



This is Us - Sales Education Foundation



ELEVATING THE SALES PROFESSION. ⁷

Who Created SEF and Why?

SEF was founded in 2007 by Howard and Sally Stevens from HR Chally, now part of the new GrowthPlay organization

Their goal was to establish a Foundation that would:

- Encourage universities to teach professional sales
- Develop recognition of professional sales as a driver of the US economy
- Debunk public perception of sales profession



- Provide support for sales specific research with +\$15,000 awarded annually
- Strengthen relations between industry and academia by increasing awareness of university Sales programs
- Create a platform for university Sales programs to gain worldwide exposure (SEF *ANNUAL* magazine - 11th edition scheduled for April, 2017)
- Encourage more Ph.D. candidates to study Professional Sales
- Advocate for quality sales practices to strengthen public perception and awareness of sales careers to

“Elevate the sales profession”

Sales Education Foundation website

- Houses SEF ANNUAL magazine featuring “Top Universities for Professional Sales Education” listing - used by corporate recruiters and industry professionals to identify sales programs in US and abroad
- Dedicated Sales research section provides access to practical research into sales industry concerns
- Upcoming events posts dates and links for university sales competitions, conferences and related events
 - Sales competitions provide corporate opportunities to participate with students and programs

SEF can assist companies with making connections at university Sales programs and provide data on:

- Universities with a formally recognized sales program
- Focus areas of Sales programs
- Sales competitions
- Sales programs under development

What have we learned?

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

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

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

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



Ready to explore!



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