



Sales Education Foundation

Elevating the Sales Profession Through University Education

Established in 2007

Our mission is to "elevate the sales profession through university education." SEF promotes university sales education programs, provides sales research grants and advocates for the recognition of sales as a true profession.

Foundation Goals

Provide resources for universities that want to teach professional selling to help them start a program

Encourage new PhD candidates to research, and ultimately teach professional selling by providing grant funding and support

Increase the number of students seeking sales curricula

Develop recognized specializations within the sales arena

Strengthen relations between industry and academia by providing a platform for increasing public awareness

The SEF is . . .

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

The SEF is not . . .

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

Executive Board

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Executive Director, SEF Co-Founder

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AT&T Global Business Solutions

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Vantage Point Performance

Connie Resendes

Morningstar, Inc. (retired)

Jack Rhodes

University of Washington

Howard Stevens

SEF Co-Founder

"The sales program at University of Wisconsin Oshkosh has grown about 60% in the past three years ... It's very clear to me that the success of the course is partly due to the support and encouragement SEF has provided. You've made a big difference.

-Bryan Lilly

SEF Website

<https://salesfoundation.org>

SEF Contacts

Sally Stevens, Executive Director
sallystevens@salesfoundation.org

Marty Holmes, Associate Director
marty@salesfoundation.org
800-776-4436

Snapshot of Some SEF Initiatives

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

The SEF provides sales programs with worldwide exposure by featuring survey data on their offerings in our ANNUAL magazine. SEF supports each university’s efforts to meet their goals for the advancement of the sales profession and publicizes these efforts through our listing.



Also featured are “Other Notable” programs recognized for offering their students sales education opportunities while progressing toward a formal program. To learn more about requirements for the listing, please contact SEF, 800-776-4436 or visit <https://salesfoundation.org>.

SEF Research Grant Program

The SEF Research Grant Program currently provides two \$5,000 grants annually. A Call for Proposals is announced and recipients are selected by an independent selection committee. Since 2011, SEF has provided over \$100,000 in research grant funding.

SEF Career Development Program

The SEF provides university sales program students with the opportunity to participate in a predictive assessment. Supported by our corporate partner GrowthPlay (www.growthplay.com), this program has served almost 20,000 professional sales students since 2009. Support materials are provided to professors and a faculty certification workshop is held periodically.

Support for Educational Workshops and Conferences

SEF is a major sponsor of several academic workshops and conferences. Grant monies have been provided annually to the Sales Educators' Academy as well as several major conferences including the AMA Sales Special Interest Group. SEF has sponsored overseas travel for doctoral students to attend international conferences.

Visit the SEF website <https://salesfoundation.org> to find the latest edition of the **ANNUAL** magazine and more information from SEF.

Advisory Board

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Sales Mastery

"The Sales Education Foundation has been an incredible partner in the SEA program. Whether its providing funding for doctoral student scholarships or bringing world-class speakers to Orlando, the SEF has always stepped up to support the Sales Educators' Academy."

-Leff Bonney

Florida State University
SEA Co-Founder