

SALES EDUCATORS' ACADEMY: "Innovations in Teaching" Award Call for Submissions

June 18th-20th, 2019; Rollins College, Orlando, FL

The 8th Sales Educators' Academy (SEA) hosted by Rollins College, in partnership with Florida State University, seeks to help sales educators of *ALL experience levels* improve their ability to teach sales students the skills and knowledge that these students will need upon graduating from business school. With this purpose in mind, we are looking for submissions for the *SEA Innovations in Teaching Award* related to sales and sales management teaching ideas and best-practices.

This year's SEA theme is "Teaching Students to Succeed in the Sales Tech Era". Special consideration will be given to submissions that emphasize teaching students to use technologies that they may encounter in their role as newly hired sales professionals. However, this is not required for consideration for the award; just submit a great teaching idea! All submissions will be reviewed by the SEA chairs and other members of the SEA planning committee. The top 3 submissions will be invited to present the teaching idea at the 2019 SEA event where other SEA participants will vote for the top award.

Submission finalists will be announced in late February. Please remember that this is not a research conference. The purpose of the conference is to hear presentations on lessons and exercises that top sales educators' use in their daily teaching of sales and sales management topics. With this in mind, winners will be selected based on the uniqueness and creativity associated with their teaching idea. It is also important that the presentations illustrate a teaching idea that conference attendees can take back to use in their sales or sales management courses. So, good submissions are those that provide some background on why the topic is important for sales education and that are highly interactive and demonstrate exactly how to use the teaching idea in the classroom.

If you are interested in submitting a presentation, simply describe your presentation using the format found below. All submissions should be emailed directly to Leff Bonney at Florida State University (lbbonney@fsu.edu) **no later than February 15th, 2019. Please use the subject line "SEA Teaching Award"**. All submission winners will receive funds to help with travel to the event, hotel accommodations and a free registration for the conference.

The SEA 2019 program is chaired by:

- Leff Bonney - Florida State University
- Greg Marshall - Rollins College and Aston Business School
- Chuck Viosca – Florida State University
- Geoff Parkes – Aston Business School
- Mark Johnston – Rollins College

2019 SEA “Innovations in Teaching” Award Submission Format

Presentation Working Title of the Idea/Session:

Sales or Sales Management Teaching Topic:

Description of Teaching Idea or Best-Practice: (What’s the topic? Why is it important for sales education? What do students learn from this idea? Why do you think it is an effective method for teaching the topic? Is there a student learning assessment associated with your idea? If so, please describe. What will SEA attendees learn from listening to your presentation? What type of interactive exercise might you use to demonstrate the idea to SEA attendees?)