2017 TOP UNIVERSITIES FOR PROFESSIONAL SALES EDUCATION
The most comprehensive listing of graduate and undergraduate sales education offerings.
A SPECIAL WORD OF THANKS TO THOSE LISTED BELOW WHO SUPPORTED SEF IN THE PAST YEAR.

BALL STATE UNIVERSITY
H.H. GREGG CENTER FOR PROFESSIONAL SELLING
INDIANA UNIVERSITY
KELLEY SCHOOL OF BUSINESS CENTER FOR GLOBAL SALES LEADERSHIP
KANSAS STATE UNIVERSITY
NATIONAL STRATEGIC SELLING INSTITUTE
KENNESAW STATE UNIVERSITY FOUNDATION, INC.
UNIVERSITY OF CENTRAL FLORIDA PROFESSIONAL SELLING PROGRAM
UNIVERSITY OF DAYTON
FIORE TALARICO CENTER FOR PROFESSIONAL SELLING
UNIVERSITY OF TOLEDO
EDWARD H. SCHMIDT SCHOOL OF PROFESSIONAL SALES
UNIVERSITY OF WASHINGTON
FOSTER SCHOOL OF BUSINESS PROFESSIONAL SALES PROGRAM
WEBER STATE UNIVERSITY
ALAN E. HALL CENTER FOR SALES EXCELLENCE
UNIVERSITY OF PORTSMOUTH, UK
CHALLY GROUP, A GROWTHPLAY COMPANY
DAN WEINFURTER, CEO, GROWTHPLAY
DAWN DEETER-SCHMELZ, USCA PRESIDENT
DEIRDRE JONES, UNIVERSITY OF TOLEDO
DR. HOWARD DOVER,
UNIVERSITY OF TEXAS AT DALLAS
ELLEN BOLMAN PULLINS, PH.D,
UNIVERSITY OF TOLEDO
JASON JORDAN,
VANTAGE POINT PERFORMANCE
MR. & MRS. JON HAWES
MR. & MRS. HOWARD STEVENS
NEIL RACKHAM, RACKHAM FOUNDATION, LTD.
NEWS-PRESS & GAZETTE COMPANY
PI SIGMA EPSILON (PSE)
NATIONAL SALES & MARKETING FRATERNITY

THANK YOU FROM SEF

A SPECIAL WORD OF THANKS TO THOSE LISTED BELOW WHO SUPPORTED SEF IN THE PAST YEAR.

OVER $126,000 contributed to research, sales-related events, workshops, and scholarships

OVER 15,700 students from 90+ universities have participated in Career Development Program

IN 2016

17 sales educators certified for Career Development Program

51 UNIVERSITIES utilized the Career Development Program

OVER $26,000 given in support of sales research and sales-related events/conferences

+3,700 STUDENTS participated in free career assessments from our Career Development Program

Be a part of it
www.salesfoundation.org

@Sales EdOrg
http://bit.ly/LinkSEF
From the Editor

THE FOCUS OF OUR 11TH EDITION ANNUAL EXPLORES HOW THE SALES PROCESS IS CHANGING AND HOW SALESFORCES WILL NEED TO BE TRAINED TO ADAPT TO SATISFY THE NEEDS OF INCREASINGLY SAVVY BUYERS. MORE UNIVERSITY SALES PROGRAMS ARE EVOLVING THE CURRICULA TO INCORPORATE TECHNOLOGY AND SOCIAL MEDIA AS TOOLS TO IDENTIFY NEEDS AND BUILD SOLUTIONS FOR NEW AND EXISTING CUSTOMERS.

Throughout the past ten years our goals have remained constant as we strive to elevate the profession of Sales. They are:

• 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 a sales curriculum
• DEVELOP RECOGNIZED SPECIALIZATIONS WITHIN THE SALES ARENA
• STRENGTHEN RELATIONS BETWEEN INDUSTRY AND ACADEMIA by increasing awareness through program support.

We thank the professors and the administrations of the universities teaching professional selling, and we thank the sponsoring companies. Through their vision, dedication, and support, sales education has gained traction. Candidates from these programs are more prepared to align with their initial sales roles and to compete in the ever-changing global economy.

SALLY C. STEVENS
The Future of Selling 2017—

Four ways that selling will be different going forward. Based on insights from Daniel J Weinfurter

SUPPORT WHAT IS ESTABLISHED AND EMBRACE WHAT IS EMERGING

24/7
WHILE THERE IS MUCH TO REPORT ON THAT IS ENCOURAGING AND EXCITING IN THE WORLD OF PROFESSIONAL SALES, IT STILL REMAINS A FACT THERE IS MUCH TO DO TO ELEVATE THE PROFESSION OF SELLING TO BE EQUAL IN STATUS, IMPORTANCE AND RIGOR TO THAT OF OTHER DISCIPLINES SUCH AS FINANCE, ENGINEERING OR MARKETING.

As evidence of this, most surveys show that fully a third to a half of all sales professionals in the US did not make quota in 2016, and overall, sales organizations on average achieved 80% of their plan. I think we all know the impact of a 20% revenue miss at the enterprise level. Turnover continues at rates exceeding 25% per annum, meaning a typical company replaces their entire sales force every four years (or more likely, replaces some subset of the company each year, every year). Yet, despite these statistics, and despite some pundits talking about the death of the salesman, selling in 2017 remains the principal method in which many to most organizations execute their business strategy. There are however, some trends emerging on how selling going forward will be different.

ROLE SPECIALIZATION
It was not that long ago when most organizations had essentially one selling role. Promotions were granted based on tenure and success, as a person could move from an Account Representative to a Senior Account Representative to a Strategic Account Manager, but the role itself was quite similar. The cultivation of leads was the salesperson’s responsibility; they took a list and figured out a way to get a meeting or to somehow engage someone at the prospect company to begin the conversation. Marketing’s role in supporting the salesforce was to create thought leadership pieces and sales collateral that could be used during the selling process.

Today, many organizations have rethought the go to market structure in its entirety. It is far beyond inside and outside sales. Today’s organizations often have significant granularity in both inside and outside roles. For example, inside sales may consist of three or four different types of professionals, including individuals whose role is very specific—limited to reacting to inbound web site hits, others that only make outbound calls and still others that only set appointments for the outside team. Outside roles have evolved considerably as well, reacting to requirements based on products or services, size and sophistication of the prospect organization, and still others to work the channel.

The multiple roles that exist in today’s sales organization do provide career opportunities for many different types of skill sets, yet the rigidity that exists in some organizations does limit the learning that might otherwise occur when someone is exposed to a wider set of situations and different types of customers and customer needs.

INCREASED HIRING RIGOR
Based on the historical tendency to fail to apply the rigor and discipline the sales recruitment process deserves and the resultant pain that comes from this, as well as the recognition that the many different sales roles require different sales skills as well as different behavioral competencies, it should come as no surprise that most companies are working on establishing enhanced approaches for building sales teams. These processes recognize that the skill set for reacting to inbound leads is quite a bit different than the skills required for someone who has to do outbound calling.

Further, firms are finally recognizing that each sales role in each company is different. Sure there are some similarities between firms and industries. Everyone knows that there are differences between the makeup of hunters and farmers, and that some roles in a sales organization require more of a hunter orientation, and some require a farming mentality. Most understand the difference between a transaction sale and a consultative sales role. But more recently, many firms have begun to consider the deeper, but important subtleties that impact success in a role. The nature of the product or service impacts the fit for the role, as does the size and sophistication of the customers they will be calling on.

The functional role of the prospect also matters; for example, you need a different competency orientation if you are calling on IT vs HR or Finance vs Marketing decision makers. These nuances have begun to be spelled out in hiring profiles. Further, sales leaders are beginning to understand that the stage a company is in, i.e., early stage, growth, or mature, dramatically impacts the type of person who is likely to be successful in a role, and these differences are being spelled out in the position descriptions as well.

Additionally, to improve the odds of hiring success, firms are increasingly making use of predictive assessments
during the hiring process. This has long been common practice for executive roles, and tests have been used for many years for determining the level of skill that a person might have in a given discipline. Many firms are now coupling skill checking tools along with assessments that provide insight into some of the hard wired behavioral DNA that makes up each person’s natural resting state inclinations. Used as part of a comprehensive process, many firms have discovered using assessments improve the likelihood of placing individuals into specific sales roles that they are well suited for.

**INCREASED FOCUS ON UNDERSTANDING CUSTOMER ISSUES**

The notion of arriving at a better understanding of what customers really want is not new. Going back some 30 years to the thinking around the concept of the Trusted Advisor and continuing more recently with concepts such as Insight Selling and Challenger Selling, we see an increased focus on the desire to equip sales organizations to be able to have the right type of conversation with prospects and clients—and to do this in a way that improves a potential buyer’s ability to understand the value message that is inherent in a firm’s product or service offering—of course customized to the buyer’s specific issues and challenges. Today’s buyers are more digitally engaged than ever before. They are leveraging social networks and online sites to both find unique solutions to issues they know they have and to find vendors who can deliver. This requires a granular focus into how buyers are engaging digitally, and then have sellers who are able to use this understanding as a jumping off point for a face to face conversation.

The net of all this is that the skills required of today’s successful salesperson have been amplified. Product and industry knowledge must be at a reasonably high level, as this is a prerequisite to aligning your product or service to actually solve the issue a buyer faces. But the successful salesperson of today must increasingly possess skills common to the consulting profession. This means the seller must be able to determine where a potential customer is on the purchase journey, and then come to a deep understanding of issues impacting each specific customer or prospect through highly effective discovery, which necessitates great business acumen, analytical capability, both through research and through face-to-face discovery skills. Then the real talent is to be able to craft the story about how your product or service solves the customer issue in a way that is both different and better,
in a way that resonates with the buyer both from a business and personal perspective. Not an easy task.

**DEMAND GENERATION**

When I first started as a sales representative for GE, I was given a defined geographic territory, a phone book, and a phone—along with the encouraging words “good luck to you” from my sales manager. But in that day, it was indeed possible for a determined individual to work the phone hard enough to get enough meetings such that over time, you could fill your calendar with sufficient numbers of meetings and build a pipeline that could result in meeting or exceeding quota.

Today, with the death of land lines and the near ubiquitous presence of caller ID, it is VERY difficult for a sales person to cold call his or her way to success. Instead, successful organizations use a combination of demand generation techniques coupled with individuals who have the capability to leverage social networks to get introduced to individuals and firms who might have needs related to the product or service of the vendor firm. Some people are quite good at this, having worked very hard to build the kind of network that can be leveraged for gaining introductions that work for the product or service they sell. Most sales people who are skilled at networking recognize the reciprocal nature of this; they must be willing to provide introductions back to others who would benefit from them.

In terms of demand generation, this is a rapidly emerging field that uses a variety of channels, both digital and traditional, to try to engage prospects to learn more about a vendor’s product or service.

Demand generation tactics can include digital advertising, SEO marketing, targeted email and snail mail campaigns, webinars, speaking events, ad retargeting, and even the mailing of specific items to a prospect to attempt to engage him or her in your product or service. To do this all correctly requires significant expertise on the use, timing and appropriate methodology that are likely to generate the best return. The goal ultimately is to turn over qualified leads for the sales force to pursue and hopefully to close, meaning the capability and skill of the sales organization remains the critical success factor in driving revenue growth, even with newer tactics such as demand generation deployed in a highly evolved fashion.

There have been studies that suggest the number of individuals who will enjoy a career in sales is on the decline. We do not subscribe to this theory. We recognize that the role of sales professionals will change, and a career path will not be the same as in the past. Increasingly, formal university sales education and talent will be highly valued, and the old stereotypes of gregarious and back-slapping as the models of successful sales people will vanish. We can’t help thinking this cannot happen soon enough.
Students around the world are being exposed to cutting-edge education in professional sales. They execute quality role plays. They sell actual products and services for class. Sales students are hired into B2B selling internships. They get certified in methods like SPIN and Conceptual Selling. They receive authorized training on technologies like Salesforce and LinkedIn. Universities provide engaged learning, application, and networking in many ways. In the college classroom, the future of selling is coming to life through innovative pedagogy and state-of-the-art curriculum.

Some of the best advancements in selling happen in university sales programs. Business schools have been introducing sales majors and creating curriculum where little existed ten or fifteen years ago. This expansion has led an increase in interest by faculty in researching sales. The result? Beyond just well-prepared, highly demanded students, university programs offer important insights on where the profession is heading in the next decade and beyond. According to Andrea Dixon, Executive Director of the Baylor Sales Program, “One of the most important things we do is keep our pulse on the changing sales field and how go-to-market strategies are changing in industry. It’s our job to work with partners and research the profession, so that we can truly make a difference in our students’ preparation—their education, development and mindset.”

Based on a brief survey included with the recent SEF University Sales Program listing update, below are five trends that emerge across 100 responses. To provide a flavor for how these are taught, a few examples of what the sales programs are doing are included.

1. BUSINESS ANALYTICS
One of the more recent trends in sales curriculum has been to build in a strong emphasis on business analytics. The Sales Analytics course at University of Minnesota in Duluth uses real databases (e.g., from companies like Hormel) to analyze real sales data, make category management suggestions, forecast, and plan how to sell customers on promos. It’s taught with an emphasis on case analysis, assignments and in-class activities to assure students develop the actual skills of analytics. British
Columbia Institute of Technology offers a similar course where students make ‘data-driven decisions’ using CRM data and evaluate Salesforce dashboards.

BCIT Students earn a credential as a HootSuite Certified Professional.

2. SOCIAL SELLING
Social media has permeated every aspect of modern life, including sales. Many sales programs help students understand responsible, ethical social media use. The University of Dallas has students writing reflection papers on their own social media use. Other sales programs are capitalizing on new media to sell better. North Dakota State’s CRM class integrates social listening aspects. Students combine Microsoft Social Listening with Dynamics CRM to understand customer perspectives and pain points. Other programs teach students how to leverage social media for prospecting. Kennesaw State has students working with Sales Navigator in LinkedIn for prospecting and initial research, while Florida State teaches analytic-based prospecting. FSU students employ Hoovers Academic, Lexis/Nexis, LinkedIn, Facebook and Company websites to develop a prospect list and approach.

3. EMOTIONAL INTELLIGENCE
Several universities now teach students how to assess and develop Emotional Intelligence. At the University of Toledo, students learn why EI is important and how it might manifest in a sales context. Then, in small groups, students write brief customer profiles to demonstrate an example of customer emotions. They take turns as buyers and sellers, displaying the emotions and employing strategies to handle the emotions to achieve a positive outcome. According to UT Professor Katy Johnson, “Unlike some intelligences, emotional intelligence can be cultivated. I believe this is an area where universities may be getting in front of practice, helping students gain competitive advantage by giving them a unique competency that will serve well in future sales roles.”

4. CROSS-CULTURAL AND DIVERSITY
A number of European sales schools focus on international selling, even offering a masters of international sales management at the University of Eastern Finland. In the U.S., schools are starting to incorporate more international and diversity perspectives. Florida International University and University of Texas Arlington programs incorporate a bilingual component, along with the cultural aspects that go along with selling in a Spanish-speaking environment. FIU offers a personal selling class primarily in Spanish. UTA students complete a role play where the potential buyer has bilingual fluency. Within a team, students fluent in both languages take the lead, making final presentations to the buyer in both languages.

5. CONTINUOUS CHANGE
Bryant University prepares students for continuous change by training adaptability and using self-directed learning projects. They develop adaptability through improvisation, active learning exercises and strategies to adapt in uncertain circumstances, with a goal of making good decisions when the situation is constantly changing. In self-directed learning, students diagnose skill deficiencies, identify resources, create a plan with evaluation to achieve the new skill, and work with a mentor. This way, students are able to assess their own learning deficiencies and come up with a plan to acquire future skills. In a constantly changing environment, skills that can help students continue to learn and grow are crucial.

THE SELLING PROFESSION HAS SEEN RAPID CHANGE AND WE HAVE EVERY REASON TO BELIEVE THAT THIS CHANGE WILL CONTINUE.

With technological advancement, strategic emphasis on buying and selling functions, and increased complexity of product and service solutions, the salesperson of tomorrow will look vastly different. Sales programs around the world appear to be on target with preparing students for this changing role. At a national sales competition, Jim O’Hara, a sales leader at Goodyear, noted “we’ve been so impressed with the students we are exposed to at the UT invitational sales competition. They are not just well-prepared for selling today, but the future of the sales profession.”

Students come out of these programs confident and committed to the profession. Recent graduate, Jake Hadley understands the value of his sales education. “When I did my internship at Therma Tru, I was involved with research for future initiatives, as well as actual selling. Whether I was in NW Ohio on the phone, researching in Texas or Florida, or presenting new ideas, I felt like I was well prepared by my sales classes. I know I am ready for my next step as a Relationship Manager with Tom James.” Well-developed graduates, like Jake, are ready to tackle the changing field.

As university sales programs educate these future salespeople, they also develop the future of sales.

ADDITIONAL TRENDS WE FOUND:
- Selling to Technical Buyers and C-level Suite
- Category Management
- Inside Sales
- Team Selling
- Corporate Responsibility, Sustainability, Ethics and Servant Leadership
NEIL RACKHAM RESEARCH GRANTS MAKE AN IMPACT

By Jason Jordan, Partner, Vantage Point Performance
THE CHICKEN AND EGG OF SALES RESEARCH

WHEN THE SALES EDUCATION FOUNDATION BEGAN A DECADE AGO WITH THE MISSION TO VASTLY EXPAND SALES EDUCATION IN OUR COLLEGES AND UNIVERSITIES, ONE CRITICAL OBJECTIVE WAS CLEAR:

*We needed to enable more sales educators in our colleges and universities. Until more professors were willing and able to teach sales, there could be no increase in sales education.*

For those of you outside of academia, there’s a virtuous cycle that sustains academic advancement, but it also makes it difficult to launch new areas of study. To become an educator in your chosen field of study (say… sales), you must conduct and publish research in that discipline. But to conduct and publish research in that discipline, you effectively must be an educator in that field of study. So to become a professor of sales, you need to publish sales research. But to publish sales research, you need to be a professor of sales. Chicken, meet egg.

Therefore, one of the early priorities of the SEF was to promote sales research in colleges and universities to raise the visibility of sales and establish it as a viable academic discipline. But to accomplish that we would need to inject some ‘enthusiasm’ for sales into this virtuous cycle for professorship and publishing to blossom. Chicken and egg, meet famed sales researcher Neil Rackham.

SEF/NEIL RACKHAM RESEARCH GRANTS

In 2010, Neil volunteered to sponsor a grant program to encourage high-quality academic research in the discipline of sales. The SEF and Neil collaborated to establish a process for selecting researchers and projects that would further this cause, and in 2011 the first individual grants were awarded. Overall, the SEF has been privileged to disburse $70,000 in support of 14 academic research projects in the areas of sales and sales management. (To learn more about these grants, please visit the Sales Research section of our website, salesfoundation.org.)

These grants were true ‘investments’ in the future, since the academic research and publishing process can be long and challenging. But as we approach the 7th year of this effort, we have begun to see the payoff from those investments. To date, several SEF supported research projects have been published in various academic journals—the ultimate recognition of superior academic research. We are proud to highlight four early contributions to the body of sales research and to share some of the findings that resulted from the efforts.
2011 RECIPIENTS:
ZACHARY HALL, MICHAEL AHEARNE, HARISH SUJAN

The Importance of Starting Right: The Influence of Accurate Intuition on Performance in Salesperson–Customer Interactions

When salespeople interact face-to-face with potential buyers, the sellers make two types of judgments: 1) those that are intuitive, and 2) those that are deliberative. In this research project, Hall, Ahearne, and Sujan examined each of these methods of judging buyers to determine how a salesperson’s ability to make more accurate assessments influences the seller’s performance.

Their results revealed that making accurate “intuitive” judgments improves sales performance by helping salespeople select the most appropriate sales strategies. Good intuition not only helps increase the effectiveness of the sellers’ efforts, it also reduces the amount of selling time, resulting in improved sales efficiency. However, sales performance can decrease when good intuition is followed by inaccurate “deliberative” judgments.

So if you want to make good assertions about your sellers and improve your sales performance, you need to succeed at both. Their research revealed that intuitive judgement is improved when sellers have domain-specific experience, are similar to their customers, and have empathy for the buyers. Deliberative intuition improves when sellers employ good listening skills and orient themselves from the customer’s perspective. Do both well, and you win big.

2011 RECIPIENT:
BETH ROGERS

Closing the Sales Skills Gap with Outsourcing

The outsourcing of business functions has been a well-practiced strategy for decades. When corporate functions become too costly, difficult to resource, or slow to change, companies often turn to outsourcing to bring those functions back in line with organizational expectations and needs. But what about the sales function?

In this study, Beth Rogers examines the practicality of outsourcing sales. Data suggests that only 11% of companies were outsourcing any sales or marketing activity in 2012, partly because of a concern by sales directors that there is a risk of losing control of the customer experience. However, advocates of outsourcing argue the exact opposite – that outsourcing actually “reduces” risks because the outsourcing vendors focus exclusively on the quality of the sales effort.

Regardless, there appears to be a trend toward greater sales outsourcing. Between 2010 and 2014, the number of registered sales outsourcing vendors in the UK increased from 187 to 517, and there are success stories stretching from Japan to North America, and from pharmaceuticals to coffee machines. Time will tell whether the trend continues and sales outsourcing becomes as common as it is in other organizational functions. Stay tuned.
2013 RECIPIENTS:
NICK PANAGOPULOS, ADAM RAPP
Adaptive Sales Capabilities and Sales Performance

Everyone would agree that the marketplace in which salespeople work is becoming increasingly complex. To succeed in such an environment, sellers must possess the ability to adapt to new environments and continually develop relevant skills and capabilities. Possessing such ‘adaptive sales capabilities’ allows salespeople to quickly evaluate the changing marketplace, respond to new customer needs, and tailor solutions that outwit competitors.

Panagopoulos and Rapp explore three specific adaptive sales capabilities: 1) Vigilant market learning, or the ability to perceive market changes, 2) Adaptive experimentation, or the ability to learn from on-the-job experiences, and 3) Open marketing, or the ability to collaborate with marketplace partners.

Their research shows that not only are these capabilities important for sales success, they become even more important as the sales environment increases in complexity. Therefore, sales leadership should take steps to foster and develop these capabilities by evaluating their team’s adaptive sales capabilities and bolstering them where needed. In a complex world, salespeople must adapt or die.

2013 RECIPIENT:
CRAIG CHAPMAN, JEFFREY BOICHUK, THOMAS STEENBURGH, MICHAEL AHEARNE
Real Earnings Management in Sales

‘Real Earnings Management’ (REM) might be a new term to many sales leaders, but the behavior is not. When c-level executives want to avoid an unfavorable earnings report, they often ask the sales force to take immediate corrective actions like reducing business travel, cutting training expenses, raising prices, or pushing products. That’s Real Earnings Management.

One question that Chapman, Boichuk, Steenburgh, and Ahearne ask in this research is: What impact does REM have on the sales force and vice versa? One discovery was that companies are more prone to engage in such behaviors if its salespeople receive cash-based incentives. They also found that sales leadership in those companies are more likely to take steps to circumvent the inevitable cost-cutting mandate – like frontloading sales related expenses earlier in the year to preempt the request. Sound familiar?

Interestingly, the team also found evidence that companies engaging in Real Earnings Management realized negative stock market returns in the year following the study. Did the REM behaviors lead to poor performance, or did impending poor performance necessitate REM behaviors? Chicken, you remember the egg.

(Continued on page 28)

To read more about each recipient’s research, visit SEF website Sales Research page: http://salesfoundation.org/get-involved/sales-research/
### TOP NORTH AMERICAN SALES SCHOOLS:

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### TOP INTERNATIONAL SALES SCHOOLS:

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<th>Sales Internship Required</th>
<th>Total Faculty</th>
<th>% of Job Placement</th>
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REQUIREMENTS FOR TOP UNIVERSITY SALES PROGRAM LISTING
THE FOLLOWING UNIVERSITY PROGRAMS PREPARE STUDENTS FOR CAREERS IN
PROFESSIONAL SELLING. TO BE LISTED, SALES PROGRAMS MUST: A) OFFER A MINIMUM
OF THREE SALES–SPECIFIC COURSES; B) RECEIVE ACCREDITATION FROM AN EXTERNAL SOURCE;
AND C) HAVE UNIVERSITY RECOGNITION OF THE PROGRAM.

PROGRAMS:
Undergraduate: UCE = Certificate  UCO = Concentration  UEM = Emphasis  UMJ = Major  UMN = Minor  USP = Specialization
Graduate: GE = Graduate Emphasis  GF = Graduate Focus  GCE = Graduate Certificate
Executive: EC = Executive Certificate  EF = Executive Focus  ET = Executive Training

AALEN UNIVERSITY OF APPLIED SCIENCES
http://www.htw-aalen.de/studium/vu/?lang=en
Arndt.Borgmeier
armdt.borgmeier@htw-aalen.de
Aalen, Germany 73434
++49 7615762210
Students: 45  2000
Accreditation(s): GSSI, AQA's, ZEVA
Program Type(s): UMJ, UMN, USP, GF, ET
Focus Option(s): Communication/Broadcast, Sales, Entrepreneurship, International Business, Technology, Purchasing/Procurement and Engineering & Services
As a modern educational institution, Aalen University sounds out the needs of the changing region and aligns its course offerings to current scientific findings, keeps its infrastructure up to the newest standards, and sets up progressive emphases. Aalen University is continuously developing its international relationships in business and technology. Students are encouraged to complete internships or study semesters abroad. Cooperative agreements exist with seventy-two partner universities and enterprises all over the world. There is a strong practical as well as research orientation.

ANGLIA RUSKIN UNIVERSITY
www.anglia.ac.uk/degreesatwork
Tracy Armstrong
Tracy.Armstrong@anglia.ac.uk
Chelmsford, Essex, UK CM1 1SQ
++44 07876157660
Students: 15  2012
Accreditation(s): Institute of Sales & Marketing Management Program Type(s): GCE, ET
Focus Option(s): Entrepreneurship, International Business
The program is online, therefore students can study flexibly at times to suit them and from anywhere in the world. It can also be delivered as a blended program with the online content forming part of the learning with additional supporting master-classes. Students are assessed through projects, assignments and video presentations. The course was originally developed in partnership with the iconic UK retailer Harrods.

APPALACHIAN STATE UNIVERSITY
business.appstate.edu
Bonnie Guy, Ph.D.
guybs@appstate.edu
Boone, NC 28608
828-262-7828
Students: 40  2014
Accreditation(s): AACSB, PSE
Program Type(s): UCO, UMN
Focus Option(s): Communication/Broadcast, Entrepreneurship, Insurance, International Business, Technology
The mission of the John A. Walker College of Business is to deliver transformational educational experiences that prepare and inspire students to be ethical, innovative, and engaged business leaders who positively impact our community, both locally and globally.

ARIZONA STATE UNIVERSITY
https://wpcarey.asu.edu/ marketing-degrees/professional-sales-program
Detra Montoya, Ph.D.
detramontoya@asu.edu
Tempe, AZ 85287
480-965-6325
Students: 135  2014
Accreditation(s): AACSB
Program Type(s): UCE, UCO
The program has three dedicated sales faculty, a Professional Sales Advisory Board, and two student organizations: SPARK (Sales Professionals Attaining Remarkable Knowledge) – sales club open to all students interested in sales that includes a sales curriculum delivered by our board members, and Sales Scholars (limited to 15 students by application only with a minimum GPA of 3.0). ASU participates in the Arizona Collegiate Sales Competition which includes all three major universities in Arizona (Arizona State University, University of Arizona, and Northern Arizona University), and each semester it hosts the Sun Devil Sales Pitch competition for our sales students.

ARKANSAS STATE UNIVERSITY
http://www.astate.edu/business/
Katie Hill, Ph.D.
khill@astate.edu
State University, AR 72467
870-680-8075
Students: 25  2015
Start Year: 2012
Accreditation(s): AACSB, USCA
Associate Member Program Type(s): UEM, UMN, ET
Focus Option(s): Entrepreneurship, Financial Services, Insurance, Medical/healthcare Sales
This exciting new program offers a place to not only hone in on sales techniques, but a chance to grow relationship building skills.

ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS
http://www.mbc.aueb.gr/
Vlasis Stathakopoulos
stathak@aueb.gr
Athens, Greece 10434
+302108203453
Students: 150  1996
Accreditation(s): GSSI, EFQM
Program Type(s): UCE, GCE, ET
Focus Option(s): Communication/Broadcast, Financial Services, Industrial Distribution, International Business
The ESSPS Professional Sales Certificate Program is designed to provide sales representatives and other team members who have a business development responsibility with the background and tools to grow revenues by identifying, understanding, prioritizing, and securing business in a consultative and collaborative manner. Skills will be strengthened using a combination of online lecture captures, hands-on exercises, and web-based role playing.

AUBURN UNIVERSITY
http://business.auburn.edu/academics/undergraduate/marketing
Avery Abernethy abernav@auburn.edu
Auburn, AL 36849-5246
334-844-8544
Students: 120  2013
Accreditation(s): AACSB
Program Type(s): UCO, ET
Focus Option(s): Supply Chain Sales
This exciting new program offers exposure to training in real property sales or supply chain sales. It has a 20 year veteran marketing manager in industrial marketing from Rheem teaching Business-to-Business Marketing.

AURORA UNIVERSITY
http://www.aurora.edu/academics/undergraduate/professional-selling/index.html
Shawn Green, PhD
sgreen@aurora.edu
Dunham School of Business
Aurora, IL 60506
630-844-5527
Students: 70  2008
Accreditation(s): American Marketing Assn.
Program Type(s): UMN
The professional selling minor at AU is designed for students who are interested in developing stronger sales and prospecting skills, including tools for motivation and effective selling systems. The minor provides focused coursework to enhance other business majors or add another skill set to a major outside the business school.

BALL STATE UNIVERSITY
www.bsu.edu/salescenter
Julie Eise
salescenter@bsu.edu
H.H. Gregg Center for Professional Selling
Muncie, IN 47306
765-285-5136
Students: 250  1996
Accreditation(s): AACSB, GSSI, USCA full member, PSE
Program Type(s): UMJ, UMN, GC, GF
Focus Option(s): Communication/Broadcast, Entrepreneurship, Financial Services, Insurance, International Business, Medical/healthcare Sales, Technology
Students sell products and/or create sales technology tools for actual clients (for profit and non-profit organizations). They take a sales technology course that incorporates CRM and gives special attention to understanding and working with various sales metrics (using Excel). Ball State hosts an annual sales competition. Currently, students may complete part of the program on-line. Soon the entire program will be available on-line.

BAYLOR UNIVERSITY
www.baylor.edu/business/selling
Dr. Andrea L. Dixon, Executive Director andrea_dixon@baylor.edu
Hankamer School of Business
Waco, TX 76798
254-713-8986
Students: 468  1995
Start Year: 1995

The Kelley Effect
Go from moment to momentum.

The Center for Global Sales Leadership creates career-defining moments for top undergraduate students at the Kelley School of Business. Through innovative sales education and corporate networking opportunities, CGSL turns students’ individual moments into lasting career momentum. Learn more: gokelley.iu.edu/cgsl

BOWLING GREEN UNIVERSITY
www.bgsu.edu/business/marketing

Debra S. Smith
CSM 132
Bowling Green, OH 43403
513-386-4745

Students: 2000
Start Year: 2000
Accreditation(s): AACSB
Program Type(s): UEM, UMN, USP
Focus Option(s): Entrepreneurship, Financial Services, Industrial Distribution, Insurance, International Business

BUTLER UNIVERSITY
www.butler.edu

Dr. Mark C. Johlke
mjohlke@butler.edu
Butler University
15th & Kentucky Avenue
Indianapolis, IN 46208
317-220-5503

Students: 1000
Start Year: 2004
Accreditation(s): AACSB
Program Type(s): UCO
Focus Option(s): Entrepreneurship, Financial Services, Industrial Distribution, Insurance, International Business, Medical/Healthcare Sales, Technology

CHICO
CALIFORNIA STATE UNIVERSITY, CHICO
www.csuchico.edu/salesl

Dr. Concha Allen
concha.allen@cmich.edu
CMU Professional Sales Program

Students: 400+
Start Year: 2001
Accreditation(s): AACSB, GSSI, PSE
Program Type(s): UCO, UEM, ET
Focus Option(s): Communication/Broadcast Sales, Entrepreneurship, Financial Services, International Business, Medical/Healthcare Sales, Technology

CMU Professional Sales Program partners with Carew

The intensity of the program with the heavy workload, and applicable sales training results in 70% of the students employed by the time they graduate and the remainder being employed within the next three months. The reputation of the program has resulted in students coming to the program whose parents graduated from the same program and of course when they graduate they come back and hire a BCT student because they know the work ethic required to get through the program.

BRYANT UNIVERSITY
http://nisc.bryant.edu/

Dr. Stefanie Boyer
sboyer@bryant.edu
Bryant University
Smithfield, RI 02917
401-254-6745

Students: 2000
Start Year: 2000
Accreditation(s): AACSB
Program Type(s): UEM, UMN, USP, G, ET

CMU Professional Sales Program partners with Carew

Leadership creates career-defining moments, CGSL turns students’ individual moments into lasting career momentum. Learn more: gokelley.iu.edu/cgsl

BOWLING GREEN UNIVERSITY
www.bgsu.edu/business/marketing

Debra S. Smith
CSM 132
Bowling Green, OH 43403
513-386-4745

Students: 2000
Start Year: 2000
Accreditation(s): AACSB
Program Type(s): UEM, UMN, USP
Focus Option(s): Entrepreneurship, Financial Services, Industrial Distribution, Insurance, International Business

BUTLER UNIVERSITY
www.butler.edu

Dr. Mark C. Johlke
mjohlke@butler.edu
Butler University
15th & Kentucky Avenue
Indianapolis, IN 46208
317-220-5503

Students: 1000
Start Year: 2004
Accreditation(s): AACSB
Program Type(s): UCO
Focus Option(s): Entrepreneurship, Financial Services, Industrial Distribution, Insurance, International Business, Medical/Healthcare Sales, Technology

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CSM 132
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Students: 2000
Start Year: 2000
Accreditation(s): AACSB
Program Type(s): UEM, UMN, USP
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mjohlke@butler.edu
Butler University
15th & Kentucky Avenue
Indianapolis, IN 46208
317-220-5503

Students: 1000
Start Year: 2004
Accreditation(s): AACSB
Program Type(s): UCO
Focus Option(s): Entrepreneurship, Financial Services, Industrial Distribution, Insurance, International Business, Medical/Healthcare Sales, Technology

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Debra S. Smith
CSM 132
Bowling Green, OH 43403
513-386-4745

Students: 2000
Start Year: 2000
Accreditation(s): AACSB
Program Type(s): UEM, UMN, USP
Focus Option(s): Entrepreneurship, Financial Services, Industrial Distribution, Insurance, International Business

BUTLER UNIVERSITY
www.butler.edu

Dr. Mark C. Johlke
mjohlke@butler.edu
Butler University
15th & Kentucky Avenue
Indianapolis, IN 46208
317-220-5503

Students: 1000
Start Year: 2004
Accreditation(s): AACSB
Program Type(s): UCO
Focus Option(s): Entrepreneurship, Financial Services, Industrial Distribution, Insurance, International Business, Medical/Healthcare Sales, Technology

CMU Professional Sales Program partners with Carew
WHERE OPPORTUNITY AND SUCCESS COLLIDE!

Kennesaw State University
BBA in Professional Sales

HOME OF THE NATIONAL COLLEGIATE SALES COMPETITION

FOR MORE INFORMATION:
DR. TERRY LOE, DIRECTOR
TLOE@KENNESAW.EDU
470.578.2017
COLES.KENNESAW.EDU/SELLING

International, a nationally prominent sales training and consulting organization with a 40-year history in sales and sales-leadership development, to provide an innovative curriculum that delivers real world results.

Clemson University
http://www.clemson.edu/cbbs/departments/marketing/academics/sales-certificate.html
Jesse N. Moore
jessem@clemson.edu
Clemson, SC 29634
864-656-1086
Students: 120
Start Year: 2009
Accreditation(s): AACSB
Program Type(s): UCE

Students completing the sales certificate are provided with real-world experience, foundational role-play exercises and leadership opportunities. Professors blend theory and application in the program while also ensuring frequent interaction with industry executives.

The College of New Jersey
Dr. Alfred Pelham
Pelham@tcnj.edu
Ewing, NJ 08628-0718
609-771-3027
Students: 55
Start Year: 2005
Accreditation(s): AACSB, PSE
Program Type(s): UMN

TCNJ is ranked by U.S. News & World Report as the number one (masters program) public college in the country’s northern region. The TCNJ Business School was ranked 63rd in the nation by Business Week. TCNJ students won first place in the Pi Sigma Epsilon regional sales competition 4 times in the last 5 years and the national sales competition twice in the last 5 years. The TCNJ sales program is one of the few that is housed in a top 100 business school.

Concordia University - St. Paul
www.csp.edu
Dr. Bruce Corrie
corrie@csp.edu
Saint Paul, MN 55104
651-641-8226
Students: N/A
Start Year: 2012
Accreditation(s): ACBSP
Program Type(s): CSB

DOUGLAS COLLEGE
www.douglas.bc.ca
David Moulton
moulton@douglas.bc.ca
New Westminster, BC
Canada V5L 5B2
604-527-5456
Students: 75-100
Start Year: 1990
Accreditation(s): Canadian Professional Sales Association (CPSA), Canadian Society for Marketing Professional Services (CSMPS)
Program Type(s): UCE
Focus Option(s): Financial Services

DOUGLAS COLLEGE offers three sales courses - Personal Selling, Professional Selling, and Sales Management. The Peter Legge International Institute for Sales Excellence was established in 2012. The Upper Level Sales class involves actual sales activities on behalf of organizations with actual prospects and customers.

Dublin Institute of Technology
www.dit.ie
Laura Cuddihy /Dr. Tony Buckley
laura.cuddihy@dit.ie
Dublin, Ireland
+35314027085
Students: 115
Start Year: 1994
Accreditation(s): Sales Institute of Ireland, AMBA
Program Type(s): UCE, UMN, GF, EC, ET

Students pursuing a Bachelor of Science in Marketing, a Master of Science in Marketing or Strategic Management, or an MBA may pursue the Management of Sales elective. The content is taught in an academic and theoretical framework rather than an applied context. The program has a full time executive director that is a corporate liaison. DIT has a Sales Academy, led by Dr. Anthony Buckley.

Duke University - The Fuqua School of Business
www.duke.edu
Dr. Dorene Ciletti
ciletti@duke.edu
Pittsburgh, PA 15282
412-396-4875
Students: 200
Start Year: 2012
Accreditation(s): AACSB, PSE
Program Type(s): UEM, UMN
Duquesne’s professional sales minor demonstrates a commitment to growing sales offerings, supporting both student learning and career opportunities. The program combines fundamental selling principles with negotiation, sales management, and revenue generation courses to develop sales-ready graduates who are well-prepared to meet the demands of the marketplace.

EASTERN KENTUCKY UNIVERSITY
www.eku.edu
Karen Hood Hopkins
karen.hood@eku.edu
Richmond, KY 40475
859-622-8611
Students: 55
Start Year: 2016
Accreditation(s): AACSB
Program Type(s): UCE
A Center for Professional Selling, including lab facilities, is currently under development pending funding.

EDINBURGH NAPIER UNIVERSITY
www.edinburghnapierbusinessschool.co.uk
Dr. Tony Douglas
t.Douglas@napier.ac.uk
Edinburgh, Scotland EH14 1DJ
+44 (0)131 455 4354
Students: 130 Graduate Students
Start Year: 2003
Accreditation(s): GSSI
Program Type(s): UMJ, UMN, GCE, EC, ET
Focus Option(s): International Business
The program will launch a new Online BA Sales Management degree in May 2017.

EINDHOVEN UNIVERSITY OF TECHNOLOGY
www.tue.nl
Dr. Michel van der Borgh
w.v.d.borg@tue.nl
Eindhoven, Noord-Brabant
Netherlands 5612 AS
+31 (0)40 247 2170
Students: 150+ professional sales
credit hours of sales-graduates per year
Focus Option(s): Entrepreneurship and International Business
The strong relationship between research and education within a graduate program ensures that the results of state-of-the-art research are naturally integrated into the education. Moreover, you see the same intrinsic focus in cooperation with industry.

ELON UNIVERSITY
www.elon.edu/salescenter
Erin Adamson Gillespie, Ph.D.
egillespie@elon.edu
Chandler Family Professional Sales Center
Elon, NC 27244
336-278-6000
Students: 126
Start Year: 2007
Accreditation(s): AACSB, USCA
full member
Program Type(s): UCO, UMN
Focus Option(s): Financial Services, Technology
Elon has been recognized as a top Sales Program since 2011. RBI Sales Challenge Speed Selling and Role Play Champion - 2011, 2012 and 2013; Overall Team Champion - 2010 and 2012 for RBI Sales Challenge; 2nd place 2013; NIU Competition - 2 finalist, Overall Winner, 2011; National Collegiate Sales Competition - Top Ten Finish 2011; International Collegiate Sales Competition - 3rd place team finish; Overall Individual Champion at Wisconsin Eau-Claire, 2014 Finalist; and 1st Place in the BSU Regional Sales Competition, 2015.

FERRIS STATE UNIVERSITY
http://www.ferris.edu/
Chester Trybus
Chester211fisu@gmail.com
Grand Rapids, MI 49546
616-822-2928
Students: 230
Start Year: 1998
Accreditation(s): AACSB
Program Type(s): UCE, UMN
Focus Option(s): Communication/Broadcast Sales, Financial Services, Industrial Distribution, Insurance, Medical/healthcare, Technology
Ferris State is expanding their sales offerings, permitting students from various majors to participate. In addition to three sales classes, internship opportunities are growing, providing students with job experience. All students are required to complete an internship prior to graduation.

FH WIEN: UNIVERSITY OF APPLIED SCIENCES
www.fh-wien.ac.at/marketing-salesmanagement/
Marina Prem
marina.prem@fh-wien.ac.at
Vienna, Austria 1180
+43 1 475 5850
Students: 70
Start Year: 1997
Accreditation(s): GSSI, FIBAA
Program Type(s): UMN
Focus Option(s): International Business, Sales Management
Austria’s first sales program began in 1997 at FH Wien-Studienübergänge der WKW. A Bachelor’s option was added in 2007 and a Master’s in 2008. The combination of marketing and addresses topics ranging from product introduction to sales and customer retention.

FLORIDA INTERNATIONAL UNIVERSITY
http://www.fi.edu
Nancy Rauseo, D.B.A.
xrauseon@fiu.edu
Miami, FL 33199
305-348-1929
Students: 400
Start Year: 2008
Accreditation(s): AACSB
Program Type(s): UMN
Focus Option(s): Communication/Broadcast Sales, Financial Services, Insurance, Technology, Entrepreneurship and International Business
FIU Sales Society is a student organization focusing on developing sales professionals beyond the classroom and sales experience using our Sales Incubator model. Panther Sales Tournament is held for up to 60 FIU students (with Spanish track). It is a Global Bilingual Sales Competition, inaugural launch in spring 2016, with competition in both Spanish and English.

FLORIDA STATE UNIVERSITY
www.fsusalesinstitute.com/
Pat Pallentino
ppallentino@business.fsu.edu
Tallahassee, FL 32306-1110
850-644-7875
Students: 500
Start Year: 2006
Accreditation(s): AACSB, USCA
full member
Program Type(s): UEM
Focus Option(s): Entrepreneurship, Financial Services, Insurance, International Business, Technology, Logistics and Intermodal Transportation
Florida Southern University is a public, Carnegie Doctoral/Research university. Their concentration in Sales & Sales Management is a key area of distinction. It reflects the University’s culture of engagement that bridges theory with practice, extends the learning environment beyond the classroom, and promotes student growth and life success. FSU is the only university to award Huthwaite’s Academically SPIN Selling Certification.

GEORGIA SOUTHERN UNIVERSITY
http://cobas.georgiasouthern.edu/cse/
Dr. Linda Greef Mullen
lgmullen@georgiasouthern.edu
Statesboro, GA 30460
912-536-3597
Students: 500
Start Year: 2007
Accreditation(s): AACSB
Program Type(s): UEM
Focus Option(s): Entrepreneurship, Financial Services, Insurance, International Business, Technology, Logistics and Intermodal Transportation
Georgia Southern University is a public, Carnegie Doctoral/Research university. Their concentration in Sales & Sales Management is a key area of distinction. It reflects the University’s culture of engagement that bridges theory with practice, extends the learning environment beyond the classroom, and promotes student growth and life success. GSU is the only university to award Huthwaite’s Academically SPIN Selling Certification.

GEORGIA STATE UNIVERSITY
http://gsu.edu
Steph P. Young
syoung41@gsu.edu
Robinson College of Business
Atlanta, GA 30302-3991
404-413-7659
Students: 95
Start Year: 2007
Accreditation(s): AACSB
Program Type(s): UCE, UCO, GC, ET
Focus Option(s): Entrepreneurship and International Business
2017 TOP UNIVERSITY SALES PROGRAMS
Focus Option(s): Communication, Broadcast Sales, Entrepreneurship, International Business

Distinguishing characteristics of this program include a skills-based class teaching role playing, corporate oral and written team presentations, direct mail techniques in selling, detailed learning modules with an emphasis on interactive learning.

HAAGA-HELIA UNIVERSITY
OF APPLIED SCIENCES

www.haaga-helia.fi

Pirjo Pitkapaasi
pirjo.pitkapaasi@haaga-helia.fi
Helsinki, Finland 520

www.haaga-helia.fi

The program offers Extraordinary Learning Lab spaces. There is emphasis from the President to require EVERY University student to take at least one Sales course.

HODGES UNIVERSITY

www.hodges.edu

Dr. Aysegul Timur
atimur@hodges.edu
Naples, FL 34119
239-598-6138

Students: 10
Start Year: 2016
Accreditation(s): IACBE
Program Type(s): UM, UMN

The Johnson School of Business has partnered with the local employer, Gartner, for internship and job placement opportunities. Gartner provides other support for curriculum review, program and course learning outcomes as well as role playing exercises. Company executives and sales associates are also invited to classroom lectures and real-world examples. Along with Gartner, other major employers such as Naples Daily News is a partner for supporting the program and curriculum. The adjunct professors from different sales background make a big difference to provide a rich and applied learning.

HUSSON UNIVERSITY

www.husson.edu

Bill Watson
watsonw@husson.edu
Bangor, ME 04401
207-659-6551

Students: 16
Start Year: 2014
Accreditation(s): IACBE
Program Type(s): UCE, ET

The Sales Certificate includes four courses and a required internship.

IOWA STATE UNIVERSITY

www.cob.iastate.edu/tracts

Michael C. Boehm
mboehm@iastate.edu
Normal, IL 61790-5590
309-438-2954

Students: 280
Start Year: 1998
Accreditation(s): AACSB, USCA
Program Type(s): UCE, UM, ET
Focus Option(s): Entrepreneurship, Business, Technology, Distribution, Insurance, International Business, Technology

ISU students learn how to deliver a company’s “value proposition”. The sales faculty are a team that collaborate together and deliver a consistent message to students throughout all seven courses. Sales students gain invaluable B2B & B2C experiences in addition to summer internships with on-campus selling opportunities within our Athletic department, our alumni foundation and sales roles at both the campus radio/TV ad department and the Daily Vidette student newspaper (The Daily Vidette B2B annual sales revenue is just over $900,000 - these students are sellers!)

INDIANA STATE UNIVERSITY

www.indstate.edu/business/sales

David Fleming, Ph.D.
david.fleming@indstate.edu
Scott College of Business
Terre Haute, IN 47809
812-234-1075

Students: 140
Start Year: 2010
Accreditation(s): AACSB, USCA
Program Type(s): UCE, UCO, UMN

The Center of Global Sales Leadership (CGSL) is where corporations come to find outstanding Kelley sales talent and where students come to learn the most innovative methods for sales career success. CGSL’s Global Sales Workshop (GSW), a highly competitive and exclusive student organization, connects undergraduates with corporate sales professionals to learn about real-world opportunities and challenges through case studies, round-table discussions, and networking events. CGSL hosts the National Team Selling Competition, an annual sales competition that attracts students from across the country.

JAMES MADISON UNIVERSITY

http://www.jmu.edu/cob/marketing/center-for-professional-sales/index.shtml

Richard Tate
taterm@jmu.edu
Harrisonburg, VA 22807
540-552-2352

Students: 150
Start Year: 2014
Accreditation(s): AACSB, GSSI, USCA associate member, PSE
Program Type(s): UCE, UCO

The mission of the Center for Professional Sales at James Madison University is to position the JMU College of Business as one of the leading institutes in undergraduate sales education, to promote professional selling as a rewarding lifelong career, to increase the visibility of JMU Marketing students to corporate partners, and to conduct research that advances the field of sales.

JUSTUS LIEBIG UNIVERSITY

www.sales-research.net

Dr. Alexander Haas
alexander.haas@wirtschaft.uni-giessen.de
Geissen, Germany 35394
0641-9922401

Students: 50
Start Year: 2015
Accreditation(s): USCA associate member
Program Type(s): UEM, GF

JLU provides a broad and interdisciplinary spectrum of research and teaching in the areas of law, economics and business studies, the natural sciences, and the humanities with a range of sub-disciplines that is unique for Germany.

KANSAS STATE UNIVERSITY

http://cba.k-state.edu/nessi

Dr. Dawn Deeter-Schmelz
ddeeter@k-state.edu
Manhattan, KS 66506-0506
785-532-6880

Students: 250
Start Year: 2010

The University of Toledo Invitational Sales Competition (UTISC)

A unique, national, three-day event for junior, sophomore and freshman sales students

February 22-24, 2018 • Toledo, Ohio

Students - Develop your skills and network outside the shadow of seniors. Make your mark!

Universities - Recruit new and younger students to increase your sales program enrollment. Demonstrate the bench strength of your program!

Businesses - Enjoy the benefits of earlier identification of top talent and higher probability for acceptance of your internship/job offer. Find them first!

For sponsorship opportunities and team eligibility, contact:

Deidre Jones, Director
Edward H. Schmidt School of Professional Sales
Phone: 419.530.2978 • Fax: 419.530.6166
Email: Deidre.Jones@utoledo.edu
Web: sales.utoledo.edu

High Point, NC 27262
336-884-2714

Students: 90
Start Year: 2014

The program offers Extraordinary Learning Lab spaces. There is emphasis from the President to require EVERY University student to take at least one Sales course.

HODGES UNIVERSITY

www.hodges.edu

Dr. Aysegul Timur
atimur@hodges.edu
Naples, FL 34119
239-598-6138

Students: 10
Start Year: 2016

The Johnson School of Business has partnered with the local employer, Gartner, for internship and job placement opportunities. Gartner provides other support for curriculum review, program and course learning outcomes as well as role playing exercises. Company executives and sales associates are also invited to classroom lectures and real-world examples. Along with Gartner, other major employers such as Naples Daily News is a partner for supporting the program and curriculum. The adjunct professors from different sales background make a big difference to provide a rich and applied learning.

HUSSON UNIVERSITY

www.husson.edu

Bill Watson
watsonw@husson.edu
Bangor, ME 04401
207-659-6551

Students: 16
Start Year: 2014

The Sales Certificate includes four courses and a required internship. Strategic selling is the emphasis of this program.

IOWA STATE UNIVERSITY

www.cob.iastate.edu/tracts

Michael C. Boehm
mboehm@iastate.edu
Normal, IL 61790-5590
309-438-2954

Students: 280
Start Year: 1998

The Sales Certificate includes four courses and a required internship. Strategic selling is the emphasis of this program.

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www.indstate.edu/business/sales

David Fleming, Ph.D.
david.fleming@indstate.edu
Scott College of Business
Terre Haute, IN 47809
812-234-1075

Students: 140
Start Year: 2010

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JAMES MADISON UNIVERSITY

http://www.jmu.edu/cob/marketing/center-for-professional-sales/index.shtml

Richard Tate
taterm@jmu.edu
Harrisonburg, VA 22807
540-552-2352

Students: 150
Start Year: 2014

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JUSTUS LIEBIG UNIVERSITY

www.sales-research.net

Dr. Alexander Haas
alexander.haas@wirtschaft.uni-giessen.de
Geissen, Germany 35394
0641-9922401

Students: 50
Start Year: 2015

The Center of Global Sales Leadership (CGSL) is where corporations come to find outstanding Kelley sales talent and where students come to learn the most innovative methods for sales career success. CGSL’s Global Sales Workshop (GSW), a highly competitive and exclusive student organization, connects undergraduates with corporate sales professionals to learn about real-world opportunities and challenges through case studies, round-table discussions, and networking events. CGSL hosts the National Team Selling Competition, an annual sales competition that attracts students from across the country.

KANSAS STATE UNIVERSITY

http://cba.k-state.edu/nessi

Dr. Dawn Deeter-Schmelz
ddeeter@k-state.edu
Manhattan, KS 66506-0506
785-532-6880

Students: 250
Start Year: 2010

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February 22-24, 2018 • Toledo, Ohio

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Universities - Recruit new and younger students to increase your sales program enrollment. Demonstrate the bench strength of your program!

Businesses - Enjoy the benefits of earlier identification of top talent and higher probability for acceptance of your internship/job offer. Find them first!

For sponsorship opportunities and team eligibility, contact:

Deidre Jones, Director
Edward H. Schmidt School of Professional Sales
Phone: 419.530.2978 • Fax: 419.530.6166
Email: Deidre.Jones@utoledo.edu
Web: sales.utoledo.edu
Accreditation(s): AACSB, GSSI, USCA full member, PSE
Program Type(s): UCE, UEM

The National Strategic Selling Institute celebrates the sales profession each year with K-State Sales Week, a week-long event that includes a sales competition, professional development events, career fair, and keynote speakers. Each spring the NSSI hosts a Benefit Auction to raise funds for sales student merit awards and a local charity; the auction is student-run, with students making sales calls (phone and F2F) to find auction items and sell tickets. Each year it nets approximately $11,000 and develops students’ selling skills. A sales major has been proposed, for implementation in Fall 2018.

KENT STATE UNIVERSITY
http://coes.kent.edu/cps
Dr. Terry W. Loe
tloe@kent.edu
Coles College of Business
Kennesaw, GA 30144
470-578-2017
Students: 250
Start Year: 1998
Accreditation(s): AACSB, USCA full member, PSE, GSSI
Program Type(s): UMJ, UCO, UCE, UMN, ET
Focus Option(s): International Business

The KSU Center for Professional Selling assists in developing sales programs for other universities in the US and abroad and is home to the National Collegiate Sales Competition (NCSC), the largest and oldest university sales role-play competition in the U.S., hosting more than 60 sales programs annually. The NCSC has directly contributed more than $4 million to university sales education since its inception. One of the oldest sales programs in the U.S. with a Sales Major offered continuously since 1989, it is a Founding Member of the University Sales Center Alliance.

KENT STATE UNIVERSITY
www.kent.edu/collegeofbusiness
Ellen Daniels
edaniels@kent.edu
Kent, OH 44242
330-672-1271
Students: 375
Start Year: 2009
Accreditation(s): AACSB, PSE
Program Type(s): UCE
Focus Option(s): Entrepreneurship, International Business

The program utilizes a variety of sales experts, primarily from its Sales Advisory Board, to augment the teaching material. KSU Entrepreneurship and Managerial Marketing students receive specialized sales training specific to their major areas of study. The Managerial Marketing program is unique to KSU and structured to develop students with a managerial focus.

KRISTIANIA UNIVERSITY COLLEGE
http://kristiania.no/english
Erik Mehl
erik.mehl@kristiania.no
Oslo, Norway 107
+47 290 37 221
Students: 400
Start Year: 2011
Accreditation(s): NOKUT
Program Type(s): UMO

This is a traditional 3 year European Bachelor program with students enrolling from finished high school degrees. The name of the program is “Bachelor in Marketing and Sales management”. From our experience in the Sales Educator Academy it is difficult to fully compare such a program with the American system.

LA SALLE UNIVERSITY
http://www.lasalle.edu/business/#Via3x6ErQgs
Michael DiPietro
dipietrom@lasalle.edu
Philadelphia, PA 19141
215-951-3577
Students: 60
Start Year: 2015
Accreditation(s): AACSB
Program Type(s): UCE, UEM
Focus Option(s): Communication/ Broadcast Sales, Entrepreneurship, Financial Services, Industrial Distribution, Insurance, International Business, Medical/healthcare Sales, Technology

The program offers a curriculum that is a contemporary blend of theory and real-world practice, that is a contemporary blend of sales management. From our experience in the Sales Educator Academy it is difficult to fully compare such a program with the American system.

LOUISIANA STATE UNIVERSITY
www.lsu.edu
Greg Accardo, MBA
gaccardo@lsu.edu
E.J. Ourso College of Business
Baton Rouge, LA 70803
225-578-8797
Students: 120
Start Year: 2014
Accreditation(s): AACSB, PSE
Program Type(s): UCO

This program is highly focused on internships and the Sales Practicum class in order to develop skill sets for real-world selling.

MARQUETTE UNIVERSITY
www.marquette.edu
Alex Milovic
alexander.milovic@marquette.edu
Milwaukee, WI 53201-1881
414-288-8052
Students: 35
Start Year: 2015
Accreditation(s): AACSB
Program Type(s): UEM
Focus Option(s): Entrepreneurship
Access to a large alumni network for internships and careers, second course allows students to sell tickets for either the Milwaukee Bucks or Marquette Basketball.

METROPOLITAN STATE UNIVERSITY OF DENVER
www.msudenver.edu/marketing
Scott Sherwood
sherwoos@msudenver.edu
Denver, CO 80211
303-352-4499
Students: 120
Start Year: 2012
Accreditation(s): AACSB, USCA associate member
Program Type(s): UCE, UMN

Modules include Dress for Success; video role plays; case studies; guest speakers from partner companies; sales specific job fairs/Meet and Greet; career assessments; students sell tickets for professional sport teams; only Sales Center in Colorado.

MICHIGAN STATE UNIVERSITY
http://salesleader.msu.edu
Jennifer Rumlier
rumlierj@msu.edu
East Lansing, MI 48824
517-355-9659
Students: 120
Start Year: 2009
Accreditation(s): AACSB, USCA associate member, PSE
Program Type(s): UCO, UMN, ET
Focus Option(s): Communication/ broadcast Sales, Entrepreneurship, Financial Services, Insurance, International Business, Medical/healthcare Technology

The Sales Leadership Minor at MSU is the only program in the country that combines the efforts of two nationally-ranked Colleges, the Eli Broad College of Business and the College of Communication Arts and Sciences.

MISSOURI STATE UNIVERSITY
www.missouristate.edu
Dr. Alex Hamwi
AlexHamwi@missouristate.edu
Springfield, MO 65897
417-836-5494
Students: 160
Start Year: 2005
Accreditation(s): AACSB
Program Type(s): UCO

Missouri State takes pride in application. The university provides students with an abundance of face time with professional salespeople from the business community.

MOREHOUSE COLLEGE
www.morehouse.edu
Dr. Cassandra Wells
drwellsmkg@gmail.com
Atlanta, GA 30314-3773
470-639-0587
Students: 10
Start Year: 2010
Accreditation(s): AACSB
Program Type(s): UMN

The program is introducing students to Salesforce.com as a sales tool and encouraging them to get Admin certified. A give-back sales project in the Principles of Professional Selling class is required. Speakers each semester will be in the areas of the majors of the students in the sales classes. Ex: science major can expect a speaker in a science-related sales position. The goal is for this interdisciplinary minor to show students that their major can also be utilized in a sales role.

Award Winning
UCF Professional Selling Program

International Collegiate Sales Competition Top 10 Team

Students from our exclusive Professional Selling Program graduate with a distinct advantage.

business.ucf.edu/professional-selling

UCF | College of Business
#UCFBusiness

2017 TOP UNIVERSITY SALES PROGRAMS | 19
combines a highly-engaged advisory committee, a group of committed corporate partners with an academically qualified teaching staff possessing industry experience.

NORTHERN ARIZONA UNIVERSITY
http://franke.nau.edu/
Kevin Trainor
kevin.trainor@nau.edu
The W.A. Franke College of Business
Flagstaff, AZ 86011-5066
928-523-7639
Students: 40
Start Year: 2015
Accreditation(s): AACSB
Program Type(s): UCE, UCO
Sales classes are available to students pursuing a professional selling concentration within the marketing major or a certificate to non-marketing majors. As a Salesforce.com Academic Alliance partner, the program emphasizes CRM as a strategy and delivers Salesforce.com vendor approved training to students in the Sales Strategy and Technology class.

NORTHERN ILLINOIS UNIVERSITY
www.cob.niu.edu/sales
Dr. Robert M. Peterson
peterson@niu.edu
Dekalb, IL 60115
815-753-6224
Students: 200
Start Year: 1988
Accreditation(s): AACSB, USCA full member, PSE, GSSI
Program Type(s): UCE
Northern Illinois is one of the original sales programs and the only school to publish a sales journal (The Journal of Selling & Major Account Management). They established a sales specific exchange program with universities in Ireland and Austria. Sales students are not required to have majors in the School of Business, allowing representation from various disciplines.

NORTHWEST UNIVERSITY
http://www.northwestu.edu/academics/professional-sales/
Teressa Gilespie
teresa.gillespie@northwestu.edu
Kirkland, WA 98033
425-589-5290
Students: 23
Start Year: 2014
Accreditation(s): Accreditation Council for Business Schools
Program Type(s): UCO
A sales minor in any field will help the student improve their career options and opportunities. The minor in Professional Sales is designed to help the student prepare for positions in sales and customer service. NU offers a sales minor as a compliment to any discipline. A sales internship is included in the Professional Sales minor program.

NOVA SOUTHEASTERN UNIVERSITY
www.huizenga.nova.edu, or
www.nusales.com
Dr. Kathleen (Bay) O’Leary
koleary@nova.edu
H. Wayne Huizenga School of Business & Entrepreneurship
Fort Lauderdale, FL 33314-3755
954-262-2030
Students: 80
Start Year: 2010
Accreditation(s): SACS
Program Type(s): UCO, UMJ, UMN, UEM, GE, GT, ET
Focus Option(s): Entrepreneurial, Financial Services, Insurance, International Business
Students are trained in various CRM’s (Salesforce and Netsuite).

OHIO UNIVERSITY
www.scheysalescentre.com
Adam Rapp, Ph.D.
rappa@ohio.edu
Schey Sales Centre
Athens, OH 45701-2979
740-593-9528
Students: 410
Start Year: 1997
Accreditation(s): AACSB, USCA full member, SMT
Program Type(s): UCE, ET
Established by the Ohio University Board of Trustees in 1997 as one of the first ten collegiate sales programs in the country, the Schey Sales Centre’s unique combination of: 1. Inside the classroom, real sales readiness training curriculum; 2. Outside the classroom self-discovery, personal growth and professional development; and 3. Practical experience helping run the Centre as a small “business” gives the students a “fair-unfair” advantage getting the best sales jobs upon graduation and jump starts successful careers.

PLYMOUTH STATE UNIVERSITY
www.plymouth.edu
Bob Nadeau
ranadeau@plymouth.edu
Plymouth, NH 03264
603-584-0886
Students: 200
Start Year: 2009
Accreditation(s): USCA associate member
Program Type(s): UMN, UCE
The program has a Sales Advisory Board made of 20 companies who provide 130+ full time and 130+ part time employees in aggregate. They meet on campus and provide advice on our curriculum to keep it relevant and cutting edge. For example, 10% of a student’s grade in Sales I is based on their LinkedIn profile. They also help with sales internships, mentoring and networking events. Students in Professional Sales II make out-going new business development calls both in person and on the phone.

PURDUE UNIVERSITY
www.purdue.edu/proselling
Dr. Anita Dale
DrADale@purdue.edu
West Lafayette, IN 47907-2060
765-494-9081
Students: 250
Start Year: 2008
Accreditation(s): USCA associate member, PSE
Program Type(s): UM3, ET
Focus Option(s): Communication/
Broadcast Sales, Entrepreneurship, Financial Services, Industrial Distribution, Medical/Healthcare Sales, Hospitality and Technology

The program focuses on quantity and quality by providing 19 custom-tailored Sales Competitions per year that are sponsored by corporate Partners and delivered on the Purdue campus. Each Sales Competition is bundled with Information Sessions for preparation, Scenario Workshops for practice, and Awards Banquets for professional networking experiences. The Purdue Center for Professional Selling enhances and extends what is learned in the sales classrooms with practical experiences, enabling students to contribute faster and more meaningfully in their internships and jobs.

PURDUE UNIVERSITY NORTHWEST
www.pnw.edu
Claudia Mich
cmich@pnw.edu
Hammond, IN 46323
219-898-2776
Students: 40
Start Year: 2016
Accreditation(s): AACSB
Program Type(s): UMN
Focus Option(s): Communication/Broadcast Sales

Faculty members are focused on student success and represent a diverse blend of scholars and distinguished business professionals who bring real-world experience to the classroom. Our location in the Northwest Indiana/Chicago corridor serves as a dynamic learning environment for the College. And the curriculum in the program is continuously updated to reflect recent trends in the global business world.

REUTLINGEN UNIVERSITY
www.esb-business-school.de
Dr. Tobias Schuetz
tobias.schuetz@reutlingen-university.de
ESB Business School Reutlingen
Baden-Wuerttemberg, Germany
72762
+49 (7121) 271 9601
Students: 21
Start Year: 2011
Accreditation(s): FIBAA
Program Type(s): GCE
Focus Option(s): Information Technology

The programme is dedicated to young professionals who work and study at the same time. Prerequisite for the enrollment is a reduced contract of employment (75%) with a major company in the field of sales for complex B2B products and business solutions (mostly but not exclusively IBM and HP).

SALISBURY UNIVERSITY
http://www.salisbury.edu/masmi
Dr. Amit Podder
apodder@salisbury.edu
Purdue School of Business
Salisbury, MD 21801
410-548-7756
Students: 60
Start Year: 2015

Accreditation(s): AACSB, USCA associate member
Program Type(s): UMN

Students are required to do a mandatory Internship in Sales. The internship is a faculty supervised internship.

SAMFORD UNIVERSITY
http://samford.edu/business/professional-sales-concentration
C. Clifton Eason
cceason@samford.edu
Birmingham, AL 35229
205-726-2677
Students: 20
Start Year: 2015
Accreditation(s): AACSB
Program Type(s): UCO

The program prides itself on the low faculty-student ratio and its ability to connect students with quality internships, mentors, and job providers. There is also a very enthusiastic Advisory Board, comprised of distinguished sales professionals, for the program.

SONOMA STATE UNIVERSITY
www.sonomoda.sbe
Sarah Dove, MBA
sarah.dove@sonoma.edu
Rohnert Park, CA 94928
707-664-2548
Students: 15
Start Year: 2013
Accreditation(s): AACSB
Program Type(s): UCE
Focus Option(s): Wine and Spirits

This program completed the approval process to become recognized by the university. It is anticipated that 15 students will complete the certificate requirements annually. There is a focus on Wine and Spirits sales.

SOUTHERN NEW HAMPSHIRE UNIVERSITY
www.snhu.edu
Michelle Anstey
manstey@snhu.edu
Manchester, NH 03106
603-646-2211
Students: 60
Start Year: 2013
Accreditation(s): NEASC
Program Type(s): UCO, UMN

As a general education course, Professional Selling attracts students from all majors. In all sales courses, students participate in real world selling projects and network with distinguished sales professionals from the community. Students participate in live, video-taped role plays critiqued by both sales faculty and sales practitioners. Approximately 120 students per year enroll in the sales classes. Although there is a selective process for those wishing to minor in Professional Sales, all are strongly encouraged to become a member of the SNHU Student Professional Selling Association.

SOUTHERN UNIVERSITY
BATON ROUGE
www.subr.edu
George Kirk
gkirk@subr.edu

McCoy College of Business Center for Professional Sales

POINTS OF PRIDE

- Bi-Annual Interview Express Event
- 60+ Professional Selling Ambassadors
- Career Closet
- Successful Sales Internship Program
- Award-Winning Student Teams

Texas State University | Center for Professional Sales | 512.245.3224
txt assail scenter.com

Our mission is clear.
Texas State wants to be one of the world’s leading professional sales programs focused on sales education, research, and industry collaboration

ST. CLOUD STATE UNIVERSITY
www.stcloudstate.edu/mkb/programs.aspx
Dennis Bristow; Rajesh Gulati
dbristow@stcloudstate.edu
St. Cloud, MN 56301-4498
320-308-2057
Students: 70
Start Year: 2013
Accreditation(s): AACSB
Program Type(s): USP

The program features the newly developed state-of-the-art Northwest Mutual: The Columns Group Sales lab. The Selling Specialization includes modules on sales shadowing; sales management shadowing; selling at a global level; ethics in selling; and social media and selling.

STETSON UNIVERSITY
http://www.stetson.edu/business/marketing/

STETSON UNIVERSITY
PO BOX 130
DEERFIELD BEACH, FL 33442-0130

STETSON UNIVERSITY

STETSON UNIVERSITY

STETSON UNIVERSITY
participating in research projects with our corporate partners.

THE CITADEL
www.citadel.edu
Bob Riddle
bob.riddle@citadel.edu
Charleston, SC 29409
843-953-6978
Students: 35
Start Year: 2013
Accreditation(s): AACSB, PSE
Program Type(s): UEM

The program is up and coming. Student placement is consistently improving, and the program is forging new relationships with companies every day. The cadets are hard workers and faculty strives daily to find new and different ways to challenge them.

TURKU UNIVERSITY OF APPLIED SCIENCES
www.turkuamk.fi
Marjo Kumpula
marjo.kumpula@turkuamk.fi
Turku, South-West Finland 20700
+358/505/985664
Students: 70
Start Year: 2008
Accreditation(s): GSSI, Ministry of Education
Program Type(s): UCE, UMJ, UMN
Focus Option(s): Financial Services, Industrial Distribution, Insurance, International Business, Real Estate, Technology

The project is developing a new type of sales training concept where higher education institutions and companies are in close collaboration to develop sales knowledge. The objective is a system extending to all of Europe, with companies joining in at all stages of sales training: planning, implementation and evaluation of the skills of students.

TUSKEGEE UNIVERSITY
www.tuskegee.edu
Anthony Freeman
afreeman@mtyu.tuskegee.edu
Andrew F. Brimmer College of Business
Tuskegee, AL 36088
334-727-8707
Students: 75
Start Year: 1996
Accreditation(s): AACSB, PSE
Program Type(s): UCE, UMJ

Students receive CRM training. Salesforce is the CRM platform of choice. Sales Internships are provided by 3M, Altria, Graybar, United Technologies, Rockwell Collins, P&G, and many others. Students receive SAP training (Roll out Fall Semester 2015). SAP GUI.

UNIVERSITY OF CHILE
http://unegocios.uchile.cl
Jorge Bullemore
jbullemore@yahoo.com
Santiago RM, Chile 8330015
+56/994405513
Students: 30 graduate students
Start Year: 2000
Accreditation(s): AACSB
Program Type(s): GE, GF, ET

The Center for Management & Corporate Development (Centro de desarrollo gerencial) has as its mission to provide educational solutions to executives in Latin American organizations that maximize the human capital involved in their professional and business activities, thus increasing their contribution of value to the environment in the long term.

UNIVERSITÀ BOCCONI
www.sdsbocconi.it
Dr. Paolo Guenzi
paolo.guenzi@sdsbocconi.it
Milano, Italy 20136
+39 02 58566820
Students: 110
Start Year: 2003
Accreditation(s): GSSI
Program Type(s): UEM, GF, ET
Focus Option(s): Industrial Distribution

Sales strategy focus is on consultative selling in the B2B marketplace, and channel management (B2B2B or B2B2C). Sales Management covers strategy of organization; recruitment; development; incentive; etc. Sales skills focus on essential consultative skills.

UNIVERSITÉ CLERMONT AUVERGNE
http://management.u-clermont1.fr
Pascal Brassier
pascal.brassier@esc-clermont.fr
Clermont-Ferrand
Auvergne, France 63008
0034 7 15 17 78 04
Students: 130
Start Year: 1974
Accreditation(s): GSSI, IAE Network (French Business Administration Institutes)
Program Type(s): UCO, UMJ, UMN, USP, GCE

Focus Option(s): Communication/Broadcast, Entrepreneurship, Financial Services, Insurance, Industrial Distribution, Technology

This program partners with a large network of universities and partner companies around the world promoting internships and study abroad. It has a teaching team renowned for its research and expertise in their discipline.

UNIVERSITY OF AKRON
http://www.fishersalesinstitute.com
David Payne
dpayne@uakron.edu
Fisher Institute for Professional Selling
Akron, OH 44325
330-972-8084
Students: 200
Start Year: 1992
Accreditation(s): AACSB, USCA full member, PSE
Program Type(s): UCE, UMJ, UMN, EC, ET

Focus Option(s): Entrepreneurship, Financial Services, Industrial Distribution, International Business, Medical/Healthcare Sales

Founded in 1992, the Fisher Institute for Professional Selling is the 2nd oldest university Sales Program in the world. It has 32 Corporate Partners at three different levels.
of engagement and related benefits. The Fisher supports a Major, Minor, and Certificate in Professional Sales, and is the only Sales Program in the world to offer customized Sales Certificates in Health Care Selling and Engineering / Technical Sales.

UNIVERSITY OF ALABAMA
www.uasalesprogram.com
Joe Calamus IV
jcalamus@cba.ua.edu
Culverhouse College of Commerce & Business Administration
Tuscaloosa, AL 35406
205-348-8923
Students: 600
Start Year: 2007
Accreditation(s): AACSB
Program Type(s): UCE, USP, GE, GF, EC, ET

The UA Sales Program features a robust Advisory Board of corporate supporters, employers, and mentors that contribute scholarships, jobs and internships, and curriculum tools. There are over 50 live selling projects per year, sponsored by corporate partners. The Program is also augmented by a UA Sales Lab featuring 8 technology-driven training spaces. The Sales Program’s student staff includes over 50 graduate and undergraduate students who share in an annual scholarship pool of over $300,000.

UNIVERSITY OF ALABAMA AT BIRMINGHAM
www.uab.edu/business/degrees/certificates/professional-sales-certificate
Scott Watson
swats83@uab.edu
Birmingham, AL 35294
205-996-3977
Students: 75
Start Year: 2008
Accreditation(s): AACSB
Program Type(s): UCE
Focus Option(s): Entrepreneurship, Industrial Distribution, Insurance, Medical/Healthcare Sales, Social Media

The Professional Sales Program at the University of Alabama at Birmingham offers a wide range of possible classes in Sales Leadership and Personal Selling on an as demanded basis. All professors in the program have real world sales, sales management and/or company leadership experience. Recently hired Center Director from Industry to teach and lead industry outreach. Sell.Better.Faster(TM) breakfast series features industry sales leaders. Very dynamic, practitioner oriented program.

UNIVERSITY OF APPLIED SCIENCES IN WIENER NEUSTADT
http://www.fhwn.ac.at/en/FHWN/Organisational-Units/Departments/Market-Communication-and-Sales
Dr. Karl Pinczolits
office-mhfhw.ac.at
Wiener Neustadt, Austria A-2700 0043 2622 89 084 ext 311

Students: 381
Start Year: 1994
Accreditation(s): GSIS, ASEE
Academic Association of Sales Engineering
Program Type(s): UMJ, USP, GF, EC, ET
Focus Option(s): Financial Services, International Business, Medical/Healthcare Sales, Technology

The program aims to combine academic sales studies with a more practical oriented education, which would be specifically suited to the business and technology sectors of today. With the establishment of the bachelor and master programs in business consultancy with focus in sales the University of Applied Sciences hopes to further its reputation with international connections, as well as provide students with the opportunity of a truly unique and international degree.

UNIVERSITY OF ARKANSAS AT LITTLE ROCK
www.uarl.edu/marketing/
Dr. Lenita Davis
ldavis@uarl.edu
Little Rock, AR 72204-1099
501-569-8862
Students: 20
Start Year: 2007
Accreditation(s): AACSB, GSIS, USCA associate member
Program Type(s): UCE, UEM, UMN

Students participate in the program’s “Professional Edge” placement activities, including speed mixers and networking events with employers.

UNIVERSITY OF CENTRAL FLORIDA
www.bus.ucf.edu/marketing/
William Steiger
wsteiger@ucf.edu
Orlando, FL 32816-1400
407-823-2875
Students: 34
Start Year: 2005
Accreditation(s): AACSB, SACS
Program Type(s): UMN

Of the 700 students enrolled in UCF professional selling classes annually, only approximately 30 are admitted into the exclusive Professional Selling Program where each student signs a “Commitment to Sales Professionalism.” The UCF program boasts a high-tech sales lab consisting of a main classroom and eight role-play rooms.

UNIVERSITY OF CENTRAL MISSOURI
www.ucmo.edu/erm/
Dr. Charles Schweper
schweper@ucmo.edu
Warrensburg, MO 64093
660-543-8554
Students: 20
Start Year: 2008
Accreditation(s): AACSB
Program Type(s): UCO

UCM makes good use of its State Farm Sales Lab by hosting the annual State Farm Marketing and Sales Competition, as well as the Fastenal Sales Competition. All marketing majors and minors complete the Professional Sales course. Students from the sales classes may compete for sales scholarships and the chance to represent the University at the National Collegiate Sales Competition.

UNIVERSITY OF CENTRAL OKLAHOMA
www.ucok.edu
Bob Kaiser
rkaiser@ucok.edu
Edmond, OK 73034
405-974-5838
Students: 175
Start Year: 2009
Accreditation(s): AACCU (American Association of State Colleges and Universities)
Program Type(s): UMN
Focus Option(s): Financial Services, Insurance, Medical/Healthcare Sales

The program design is focused on learning the application of the sales process and development of the art of the sale. It is the only sales program in Oklahoma’s higher learning institutions.

UNIVERSITY OF CINCINNATI
http://marketing.business.uconn.edu/undergraduate/professional-sales-leadership/
Dr. Jane Sojka
jane.sojka@uc.edu
Storrs, CT 06269-1041
860-931-7175
Students: 75
Start Year: 2001
Accreditation(s): AACSB, PSE
Program Type(s): UCO, UMN
Focus Option(s): Communication/Broadcast Sales, Entrepreneurship, Financial Services, Insurance, Medical/Healthcare Sales

Because UC is a major research institution in a metropolitan location, UC offers sales education from leading researchers and seasoned sales professionals. We currently have a post-doc candidate researching feedback avoidance in salespeople. UC’s first sales dissertation was completed in August.

The metropolitan location provides dedicated sales faculty with extensive sales experience. The sales instructors have sold for P&G, Cintas, Sara Lee, Flint Group, Prudential Insurance, and other major B2B corporations located in Cincinnati.

UNIVERSITY OF CONNECTICUT
http://marketing.business.uconn.edu/undergraduate/professional-sales-leadership/
William M. Ryan
william.ryan@business.uconn.edu
Storrs, CT 06269-1041
860-931-7175
Students: 75
Start Year: 2001
Accreditation(s): AACSB, PSE
Program Type(s): UCO, UMN

Focus Option(s): Communication/Broadcast Sales, Professional Selling, Entrepreneurship, Financial Services, Insurance, Medical/Healthcare Sales, Technology, Media/Entertainment

The University of Connecticut School of Business Marketing Department offers a Certificate,
Concentration and Minor in Professional Sales. UCONN’s PSL program is the only professional sales certificate program in New England at a leading research university. The program is committed to advancing sales management expertise through experiential education, and by developing ethical and strategically-oriented sales professionals. Partner companies interact with students in the classroom, at networking events, and sales role play events.

UNIVERSITY OF DAYTON
http://www.udayton.edu/business/index.php
Anthony (Tony) Krystofik
akrystofik1@udayton.edu
Dayton, OH 45469-2271
937-371-4552
Students: 250
Start Year: 2005
Accreditation(s): AACSB, PSE
Program Type(s): UEM
Focus Option(s): Medical/healthcare Sales, Technology
The Fiore Talarico Center for Professional Selling including state of the art sales labs was completed in December 2012. There are five uniquely different selling environments for students to perform sales call role play activities in six different areas: 1) Sales Lab Room 1 for one-on-one/two-on-one selling; 2) Sales Lab Room 2 for one-on-one selling/two-on-one selling; 3) Sales Conference Room 3 for team selling; 4) Sales Lobby Room 4 for impromptu sales discussions, and 5) Sales Training Room 6 for larger group sales activities and sales presentations to buying committees.

UNIVERSITY OF GEORGIA
http://www.terry.uga.edu/directory/profile/jhulland/
John Hulland
jhulland@uga.edu
Athens, GA 30602
706-542-3764
Students: 250
Start Year: 2006
Accreditation(s): AACSB, PSE
Program Type(s): UCE, UEM
Focus Option(s): Communication/Broadcast Sales, Entrepreneurship, Financial Services, Industrial Distribution, Insurance, International Business, Medical/healthcare Sales, Technology
Professional selling students must complete an internship and participate in the Terry College PSE Sales Competition. Winners attend the National Collegiate Sales Competition. The key resources for the sales program are an active Board of Advisors, the State Farm Sales Laboratory facility, and an active PSE Chapter, Gamma.

UNIVERSITY OF LOUISVILLE
www.business.louisville.edu/marketing
P.S. Raymond
psraju@louisville.edu
Louisville, KY 40292
502-852-4860
Students: 120
Start Year: 2000
Accreditation(s): AACSB
Program Type(s): UEM
Real sales readiness training in consultative selling, role playing focused curricula and teaching how to become identified in the workplace as “someone who gets it” helps the sales students hit the ground running, ramp up faster and have better results their first year selling.

UNIVERSITY OF MEMPHIS
Marketing.memphis.edu
Marla B. Royné Stafford, Ph.D.
msstafford@memphis.edu
Fogelman College of Business and Economics
Memphis, TN 38152
901-678-2499
Students: 40
Start Year: 1990
Accreditation(s): AACSB
Program Type(s): UCE
The PSM minor provides students with an understanding of key concepts and principles for building long-term relationships through a customer centric philosophy.

UNIVERSITY OF MISSOURI
http://business.missouri.edu/programs-and-admissions/undergraduate/degree-programs/certificate-programs/certificate-sales
Wayne Keene
keeneclv@missouri.edu
Trulaske College of Business
Columbia, MO 65211
573-590-2377
Students: 250
Start Year: 2011
Accreditation(s): AACSB, PSE
Program Type(s): UCE, USP, EC, ET
Focus Option(s): Communication/Broadcast Sales, Entrepreneurship, Financial Services, Industrial Distribution, Insurance, Medical/healthcare Sales, Technology
This certificate prepares undergraduate students for careers in the highly professional and dynamic field of sales. Through the certificate’s required coursework and internship, students acquire vital skills as well as knowledge of current best practices in the sales profession and sales management.

UNIVERSITY OF NEBRASKA AT KEARNEY
PROFESSIONAL BUSINESS SALES MARKETING PROGRAM
www.unk.edu
Marsha Yeagley
yeagleyml@unk.edu
Kearney, NE 68845
308-865-8545
Students: 96
Start Year: 1975
Accreditation(s): AACSB
Program Type(s): UEM, EC
This program is directed toward both non-degree seeking individuals and students who are pursuing a degree. The PSC will add value to degree seeking individuals’ program as it will indicate their competency in the field of selling. Non-degree individuals will find that it enhances their job opportunities and their competency in the field, furthering their ability to be successful in a sales career.

UNIVERSITY OF NEBRASKA-LINCOLN
http://cbatest40.unl.edu/academic-programs/programs-and-degrees/sales-center/
Ravi Sohi, Ph.D.
raviscohi@unl.edu
Lincoln, NE 68588
402-472-2316
Students: 20-25
Start Year: 2015
Accreditation(s): AACSB, PSE
Program Type(s): UEM, EC
Focus Option(s): Financial Services
This program graduated its first class in 2015. There is a strong partnership with companies for supporting the program.

UNIVERSITY OF NEW HAMPSHIRE
https://paulcollege.unh.edu
Dr. Tom Gruen
tom.gruen@unh.edu
Peter T. Paul Center
Durham, NH 03824
603-862-3560
Students: 45
Start Year: 2010
North Carolina Sales Institute
Greensboro, NC 27402-6170
336-334-4413
Students: 91
Start Year: 2015
Accreditation(s): AACSB
Program Type(s): UCE, UCO
Focus Option(s): Entrepreneurship, Financial Services, International Business

Program Type(s): UCO, UMN
Students in the Professional Selling Program participate in required internships where they learn tricks of the trade from seasoned sales professionals. They complete 11 marketing courses—with six of those focusing on business-to-business sales.

UNIVERSITY OF PORTSMOUTH
www.port.ac.uk
Dr. Beth Rogers
beth.rogers@port.ac.uk
Portsmouth, UK PO1 3DE
+44-2392-844017

Students: 200
Start Year: 2002
Accreditation(s): GSSI
Program Type(s): USP, UCE, ET
Focus Option(s): Entrepreneurship, International Business

Portsmouth offers opportunities for undergraduates and postgraduates on business pathways to take options on personal selling, account management and sales management. In addition, Portsmouth pioneered a specialist postgraduate program for account managers and sales managers. Assessments focus on developing a best practice in the sponsoring organization. Neil Rackham is a visiting professor.

THE UNIVERSITY OF SOUTHERN MISSISSIPPI
www.usm.edu
Dr. Leisa Reinecke Flynn
leisa.flynn@usm.edu
Hattiesburg, MS 36406
601-266-4627

Students: 50
Start Year: 2009
Accreditation(s): AACSB
Program Type(s): UCE
Focus Option(s): Entrepreneurship, Medical/Healthcare Sales

Southern Miss has a long history of placing students with companies from the Fortune 500 as well as smaller, entrepreneurial organizations. Students enter many industries including healthcare, consumer products, retail, capital equipment, oil & gas, business services, and others. The majority of marketing students start their careers in sales.

THE UNIVERSITY OF TEXAS AT ARLINGTON
http://wwwb.uta.edu/marketing/undergrad_sales.html
Fernando Jaramillo
jaramillo@uta.edu
Arlington, TX 76019
817-272-2273

Students: 64
Start Year: 2013
Accreditation(s): AACSB
Program Type(s): UCE
The Sales Certificate program is built on a strong theoretical background but emphasizes applications and practice. The Sales Certificate Program is available to both business and non-business majors. The Professional Sales Program Code of Ethics is adopted by each student in the program.

THE UNIVERSITY OF TEXAS AT DALLAS
http://jindal.utdallas.edu/academic-areas/marketing/marketing-undergraduate-program/
Dr. Howard Dover
howard.dover@utdallas.edu
Richardson, TX 75080
972-885-4420

Students: 270
Start Year: 2012
Accreditation(s): AACSB, USCA
associate member
Program Type(s): UCE, UCO, UMN, GCE
Focus Option(s): Entrepreneurship, Financial Services, Insurance, International Business, Medical/Healthcare Sales, Technology

Students in the professional sales concentration benefit from the involvement of industry-leading corporate partners, a faculty dedicated to their students’ education both inside the classroom and out, and a cadre of peers driven to succeed. Students also complete a sales concentration emerge ready for the professional sales workforce, resulting in faster ramp-up to productivity and reduced turnover for employers.

UNIVERSITY OF TOLEDO
www.sales.utoledo.edu
Deirdre Jones
deirdre.jones@utoledo.edu or edwardschmidtschool@utoledo.edu
Edward Schmidt School of Professional Sales
Toledo, OH 43606
419-530-6133, 419-530-2978

Students: 390
Start Year: 1999
Accreditation(s): AACSB, USCA full member, GSSI, PSE, AMA, NCSM
Program Type(s): UCO, UMJ, UMN, GCE, GF, EC, ET
Focus Option(s): Communication/ broadcast Sales, Entrepreneurship, Financial Services, Insurance, International Business, Medical/Healthcare Sales, Technology

Our curricula is integrated, hands-on, and taught by faculty with sales experience. Students complete a required sales internship. UT is the only university in the US to require majors take a purchasing class. Students compete at regional and national competitions, maintaining a top 10 track record for over a decade. Our students are hard-working and know how to balance priorities. Our active advisory board ensures strategic alignment with the business community. We actively connect with high school students and teachers to maintain and grow enrollments (and job placements) for the future. UT has a customizable scholarship program dedicated to professional sales students (separate sponsorship).

UNIVERSITY OF WASHINGTON
www.foster.uw.edu/marketing-undergraduate-program/
Jack Rhodes
rhodes@uw.edu or salesprog@uw.edu
Michael G. Foster School of Business
Seattle, WA 98195-3226

2017 TOP UNIVERSITY SALES PROGRAMS
MA Sales Management
- the longest established course of its kind in the UK
www.port.ac.uk/salesmanagement

206-685-1913 or 206-616-6134
Students: 187
Start Year: 2001
Accreditation(s): AACSB
Program Type(s): UCE
Focus Option(s): Communication/ Broadcast Sales, Entrepreneurship, Financial Services, Industrial Distribution, Insurance, International Business, Medical/Healthcare Sales, Technology

The Husky Sales Club (a registered student organization and an arm of the Sales Program) hosts a business partner Speaker Series throughout the academic year and also hosts a Sales Career Fair. The Foster Professional Sales Program concludes each academic year with a "Business Partners Appreciation" breakfast. The audience includes supporting business partners, graduating "Certificate" students, students who are candidates for the program, business school Dean's, and faculty. The Foster Professional Sales Program is affiliated with the Center for Sales and Marketing Strategy.

UNIVERSITY OF WISCONSIN - OSHKOSH
http://www.uwosh.edu
Dr. Bryan Lilly
billy@uwosh.edu
Oshkosh, WI 54901
920-424-7201
Students: 25
Start Year: 2012
Accreditation(s): AACSB
Program Type(s): UEM
Focus Option(s): Communication/ broadcast Sales, Entrepreneurship, Financial Services Industrial Distribution, Insurance, Medical/ healthcare Sales, Technology

Students take the three required sales courses as one integrated cohort class. Semester involves high participation with area sales professionals via a Sales Conference, a Career Symposium, field trips, role-plays, and a set of role play competitions coached by professionals.

UNIVERSITY OF WISCONSIN - PARKSIDE
www.uwp.edu/departments/business/sales.certificate/index.cfm
Dr. Peter Knight
knightp@uwp.edu
Kenosha, WI 53141-2000
262-595-2415
Students: 30
Start Year: 2010
Accreditation(s): AACSB
Program Type(s): UCE
Focus Option(s): Entrepreneurship, Financial Services, International Business

The program requires a course in selling financial services. Using gaming/role-play software (Momentum) reinforces key concepts. A capstone project in Personal Selling requires developing and executing a professional sales presentation to a senior industry buyer based on a real life RFQ. UW Parkside Sales Certificate was launched as an online flexible option in March 2015 with nationwide promotion.

UNIVERSITY OF WISCONSIN - WHITewater
www.uwwsales.org
Dr. Jimmy Peliter
peliter@uwuw.edu
Institute for Sales Excellence Whitewater, WI 53190
262-472-5474
Students: 275
Start Year: 2011
Accreditation(s): AACSB, PSE, USCA full member
Program Type(s): UCE, UEM, UMN
Focus Option(s): Entrepreneurship, Financial Services, Industrial Distribution, Insurance, Medical/ Healthcare Sales, Technology

With seven different sales classes the program is serving another large set of students who have not proclaimed sales but end up in sales. Numerous non-credit sales orientation programs are offered out of the Sales Institute; totally over 400 students attend annually. There are three internal sales competitions not counting those done for sending students out to other sales competitions. The program has a UWW Sales Team, and AMA Sales Team, and a PSE Sales Team. There are also 25 sponsoring companies coming to campus each year. There are six role-playing labs plus a professional video production facility.

UNIVERSITY OF WISCONSIN - WHITEWATER
www.uwwsales.org
Dr. Jimmy Peliter
peliter@uwuw.edu
Institute for Sales Excellence Whitewater, WI 53190
262-472-5474
Students: 275
Start Year: 2011
Accreditation(s): AACSB, PSE, USCA full member
Program Type(s): UCE
Focus Option(s): Technology

All marketing majors are required to take the professional sales option and a professional sales certificate is available to students in any major. WSU Vancouver was the overall Team Champion for the 2007 National Collegiate Sales Competition (NCSC), besting student teams from 43 other universities. The program also serves the recruiting needs of businesses in the Portland, OR metro area.

WEber STATE UniVERSity
http://www.weber.edu/sales
Mikelle Barberi Weil
mikellebarberi@weber.edu
Alan E. Hall Center for Sales Excellence Ogden, UT 84408
801-626-6913
Students: 500
Start Year: 1985
Accreditation(s): GSSI, USCA full member
Program Type(s): UCE, UMJ, UMN, EC
Focus Option(s): Communication/ broadcast Sales, Entrepreneurship, Financial Services, Industrial Distribution, Insurance, International Business, Medical/Healthcare Sales, Technology

This center, opened in 2013, enhances current curricula in one of the best four-year sales degrees in the nation by providing quality training for today’s new sales economy. By creating quality sales training programs and opportunities and aligning the sales profession with the increasing need in corporate America for professionals to combine user-driven product development with true customer expectations. The center sets itself apart from similar sales centers by being the first and only one of its kind among Utah’s public universities, and being the only one year sales program of its kind in the nation.

WEST VIRGINIA UnIVERsity
www.be.wvu.edu
Michael F. Walsh, PhD
michael.walsh@mail.wvu.edu
Morgantown, WV 26506
304-293-7960
Students: 60
Start Year: 2010

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Accreditation(s): AACSB, USCA associate member
Program Type(s): UEM, UCE
Focus Option(s): Entrepreneurship
The program offers opportunities for active student engagement via extra-curricular activities including sales club, sales contests and speakers.

WESTERN CAROLINA UNIVERSITY
www.marketingdept@wcu.edu
Dr. Lukas P. Forbes
www.wcu.edu/business
Bowling Green, KY 42101
270-745-2995
Students: 250
Start Year: 2007
Accreditation(s): AACSB, USCA full member
Program Type(s): UMJ, UMN
The Center offers five different sales courses found within either a sales major or sales minor. Within the minor, more than 20 different majors are represented. A corporate partnership program allows for numerous guest speakers, internships, and employment opportunities for sales students.

WESTERN MICHIGAN UNIVERSITY
www.hcob.wmich.edu/mktg
Dr. Steve Newell
steve.newell@wmich.edu
Haworth College of Business
Kalamazoo, MI 49008-5430
269-387-6166
Students: 310
Start Year: 1999
Accreditation(s): AACSB
Program Type(s): UMJ
The Harold Ziegler Interactive Sales Labs allow students to conduct role-plays and sales presentations. Sales faculty have sales related business experience. WMU students have been successful in multiple national sales competitions. The student-run Sales and Business Marketing Association has 100+ members. All faculty members have real-world sales experience.

WIDENER UNIVERSITY
www.widener.edu
Dr. Mary E. Shoemaker
mshoemaker@widener.edu
Chester, PA 19013
610-499-4351
Students: 30
Start Year: 2006
Accreditation(s): AACSB, PSE
Program Type(s): UEM
All students have significant interaction with sales professionals in performing role plays, interviewing sales people, and required networking events. Minimum 6 hours of interaction with professionals. Sales program alumni and professional sales trainers provide mentoring.

WILLIAM PATerson UNIVERSITY
www.wpunj.edu/rbisales
Dr. Prabakar (PK) Kothandaraman
kothandaraman@wpunj.edu
The Russ Berrie Institute for Professional Selling
Wayne, NJ 07470
973-720-3880
Students: 200
Start Year: 2003
Accreditation(s): AACSB, USCA full member, PSE, GSSI
Program Type(s): UMJ, UMN, ET
Focus Option(s): Entrepreneurship, Financial Services, Industrial Distribution, Insurance, Medical/Healthcare Sales, Technology
As the first to offer a separate degree in Professional Sales, RBJ offers an integrated competency-based curriculum, sales faculty with sales experience, total experiential-based learning built around case studies, projects and role-plays in state-of-the-art behavioral laboratories, along with e-portfolios that demonstrate their capabilities.

WINONA STATE UNIVERSITY
www.winona.edu
Marianne Collins
mcollins@winona.edu
Winona, MN 55987
507-457-5196
Students: 115
Start Year: 2011
Accreditation(s): AACSB, GSSI, PSE, USCA associate member
Program Type(s): UMN
The program offers to its students many opportunities to experience real business situations through internship programs, tours to companies, guest speakers from business and industry, and research opportunities.

XAVIER UNIVERSITY OF LOUISIANA
www.xula.edu/business
Amanda Helm
ahelm@xula.edu
New Orleans, LA 70115
504-252-5044
Students: 20
Start Year: 2002
Accreditation(s): ACBSP
Program Type(s): UCO, UMN
The business program offers a number of dynamic and exciting programs for undergraduate students and prepares them well to take leadership roles in corporate America. Sales class students sell ads for the student newspaper and log those sales in SalesForce.com.

OTHER NOTABLE PROGRAMS
The following schools provide opportunities for students to obtain some classroom training and/or practical experience specific to professional sales. Most are working with their universities to establish formal programs.

BRIGHAM YOUNG UNIVERSITY
www.byu.edu
Tamara Masters, PhD
tamara.masters@byu.edu
Provo, UT 84602
801-422-4986
Students have shadowing experiences as well as consult a firm on a sales force plan.

CALIFORNIA POLYTECHNIC STATE UNIVERSITY
http://calpoly.edu/
Lisa Simon
lsimon@calpoly.edu
Orfalea College of Business
San Luis Obispo, CA 93407
805-756-5380
Sales classes are taught through the Department of Marketing and the Agribusiness program. They focus on developing foundational selling skills with an eye toward technology.

EAST CAROLINA UNIVERSITY
www.ecu.edu/cs-bus/
Jason Rowe
rowew@ecu.edu
Greenville, NC 27858-4353
252-737-4342
The program is awaiting official approval of a Certificate program which is expected to be offered in Fall, 2017.

EURIDIS BUSINESS SCHOOL
www.euridis-ecole.com
Bernard Hasson
b.hasson@euridis.net
Saint Denis, Ile de France
France 92210
+33 1 55 99 98 30
This program has been serving undergraduate and graduate students since 1998. While it is not accredited by an external body the requirements for its programs are impressive.

MIAMI UNIVERSITY
http://miamioh.edu/lsb/academics/marketing/index.html
Don Norris, Ph.D. norrisgd@miamioh.edu
Oxford, OH 45056
513-529-1217
Despite the lack of a formal sales program, students complete one required sales course and may select electives from other Marketing courses and related technical areas inside and outside the Farmer School of Business. Students can join Gamma Gamma Chapter of Pi Sigma Epsilon. Graduates have a 100% placement rate in career sales positions.

MIDDLE TENNESSEE STATE UNIVERSITY
www.mtsu.edu/sales
Dr. Lucy M. Matthews
lucy.matthews@mtsu.edu
Murfreesboro, TN 37132
615-898-2112
Students may join a sales team that participates in national sales competitions. They have the opportu- nity to complete sales internships, sales courses and other prepara tory programs. To encourage sales skill development and participation in national competitive events, a corporate-sponsored competition across all sections of Personal Sell ing was created. The program is expected to be recognized in the Fall, 2017.

NATIONAL UNIVERSITY OF IRELAND
http://www.nuigalway.ie/courses/taught-postgraduate-courses/marketing-professional-selling-sales.html
course_overview
Dr. Declan Fleming
declan.fleming@nuigalway.ie
J.E. Cairns School of Business and Economics
Galway, Ireland
+353814972741
Significant core Marketing and International Business modules complement Sales Modules.

NORTHEASTERN UNIVERSITY
http://damore-mckim.northeastern.edu
Jay Mulki, PhD
j.mulki@neu.edu
Boston, MA 02140
617-373-5740
This program is not formally recognized by the university, but it is accredited by AACSB and offers an undergraduate minor to sales students.

OHIO DOMINICAN UNIVERSITY
www.ohiodominican.edu
Richard Buehner
bueherr@ohiodominican.edu
Columbus, OH 43219
614-251-4732
The program is off to a great start. There are two required sales courses and a required internship. The program is expected to double in size and faculty are excited to be offering a Minor in sales.

REINHARDT UNIVERSITY
http://www.reinhardt.edu/
Walter Beck
whb@reinhardt.edu
Waleska, GA 30183
770-720-5600
The program prepares students for careers as sales and marketing professionals and has been in exist- ence since 2006.

SAN DIEGO STATE UNIVERSITY
http://cbaweb.sdsu.edu/marketing/sales
Suzanne Finch
sfinch@mail.sdsu.edu
San Diego, CA 92182
619-594-0206
Starting in the fall semester of 2013, the Marketing Department of the College of Business Administration offered the Professional

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As we enter our 7th year of the SEF/Neil Rackham Research Grants, we look forward to continuing our support of sales and sales management research. We will also continue to highlight the outputs of these projects as they work their way through the publishing process. As you can see from the studies above, good research produces valuable insights that have practical implications for the sales profession. If you’d like to learn more about our research initiatives or to participate in the effort, please contact us for more information.

THERE’S MORE WHERE THAT CAME FROM...

As we enter our 7th year of the SEF/Neil Rackham Research Grants, we look forward to continuing our support of sales and sales management research. We will also continue to highlight the outputs of these projects as they work their way through the publishing process. As you can see from the studies above, good research produces valuable insights that have practical implications for the sales profession. If you’d like to learn more about our research initiatives or to participate in the effort, please contact us for more information.

2017 SEF/NEIL RACKHAM RESEARCH GRANT CALL FOR PROPOSALS
OPEN UNTIL MAY 31, 2017
FOR MORE INFO VISIT THE SEF WEBSITE WWW.SALESFOUNDATION.ORG
Founded in 1952, Pi Sigma Epsilon (PSE) is the nation’s only co-ed professional fraternity in marketing, sales management and selling. The organization has grown on campuses across the US with more than 60,000 initiated members, garnering increased attention from local, regional and national companies who seek to hire PSE students uniquely prepared to enter the workforce—and succeed.

PSE fosters experiential learning, collaboration and competition. At the campus level, and during regional and national events, students work together to apply academic concepts, strategic thinking and complex problem solving to real and simulated business situations. Student-run chapters are supported by a vast network of dedicated faculty, sales professionals and alumni, and a national headquarters staff, who challenge them to be pushed outside the boundaries of their comfort zones. PSE is open to all majors and all students with an interest in advancing one’s professional and personal skills.

PSE competitions ignite a competitive spirit that drive performance, bringing national attention to individual students, chapters and sponsoring universities and sales programs. PSE’s signature competition, the Pro-Am Sell-a-Thon®, exemplifies the organization’s mission by providing professional skill development and a real-world sales experience for participating students. It promotes sales as a career and provides many benefits to participating students including professional sales training, an authentic B2B sales simulation, coaching and insights from professionals and exposure to many of PSE’s corporate partner companies.

As the selected content provider for the Pro-Am Sell-a-Thon® Carew CEO Jeff Seeley shared his enthusiasm for the competition and collaboration with PSE. “These events are a natural extension of what we do for corporate clients every day. It is both our mission and our responsibility to ensure these students leave the Pro-Am competition with greater insight, confidence and real-world selling skills,” stated Seeley. “We have great respect and admiration for PSE, and we welcome the opportunity to continue this partnership.”

The program is made possible with the generous support of sponsoring companies: Liberty Mutual, Northwestern Mutual and Vector Marketing.

The Pro-Am Sell-a-Thon® is just one example of the many opportunities PSE offers its members to prepare them for a successful future. PSE offers numerous other competitive opportunities annually that recognize both individual and chapter accomplishments, including more than $60,000 in scholarships and 20 chapter awards given each year.

The organization seeks to expand to new campuses where there is an interest in building strong ties among students, faculty and industry professionals with a shared mission to develop and foster skills in the discipline of sales and marketing. Whether you are a faculty member looking to create or expand upon a sales program, or a recruiter looking to hire interns or college graduates with demonstrated proficiency in the areas of sales and marketing, we invite you to learn more about this dynamic and growing organization.

To find out more about PSE please contact Glenn Altstadt, Development Manager, glenn.altstadt@pse.org, or Joan Rogala, CEO, joan.rogala@pse.org.
Founded in 2001 by nine universities seeking to respond to corporate demand for skilled sales professionals, the USCA now comprises 43 associate and full members, with several applications in process. We continue to work toward the advancement of the sales profession through quality sales education, research, and the sharing of best practices.

As companies continue to demand sophisticated entry-level salespeople possessing the consultative, analytical and technological skills needed to resolve complex customer issues, we fully expect the number of universities offering sales majors, sales minors, sales concentrations, and sales courses to continue to grow dramatically. Importantly, this rapid growth of university sales programs, combined with an organizational need for sales research provides insight into complex sales issues and problems, is driving demand for Ph.D.-qualified sales faculty members at a rate that has outpaced supply.

Several constraints have resulted in a limited quantity of qualified sales professors possessing Ph.D.’s. First, the extensive use of role plays in sales classes necessitates a smaller class size (e.g., 20-25 students), resulting in more class sections and a need for more sales faculty.

Second, the sheer rapidity of the growth in sales programs is relatively recent and, although universities are more aware of the need for sales education, doctoral granting universities have not yet adjusted. As noted by Suzanne Fogel and colleagues in the Harvard Business Review, Ph.D. programs in sales do not exist, and only a few programs routinely encourage Ph.D. candidates in marketing and other disciplines to focus on sales. It is noteworthy that of the 88 Ph.D. students who graduated with doctoral degrees in Marketing in 2016, only six were categorized in an “other” category that included ethics, innovation, entrepreneurship, and sales/sales management.

Fortunately, this lack of supply results in a tremendous opportunity for those considering a career as a sales professor! If you are already pursuing a doctoral degree in marketing or a related field, the members of the USCA strongly encourage you to specialize in sales. And, if you are pursuing a career in sales and have always thought about becoming an academic, please consider pursuing a Ph.D. with a specialization in sales.

The benefits of becoming a sales academic are many. It is a distinct pleasure to help students develop the knowledge and skills that will serve them well throughout their lifetimes. Sales faculty are not just teaching students; we are developing business professionals capable of changing the business world. Moreover, sales students are hard-working and competitive. My experience suggests they become more engaged in their coursework than other students, and they are eager to learn and improve. This attitude makes the time spent in the classroom incredibly satisfying and worthwhile.

In a former life, I was a retail buyer who sat on the other side of the table from numerous salespeople. Ten years into my career, I decided to become an academic and this change of course has been the best career move imaginable. It has resulted in the most interesting and meaningful life I could have ever desired. If you would like more information about pursuing a Ph.D. with a specialization in sales, feel free to contact me at ddeeter@k-state.edu. Or, you can contact the faculty members listed. Each of these sales thought leaders can be found at Ph.D.-granting institutions and can provide insight regarding the life of a sales academic and the details of their respective programs. We look forward to hearing from you!

This information is provided by the University Sales Center Alliance (USCA). http://www.universitysalescenteralliance.org/
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<th>PRIMARY CONTACT(S)</th>
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<td>Florida State University</td>
<td>Dr. Leff Bonney, <a href="mailto:lbonney@cob.fsu.edu">lbonney@cob.fsu.edu</a></td>
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<tr>
<td>Georgia Tech University</td>
<td>Dr. Ajay Kohli, <a href="mailto:ajay.kohli@scheller.gatech.edu">ajay.kohli@scheller.gatech.edu</a>&lt;br&gt;Dr. Goutam Challagalla, <a href="mailto:goutam.challagalla@scheller.gatech.edu">goutam.challagalla@scheller.gatech.edu</a></td>
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<td>Harvard University</td>
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<td>Dr. Scott Mackenzie, <a href="mailto:mackenz@indiana.edu">mackenz@indiana.edu</a>&lt;br&gt;Dr. Girish Mallapragada, <a href="mailto:gmallapr@indiana.edu">gmallapr@indiana.edu</a></td>
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<td>Kennesaw State University</td>
<td>Dr. Brian Rutherford, <a href="mailto:bruther1@kennesaw.edu">bruther1@kennesaw.edu</a>&lt;br&gt;Dr. Terry Loe, <a href="mailto:tloe@kennesaw.edu">tloe@kennesaw.edu</a></td>
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<td>Louisiana Tech University</td>
<td>Dr. Sean Dwyer, <a href="mailto:dwyer@Latech.edu">dwyer@Latech.edu</a></td>
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<td>Michigan State University</td>
<td>Dr. Doug Hughes, <a href="mailto:dhughes@msu.edu">dhughes@msu.edu</a>&lt;br&gt;Dr. Stephanie Mangus, <a href="mailto:mangusst@msu.edu">mangusst@msu.edu</a></td>
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<tr>
<td>Oklahoma State University</td>
<td>Dr. Karen Flaherty, <a href="mailto:Karen.flaherty@okstate.edu">Karen.flaherty@okstate.edu</a>&lt;br&gt;Dr. Todd Arnold, <a href="mailto:todd.arnold@okstate.edu">todd.arnold@okstate.edu</a></td>
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<td>Texas A&amp;M University</td>
<td>Dr. Mark Houston, <a href="mailto:mhouston@mays.tamu.edu">mhouston@mays.tamu.edu</a></td>
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<td>Texas Tech University</td>
<td>Dr. Bob McDonald, <a href="mailto:bob.mcdonald@ttu.edu">bob.mcdonald@ttu.edu</a></td>
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<td>University of Alabama</td>
<td>Dr. Nick Panagopoulos, <a href="mailto:npanagopoulos@cba.ua.edu">npanagopoulos@cba.ua.edu</a></td>
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<tr>
<td>University of Arizona</td>
<td>Dr. Mrinal Ghosh, <a href="mailto:mghosh@email.arizona.edu">mghosh@email.arizona.edu</a></td>
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<td>University of Georgia</td>
<td>Dr. Sonny Lam, <a href="mailto:sonlam@uga.edu">sonlam@uga.edu</a>&lt;br&gt;Dr. John Hulland, <a href="mailto:jhulland@uga.edu">jhulland@uga.edu</a>&lt;br&gt;Dr. Sundar Bharadwaj, <a href="mailto:sundar@uga.edu">sundar@uga.edu</a></td>
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<tr>
<td>University of Houston</td>
<td>Dr. Mike Ahearne, <a href="mailto:mhearnr.uh@gmail.com">mhearnr.uh@gmail.com</a>&lt;br&gt;Dr. Steve Brown, <a href="mailto:spbrown@uh.edu">spbrown@uh.edu</a>&lt;br&gt;Dr. James Hess, <a href="mailto:jhess@uh.edu">jhess@uh.edu</a></td>
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<tr>
<td>University of Missouri</td>
<td>Dr. Nilandri Syam, <a href="mailto:syamn@missouri.edu">syamn@missouri.edu</a>&lt;br&gt;Dr. Srinath Gopalakrishna, <a href="mailto:srinath@missouri.edu">srinath@missouri.edu</a>&lt;br&gt;Dr. Murali Mantrala, <a href="mailto:mantralam@missouri.edu">mantralam@missouri.edu</a>&lt;br&gt;Dr. Lisa Scheer, <a href="mailto:scheerl@missouri.edu">scheerl@missouri.edu</a>&lt;br&gt;Dr. Shaoming Zou, <a href="mailto:zou@missouri.edu">zou@missouri.edu</a></td>
</tr>
<tr>
<td>University of Mississippi</td>
<td>Dr. Doug Vorhies, <a href="mailto:dvorhies@bus.olemiss.edu">dvorhies@bus.olemiss.edu</a></td>
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<tr>
<td>University of Nebraska</td>
<td>Dr. Ravi Sohi, <a href="mailto:ravisohi@unl.edu">ravisohi@unl.edu</a></td>
</tr>
<tr>
<td>University of South Florida</td>
<td>Dr. Andrew Artis, <a href="mailto:aartis@usf.edu">aartis@usf.edu</a></td>
</tr>
<tr>
<td>University of North Texas</td>
<td>Dr. Jeff Sager, <a href="mailto:sager@unt.edu">sager@unt.edu</a></td>
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<tr>
<td>University of Texas at Arlington</td>
<td>Dr. Fernando Jaramillo, <a href="mailto:jaramillo@uta.edu">jaramillo@uta.edu</a>&lt;br&gt;Dr. Raj Agnihotri, <a href="mailto:Rajshekar.Agnihotri@uta.edu">Rajshekar.Agnihotri@uta.edu</a></td>
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<tr>
<td>University of Virginia</td>
<td>Dr. Tom Steenburgh, <a href="mailto:SteenburghT@darden.virginia.edu">SteenburghT@darden.virginia.edu</a></td>
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<td>University of Washington</td>
<td>Dr. Rob Palmatier, <a href="mailto:palmatrw@uw.edu">palmatrw@uw.edu</a></td>
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<td>University of Wisconsin—Madison</td>
<td>Dr. Noah Lim, <a href="mailto:nlim@bus.wisc.edu">nlim@bus.wisc.edu</a></td>
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<tr>
<td>West Virginia University</td>
<td>Dr. Mike Walsh, <a href="mailto:michael.walsh@mail.wvu.edu">michael.walsh@mail.wvu.edu</a></td>
</tr>
</tbody>
</table>

*This list has been prepared by the University Sales Center Alliance | http://www.universitysalescenteralliance.org/
DIGITALLY MORPHING
THE SALES CURRICULUM

RECENTLY, YOU GET A SENSE THAT SALES AND MARKETING ARE NOT QUITE THE SAME AS THEY WERE A FEW YEARS AGO. WE HAVE HEARD CEB SAY THAT CUSTOMERS ARE 57% THROUGH THE BUYER JOURNEY BEFORE THEY CONTACT A SALES PERSON.

Further research suggests that complex sales are getting bogged down with 5.4 influencers in the buying process. Marketing automation is more commonplace as well as better executed. Salesforce automation is more mature with an explosion of applications that work directly with Salesforce.com and other platforms to help accelerate sales organization performance. This new world of automation is bringing the promise of predictive analytics, higher performance, and artificial intelligence into the sales strategy space. Meanwhile, buyers are now expecting new engagement due to behavioral changes brought on by social, mobile and the sharing economy. This is not your younger sibling’s sales world, let alone your parents.

WHAT IS THE CHALLENGE?
For Sales programs across the country, the challenge is real. Sales and Marketing automation goes much beyond introducing platforms such as Eloqua, Oracle, Marketo, SAP, NetSuite, Salesforce.com, or Constant Contact to name a few. While some of our textbooks, journal articles, and HBR articles provide basic coverage of funnels in sales and marketing, the industry is moving to convergence or fusion of customer touch point teams, functions, and strategy. Our job of teaching relevancy has become challenged by the ‘app explosion’ that leads most innovative companies to deploy a stack of applications that integrate with existing sales automation, CRM, and marketing automation systems.

How do we address the current concepts of industry including Sales Force Automation, Sales Operations, Sales Enablement, Marketing Automation, Digital Sales, and Social Selling in our existing sales curriculum? Is it our responsibility to make our students sales and marketing stack technology aware? How does this onslaught of technology and innovation change the way buyers buy and sellers sell? Is our curriculum up to the task of the modern sales environment?

Business to business buyer behavior has changed. IDC reports that 75% of B2B buyers use social media to make purchasing decisions. LinkedIn in reports that only 4% of buyers would have a favorable impression of a salesperson who reached out via a cold call while 87% would do so if introduced via a professional network! Buyers are five times (5X) more likely to engage with professionals via a warm introduction than cold outreach according to LinkedIn. Social sellers are 51% more likely to exceed quota, 300% more likely to go to presidents club, and get promoted to VP 17 months faster than non-social sellers. At Sales Connect in 2015, Microsoft showed that social sellers produced 1.7 times more opportunities and between 1.2-5 times more revenue than non-social sellers! Yet, less than 2% of existing sales people have a Social Selling Index score higher than 70 points, an industry accepted indicator of social selling.

WHAT IS THE OPPORTUNITY?
If, as stated in numerous vendor and industry presentations, digitally native sales people are able to produce from 1.5 to 5 times the results of their peers, we are in the midst of an existential opportunity. Firms who adopt more efficient methods of selling and adapt to buyers new modes of buying should experience competitive advantages.

With increased performance, comes increased pay for all levels of the sales organization. Sales organizations can become leaner (force reduction) and/or expand into previous unprofitable or risky segments.

One of the biggest challenges faced by industry is to develop a sales force ready for the new environment. Developing a sales force with an ability to make technology spend payoff is a challenge faced by most companies in today’s marketplace. Both companies and University Sales Programs have a unique opportunity to accelerate the rate of digital tool adoption and sales stack
technology performance. Universities can serve as the training ground for the future sales force and can prepare students for the new era of selling. By partnering with Sales Education Foundation and University Sales Center Alliance recognized sales programs, corporations can partner to develop a digitally native, high performing sales force!

WHAT CAN BE DONE?
Given these compelling facts, our program at the University of Texas at Dallas is on a journey to digitally morph our curriculum. As shown in (Figure A), we have integrated sales stack technology into our existing curriculum, competitions and projects. We have done this in phases to allow our faculty to learn and adapt their class lectures and activities to these new innovations. Additionally, we have developed a couple of new courses, namely Digital Prospecting and Digital Sales Strategy. These courses allow us to directly address the changing sales environment in real time in both the undergraduate and graduate curriculum with syllabi that are agile to the state of sales each year.

WHAT IS THE RESULT?
Our Sales students are more engaged, technology aware, and better prepared for strategic questions and discussions during their interviews. Students appreciate the continuity of early and continuing exposure to industry relevant sales technology. The students have first hand knowledge on both use and challenge of sales stack use and deployment due to the course experiences. This first-hand knowledge leads our students to ask more appropriate questions during corporate interviews. Our corporate partners benefit by co-development of best practices, an informed talent pool, and higher performing and competent entry-level sales talent. We work with our corporate partners to co-develop best practices and allow us to develop appropriate and relevant curriculum. Our alumni are able to make immediate contributions since they are digitally and sales stack aware! This awareness leads to faster ramp up, higher performance and provides our corporate partners with a leadership pipeline for key technology initiatives.

CONCLUSION
A recent Forrester report proposes that the B2B sector will lose over 1 million sales jobs between 2015 and 2020. They propose that firms will automate away the order taking and redundant tasks that exist in sales. Many of these jobs that exist today will be altered by the current wave of technology innovation at the intersection of marketing and sales. Are organizations and universities prepared for this future? It might be time to start that journey so that your team has the competitive advantage in the marketplace of the future! ▲

![Dr. Howard Dover](image_url)

Dr. Howard Dover
Director, Center for Professional Sales
University of Texas at Dallas

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**FIGURE A: PROCESS FOR EVOLVING THE SALES CURRICULUM**

**PHASE 1: ALL ROLE-PLAY EXERCISES USE SALES STACK TECHNOLOGIES AS THE PRODUCT SOLD.**
- Salesforce.com for Intro to Sales role play competition
- HireVue and Sales Navigator for Advanced Sales competition

**STUDENTS USE SALES STACK TECHNOLOGIES FOR SEMESTER LONG PROJECTS**
- Students use LinkedIn to Develop their own Network (Dover, Peterson, and Shelden 2015)
- Students use LinkedIn.com and Salesforce to obtain corporate judges for live events
- Account Management team uses Salesforce and LinkedIn’s “Sales Navigator” to secure corporate sponsors for program

**CREATE COURSES THAT ADDRESS DISRUPTIVE INNOVATION IN SALES AND MARKETING**
- Undergrad course: Digital Prospecting
- Grad course: Digital Sales Strategy

**PHASE 2: DEEPER SOCIAL SELLING AND SALES STACK INTEGRATION MORPH**
- Deploy Sales Navigator throughout UG curriculum
- Social Selling Index Competition for both Intro and Advanced Courses
- Support Social Selling with modules in Intro and Advanced Courses

**BUYERS JOURNEY MORPH**
- Buyer journey modules in Sales classes
- Development of Playbooks for projects in both Intro and Advanced courses
Our robust sales program had challenges too, we needed to grow enrollment to keep up with corporate demand, and we were running out of students for our Internal Sales Competition because they were already placed with great companies (many were placed before or shortly after senior year started). Being active with the University Sales Center Alliance (USCA) and other groups, we knew that colleagues at other university sales programs had the same challenges.

Something meaningful had to change. After facing my own concerns about the readiness of younger students, I agreed to allow the new juniors and even sophomores and freshmen into our Internal Sales Competition. We made a new division for them to level the playing field and to provide transparency for sponsors and students. These younger students were chomping at the bit to shine outside the shadow of a senior.

NECESSITY IS THE MOTHER OF INVENTION. TOO MANY OF MY CONVERSATIONS WITH COMPANIES WERE ABOUT THEIR SERIOUS STRUGGLES TO FIND AVAILABLE SENIORS. FINDING TOP SENIORS WHO WERE ALSO AVAILABLE WAS AN EVEN BIGGER HURDLE.
That’s when I remembered that people don’t know what they don’t know. It’s not like the sponsor would be speaking to that student in his/her sales class because sales classes are for upper division students. Even if that student went to the Job Fair, they would have most likely been brushed off or only encouraged to stay in touch because of their graduation date. The opportunity to find top talent first and provide meaningful interactions to give companies peace of mind and students relevant internships was absent! Absent!

Filling that critical gap for companies, students, and universities is why we launched the University of Toledo Invitational Sales Competition (UTISC) in 2016. The UTISC is the nation’s first and only national sales competition dedicated exclusively to juniors, sophomores, and freshmen. No seniors allowed!

The prospect profile was focused on selling in a channel and 3M™s VHBTM Tape which helped the UTISC to deliver an experience that was relevant, complex, approachable, and attractive.

Our inaugural year included 90 students from 31 universities and 10 sponsors, and we had a wait list of universities. Universities such as Baylor University, Ball State University, Western Michigan University, and more came to compete. The universities were so pleased at being able to have a platform for growing their own sales enrollments and developing younger talent that most brought alternate students to the competition.

With a year or more before graduation, the students were highly engaged in the UTISC’s 1-1 Coaching/Interviewing Sessions and Career Fair. By the time the competition ended and in the coming days/weeks, there were intern hires made and solid pipelines for the following academic year. The UTISC students and sponsors both went into the next academic year with a shortlist and established relationships. Even our UT students that worked behind the scenes to run the UTISC networked and got internships with companies like 3M, Penske, and Quicken Loans.

The UTISC also included fun and memorable entertainment with a Toledo Walleye hockey game. Semi-finalists were announced on the big screen in a special announcement during intermission. Raffle prize winners from the Career Fair got to ride the Zamboni or play musical bean bag chairs on the center ice. Sponsors passed out raffle tickets to students during the Career Fair to give them informal feedback on how well the students prepared and interacted.

Getting companies to commit the time, talent, and treasure needed for them to see better results in their collegiate sales recruit requirements ongoing coaching. A recommendation for companies from the Harvard Business Review in 2014 (and one that we know we share with other university sales programs) is to bring your top people and recent graduates to collegiate recruiting interactions because people and cultural fit is the #1 factor that Millennials consider when choosing an employer. Getting highly placed people and recent graduates to participate is a challenge because they have demanding schedules and have an opportunity cost associated with coming out of the office/field. They need multiple and strong reasons to engage, and the UTISC is a well-positioned and attractive tool for companies to streamline their team involvement and improve recruiting success.

While internships play an obvious and important role in recruitment, the launch of the UTISC also aligned well with the rise in two other recruitment and on-boarding practices. The first is a stronger focus on getting top talent and putting them in a sales leadership development program so they are fast tracked and given the training, mentors, and experiences that improve selling results and retention. Succession planning is acutely real when it comes to the highly talented. The second practice is some companies are looking to hire students for two summers so they can expose the students to more of their business and sales process. You need ample runway to try and give both parties an opportunity to take a deeper dive like that.

The UTISC benefits its sponsors to be the first to zero in on the nation’s top and available sales talent while also helping younger students to develop and aiding universities to grow sales enrollments. We are grateful and excited to work with such talented university sales programs and proactive companies and look forward to the future of the UTISC!
# UNIVERSITY SALES COMPETITIONS

## Unique Events Showcase the Next Generation of Sales Professionals

University sales competitions provide opportunities for professional sales students to showcase their talents while networking with fellow students and potential employers. Some competitions focus on regional attendance, while many others have become international in nature, attracting students all over the world. These events vary in format, from role-play, team selling and speed selling, to “elevator pitch” exercises. Sales competitions have become “the” premier venues for top sales organizations to meet the future generation of sales professionals and see them in action.

University Sales students recognize these events are opportunities to refine their classroom skills in highly competitive environments. Top sales organizations send representatives to serve as judges, prospects or buyers. Many competitions include corporate mixers, career fairs and networking events. Recent additions to the landscape focus on first and second year students and feature bilingual competition.

To find out more about each of the listed competitions, contact the individuals at the various events.

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<tr>
<th>UNIVERSITY SALES COMPETITIONS</th>
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<tr>
<td><strong>ARIZONA COLLEGIATE SALES COMPETITION (ACSC)</strong></td>
<td>ARIZONA STATE UNIVERSITY</td>
<td><strong>DATE:</strong> February 25, 2017</td>
<td><strong>YEAR FOUNDED:</strong> 2016</td>
</tr>
</tbody>
</table>
| **BALL STATE UNIVERSITY REGIONAL SALES COMPETITION** | BALL STATE UNIVERSITY | **DATE:** Friday, October 6, 2017 | **YEAR FOUNDED:** 2003 | **CONTACT:** Julie Eiser, salescenter@bsu.edu
| | | | | Jeff Hittler, jjhitter@bsu.edu |
| | | **The Arizona Collegiate Sales Competition (ACSC) includes competitors from Arizona State University, University of Arizona, and Northern Arizona University. The purpose of ACSC is to provide students with an opportunity to practice their professional sales role playing skills and to prepare for NCSC. Representatives from ASU’s Professional Sales Advisory Board will serve as judges and buyers, and be available to network for student career opportunities.** |
| | | **ADDITIONAL EVENTS:** A Networking and Recruiting Career Fair as well as a speed selling event. |
| | | | | http://salescenter.wix.com/bsu-competition |
| **EUROPEAN SALES COMPETITION (2017, SCOTLAND)** | EDINBURGH NAPIER BUSINESS SCHOOL | **DATE:** May 31 - June 1, 2017 | **YEAR FOUNDED:** 2016 | **CONTACT FOR 2017:** Dr. Tony Douglas, t.douglas@napier.ac.uk |
| | | **This year’s European Sales Competition will be held at Edinburgh Napier Business School in Edinburgh, Scotland. The annual competition is hosted by different European universities each year. The ESC aims at filling the gap in sales education among undergraduate students in Europe by creating a new pan-European Sales Alliance across universities and bringing European students’ sales skills to the next level.** |
| | | | | http://www.europeansalescompetition.com/en |

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https://wpcarey.asu.edu/marketing-degrees/calendar-of-events

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### International Collegiate Sales Competition (ICSC) | Florida State University

**Date:** November 1-4, 2017  
**Year Founded:** 2011  
**Contact:** Pat Pallentino, ppallentino@fsu.edu

Held at the Caribe Royal Resort in Orlando, FL, the ICSC competition is one of the largest sales competitions. The 2016 event featured 70 universities, 140 role-play competitors and 80 Sales management case competitors. The competition is all B2B role-play - focusing on one major account sale in four connected role-plays. Role-play one is the initial contact with a mid-level manager. The final round ends with a meeting with the final C-level decision-maker.

**Additional Events:**
- Career Fair with over 40 Recruiting Companies
- Complimentary tickets to Theme Park for students and coaches

[http://fsusalesinstitute.com/icsc](http://fsusalesinstitute.com/icsc)

### Global Bilingual Sales Competition (FIU-GBSC) | Florida International University

**Date:** March 8-11, 2017  
**Year Founded:** 2016  
**Contact:** Dr. Nancy Rauseo, xrauseon@fiu.edu

FIU’s Global Bilingual Sales Competition is the only competition of its kind, bringing students from across the globe to compete in both English and Spanish. The competition consists of simulated role plays in which students sell to a buyer from a global organization. Students must conduct sales calls in English only, Spanish only and English/Spanish. The role plays will be conducted in FIU’s Global Sales Lab, housing 12 rooms equipped with recording capabilities. Judges and sponsors will have access to live videos.

**Additional Events:**
- Networking opportunities


### National Collegiate Sales Competition (NCSC) | Kennesaw State University

**Date:** March 31-April 3, 2017  
**Year Founded:** 1998  
**Contact:** Dr. Terry W. Loe, tloe@kennesaw.edu  
Ms. Mary Foster, mfoster@kennesaw.edu

NCSC is the largest and oldest collegiate sales competition that includes universities from North America and parts of Europe. The format is an elimination style tournament with 20 minute Sales Call Role-Plays. The competition has an opening, wildcard, quarter-final, semi-final and Championship Rounds. Industry professionals and sales experts from academia participate as judges and industry professionals participate as the prospects/buyers throughout the event. Prior to the event sponsors are provided resumes of all participating sales candidates and access to all competition recordings post event for a limited time.

**Additional Events:**
- NCSC begins with Registration, a Reception and Welcome. A sponsor exclusive Sales Career Expo runs in conjunction with the competition the first two days of the event. Also, an informal networking event is held in a facility that includes food, music, video and other games, billiards, and bowling. The Final Four Competitors are announced during the networking event. The final day of the competition includes the Championship Round, and the NCSC Awards Banquet.

[www.NCSC-ksu.org](http://www.NCSC-ksu.org)
# UNIVERSITY SALES COMPETITIONS

## NATIONAL SALES CHALLENGE (NSC) | WILLIAM PATERNON UNIVERSITY

| DATE: November 15-17, 2017 | YEAR FOUNDED: 2007  | CONTACT: Lisa Wright, WrightE@wpunj.edu; Prabakar ‘PK’ Kothandaraman, kothandaramanp@wpunj.edu |

NSC Role-Play Competition: Students engage in a fifteen-minute sales call role-play with a business executive. This segment has two rounds and a final. Speed-Sell: Students create a two-minute sales pitch about themselves. The 3-day competition is held at the state-of-the-art Russ Berrie Institute for Professional Sales Labs with judges drawn exclusively from the industry. Sponsored by leading corporations, the event also features corporate presentations and job interviews.

### ADDITIONAL EVENTS:
- Social Media Competition
- e-pitch competition
- Live product/case training with the company and judges
- Networking/recruiting lunch
- Networking reception
- Awards ceremony
- Skill-building, improv and faculty sessions

[http://rbsaleschallenge.wpunj.edu/](http://rbsaleschallenge.wpunj.edu/)

## NATIONAL TEAM SELLING COMPETITION (NTSC) | INDIANA UNIVERSITY KELLEY SCHOOL OF BUSINESS

| DATE: October 12-13, 2017 | YEAR FOUNDED: 2006  | CONTACT: Sonya Dunigan, skduniga@indiana.edu |

NTSC is a team selling competition that attracts undergraduate sales students from America’s leading universities who wish to pursue high-level, complex sales careers. Altria and 3M develop the case, role-play as buyers and senior management, and serve as judges. Cash prizes: 1st place, $3,000; 2nd place, $2,000; 3rd place, $1,000. A networking reception is included for all participants.

[https://kelley.iu.edu/Promo/NTSC/index.html](https://kelley.iu.edu/Promo/NTSC/index.html)

## NORTHEAST INTERCOLLEGIATE SALES COMPETITION (NISC) | BRYANT UNIVERSITY

| DATE: November 10-11, 2017 | YEAR FOUNDED: 2012  | CONTACT: Stefanie Boyer, sboyer@bryant.edu |

The NISC prepares students for sales careers by providing individualized immediate feedback from sales professionals in written and verbal format during the tournament-style four-round sales competition and elevator pitch competition. Sessions in improv-training promote adaptive selling, tapping into social media to keep the connection alive between well-trained sales students and the exceptional employers they meet at the competition.

### ADDITIONAL EVENTS:
- Social Media Competition
- e-pitch competition
- Live product/case training with the company
- Networking/recruiting lunch
- Networking reception
- Awards ceremony
- Skill-building, improv and faculty sessions

[http://nisc.bryant.edu/](http://nisc.bryant.edu/)
**THE GREAT NORTHWOODS SALES WARM-UP | UNIVERSITY OF WISCONSIN-EAU CLAIRE**

**DATE:** October 19-21, 2017  
**YEAR FOUNDED:** 2007  
**CONTACT:**  
Jerry Kollross, kollrogm@uwec.edu;  
Jessica Gardner, gardnejj@uwec.edu;  
Bob Erffmeyer, erffmerc@uwec.edu

The Great Northwoods Sales Warm-Up is a highly personalized competition. We host the first competition of the year and invite 20 universities (3 students each) from across the country to the Warm-Up. We pride ourselves on the quality of sales programs we have attracted to our event over the past 10 years. Our goal is to have the students work hard at our event but also have fun along the way. Students are guaranteed to participate in two 20 minute role plays and also get the opportunity to receive immediate feedback after their role plays from the sponsor judges.

**ADDITIONAL EVENTS:** The Warm-Up also includes a full day career fair that runs in conjunction with the competition.

http://www.uwecsaleswarmup.com/

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**SCOTTISH OPEN SALES COMPETITION | CO-HOST: EDINBURGH NAPIER UNIVERSITY AND ABERTAY UNIVERSITY**

**DATE:** February  
**YEAR FOUNDED:** 2017  
**CONTACT:** Dr. Tony Douglas, t.douglas@napier.ac.uk

The inaugural Scottish OPEN Sales Competition was held at the Business School Campus of Abertay University, Dundee, Scotland. Students from Scottish and UK universities competed in the simulated sales situation role-plays. A Speed Sell event was included on the first day. Competition day included two sales meeting role-plays – a needs identification meeting and a follow up meeting for all contestants. Plans are to hold this event annually at universities throughout Scotland and the UK.

http://www.scottishopensalescompetition.co.uk

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**PRO-AM SELL-A-THON® | PSE REGIONAL LOCATIONS**

**DATE:** Regional conferences held five consecutive Fridays beginning with last week of October; National Convention competition is March-April of each year.  
**YEAR FOUNDED:** 1952  
**CONTACT:** Joan Rogala, CEO, joan.rogala@pse.org

The Pro-Am Sell-a-Thon® is open to collegiate members of Pi Sigma Epsilon. The competition is held at five regional conferences and the national convention. Students competing at both are part of the year-long competition, but receive prizes for first and second place at each regional. Prior to the Pro-Am at both the regional and the national competitions, students must review sales modules from Carew International and set an appointment that is scored. At both competitions, Carew provides additional training to students and sales professionals that serve as coaches. The students and coaches spend time refining the students’ twelve minute sales call role play. All are business-to-business role plays.

**ADDITIONAL EVENTS:**  

www.pse.org
# UNIVERSITY SALES COMPETITIONS

## UNIVERSITY OF TOLEDO INVITATIONAL SALES COMPETITION (UTISC) | UNIVERSITY OF TOLEDO

<table>
<thead>
<tr>
<th>DATE: February 22-24, 2018</th>
<th>YEAR FOUNDED: 2016</th>
<th>CONTACT: Deirdre Jones, Director, <a href="mailto:deirdre.jones@utoledo.edu">deirdre.jones@utoledo.edu</a></th>
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Not having seniors compete is exactly why companies need to recruit at the UTISC. As the nation’s first and only national sales competition to focus exclusively on juniors, sophomores, and freshmen, the UTISC is uniquely positioned to help sponsors proactively balance their national sales talent pipeline. This year’s Junior Division contains next year’s seniors; FIND – THEM – FIRST! This format also helps universities engage more students and earlier so they can grow enrollments. Students also get the chance to develop and shine outside the shadow of a senior.

**ADDITIONAL EVENTS:**
- Coaching/Interviewing sessions in-between the competition rounds for competitors and alternates, concurrent career fair, awards reception and social entertainment for the universities with select sponsors.


## WESTERN STATES COLLEGIATE SALES COMPETITION (WSCSC) | CALIFORNIA STATE UNIVERSITY, CHICO

<table>
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<tr>
<th>DATE: April 20-21, 2017</th>
<th>YEAR FOUNDED: 2005</th>
<th>CONTACT: Bill McGowan; <a href="mailto:BMcgowan@csuchico.edu">BMcgowan@csuchico.edu</a></th>
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The WSCSC is an exciting event for university sales students, corporate recruiters and faculty. Students compete in two corporate sponsored role plays (12-min. each.) The 2017 role-plays feature sales scenarios from ADP and IBM. The competition includes a recruiting mixer/speed interviewing event on Thursday evening and a full-day competition on Friday. Fifteen universities are competing in the 2017 event and student competitors are judged by representative from 20+ corporate partners.

[http://www.csuchico.edu/cob/students/beyond-classroom/professional-sales/western-states-collegiate-sales-competition.shtml](http://www.csuchico.edu/cob/students/beyond-classroom/professional-sales/western-states-collegiate-sales-competition.shtml)

## WEST VIRGINIA UNIVERSITY REGIONAL SALES COMPETITION | WEST VIRGINIA UNIVERSITY

<table>
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<th>DATE: November 11, 2017</th>
<th>YEAR FOUNDED: 2013</th>
<th>CONTACT: Dr. Michael Walsh, <a href="mailto:Michael.walsh@mail.wvu.edu">Michael.walsh@mail.wvu.edu</a></th>
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The WVU Sales Competition is open to students from West Virginia, Pennsylvania and Ohio. Students compete in a role play exercise judged by working sales professionals. The top finishing students advance to a second round role play while all other students participate in an elevator pitch exercise. All competitors and faculty coaches enjoy a complimentary lunch and post competition reception. Participation limited to 30 students. Registration will open September 1, 2017.
NEW WAYS FOR UNIVERSITIES AND CORPORATIONS TO COLLABORATE

Spend time with a faculty member teaching in a university sales program and it’s apparent that these educators have a deep passion for sales. The mantra often heard at academic conferences is that sales faculty not only want to make a difference to their students, but they want to impact the selling profession at large. Which is why it might be time for university faculty to support sales training outside of their respective university sales program. After all doesn’t most sales education happen somewhere other than universities?

94% of companies invest in some kind of sales training. Nearly half spend up to $5K per year per rep. Yet, research tells us that much of today’s corporate sales training just doesn’t work. Based on current statistics, an important issue may be that companies focus on content with little or no real consideration given to how, exactly, the reps are supposed to learn and adopt key selling skills.

- WHAT APPROACH SHOULD BE USED TO DELIVER THE CONTENT SO THAT THE SALES REPS WILL ABSORB IT?
- HOW CAN THE CONCEPTS BE PRACTICED, ASSESSED, AND REINFORCED?

Unfortunately, companies frequently make other mistakes in the way that they structure sales training. First, sales training is frequently just product training. Reps are given a massive amount of product information to digest. Second, sales training is often treated as a one-time event. Finally, sales training frequently ignores the role of the sales manager in terms of importance. Similarly, sales organizations neglect the manager all together in terms of providing training on how to be effective in a sales manager role.

To solve some of these issues, perhaps leaders of sales training programs should look no further than their local university (or at least the closest university with a thriving sales program). University sales programs treat sales training as a structured process that includes quality content, methods of delivery, activities to drive home the content, plans for reinforcement, tools and materials that support application, and assessments to evaluate learning success and potential gaps. Likewise, university programs have years of experience teaching sales management concepts that could prove very useful to their corporate counterparts.

So how can corporate training programs and universities develop more collaborative relationships? First, corporate sponsors of university sales programs should spend time connecting their sales training staff with faculty at the various universities. Recently, a large healthcare company reached out to the International Collegiate Sales Competition to discuss the potential of using sales competitions in their corporate training program. Finally, Florida State University is launching a program, the Sales Trainer Academy, as a tool for delivering a Certified Sales Trainer program to the corporate sales training community.

An ES Research study found that approximately

90% of all sales training has no lasting impact on professional behavior.

Research conducted by Xerox showed that

87% of the knowledge learned in sales training is lost within 12 weeks.

Similarly, Sales Performance International research found most sales professionals forget at least

50% of what they learned in training programs in less than five weeks... 84% is lost after only 90 days.

THE BOTTOM-LINE, TEACHERS IN THE CORPORATE AND ACADEMIC WORLD STAND MUCH TO GAIN BY BUILDING CLOSER PARTNERSHIPS WITH ONE ANOTHER AS A WAY OF TRULY IMPROVING SALES EDUCATION... NO MATTER WHERE IT IS BEING DELIVERED!
We bring together a powerful combination of sales performance offerings that align and enable customer organizations to achieve their revenue goals. We focus on consulting, training and technology solutions to elevate sales performance and drive profitable growth.

We’re built on the foundations of sales industry leaders - Force Management, Chally Group, Incite Sales, Akina and Law Leaders Lab.

GrowthPlay provides a tailored approach and a breadth of offerings that activate change at both the organizational and individual levels and deliver lasting, measurable results.

GrowthPlay is a sales effectiveness firm that partners with its clients to ensure consistent execution of their business strategies at the point of sale.

Learn how our clients are breaking sales records. Schedule a call today.