To learn more about SEF, visit our website: www.salesfoundation.org.



“I found the assessment to be an extremely valuable learning tool to sharpen my sales skills.”

-sales student

Career Development Program - 5 Easy Steps

