



Sales Education Foundation Career Development Program

SEF's Career Development Program provides students with the opportunity to participate in a behavioral-based, research supported, predictive sales career assessment. Through a partnership with our corporate sponsor GrowthPlay, a sales effectiveness firm, SEF offers this program to universities teaching Professional Sales at no cost to the university or student.

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

University assessment results provide students:

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

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

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

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

See reverse side for more information 

SEF Career Development Program support materials include:

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

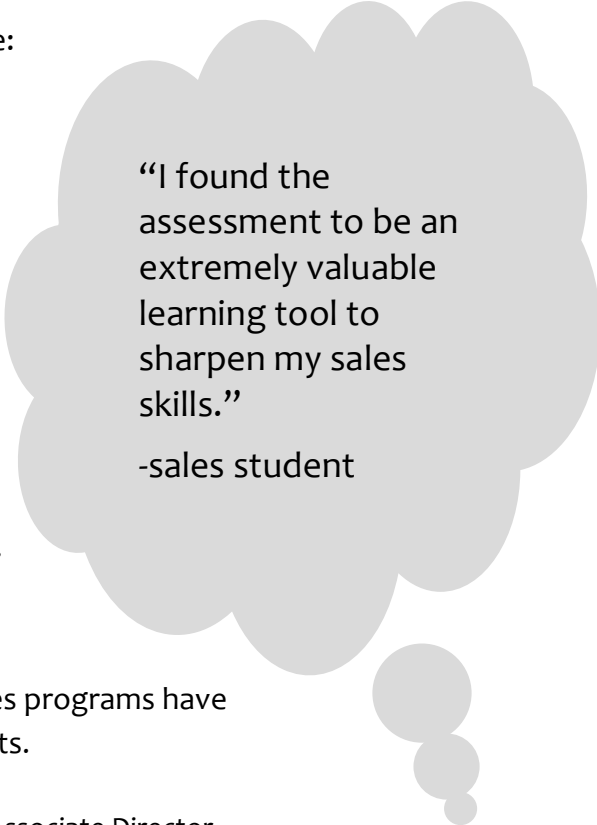
Student workbooks and sample results are available in PDF format. SEF can provide a webinar to the class to present the PPT, which can be saved for future use.

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

Since 2007, nearly 20,000 sales students from university sales programs have completed the assessment and received personalized results.

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

To learn more about SEF visit our website: <https://salesfoundation.org/>



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

-sales student

Career Development Program - 5 Easy Steps

