2019 TOP UNIVERSITIES FOR PROFESSIONAL SALES EDUCATION

The most comprehensive listing of graduate and undergraduate sales education offerings.

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FROM THE EDITORS

OUR 13TH EDITION OF THE SEF ANNUAL INCLUDES A VARIETY OF ARTICLES OF INTEREST TO DIVERSE AUDIENCES. ONE CENTRAL THEME EMERGED THROUGH MANY OF OUR GUEST AUTHORS—ACADEMIC RESEARCH IS CRITICAL—encouraging the rise of Ph.D. candidates in Sales and supporting the professional community by providing access to research from innovative thinkers. Readers will enjoy our feature article on a “triple fit” approach to hiring, as well as articles on research as it fits into what professionals need in order to better hire, retain and train. Additional topics include interesting research on sales methodologies, techniques used in the classroom and new curriculum opportunities for sales students. The ANNUAL continues to provide space for other sales-based educational organizations who share their passions and stories.

The main focus of our ANNUAL magazine remains the Top Sales Universities within the pages of our listing. The very first SEF listing featured 27 universities who met basic criteria. Fast forward 13 years and you’ll find 134 North American universities in the 2019 listing. In addition there are 16 International universities featured. We continue our tradition of collecting, analyzing and sharing data on these universities who provide high quality professional sales education to their students. Explore the information and connect with the contacts listed to learn what each unique program is doing.

We thank those involved in professional sales education—whether an educator, administrator or sponsoring company—each are responsible for helping this discipline gain recognition. We have seen tremendous growth during the past 13 years and are proud of everyone’s accomplishments.

This edition, just like others in the past, will be one you’ll want to refer to throughout the year!

FROM THE EDITORS
STRENGTHS, STYLES & SKILLS:

TRIPLE FIT APPROACH TO SALES TALENT

SALES ORGANIZATIONS ARE STRUGGLING WITH WHO TO HIRE, HOW TO FIND THEM AND HOW TO DEVELOP AND SUPPORT THEM.

This quote comes from the CSO Insights 2018 Sales Talent Study released this fall. In fact, the study reports that only 16% of sales leaders say they are confident that they have the talent they need to succeed in the future.

So, what should you do if you are a sales leader in the other 84%? First and foremost, recognize that assembling the right sales team can be a complicated equation. Our guess is that you have multiple roles within your sales organization. Each of these roles may require different profiles, competencies, and skillsets to truly drive success for individuals and teams. People who don’t work in sales often lump all sales jobs and all salespeople into one category, resulting in generic hiring and development practices that don’t always help you drive long-term revenue and growth. To build and execute an effective talent strategy, you need to customize processes, training, and tools in a way that addresses the unique and complex nature of sales.

The good news is that complex doesn’t mean it has to be hard. At GrowthPlay, we’ve developed our Triple Fit approach to acknowledge the multi-faceted nature of getting sales talent right while simplifying the complexity.

GROWTHPLAY’S TRIPLE FIT APPROACH TO SALES TALENT MANAGEMENT

If you are looking to improve your odds of attracting, selecting and retaining top performers, we suggest that you use this framework to launch conversations among sales leaders, HR, L&D and sales enablement colleagues.
Optimizing your sales force requires you to put people into roles that align with their natural strengths. Just as baseball has very specific roles—pitchers, outfielders, catchers and shortstops—sales has many different and unique roles. And you will find, as they do with baseball, not many people can successfully play multiple roles effectively.

Our 45+ years of research and experience have shown that different sales roles require different strengths. For example, new business developers selling cutting-edge offerings need strengths in networking, qualifying prospects, and problem-solving. Account managers, on the other hand, need to possess the aptitude to educate customers, solicit feedback, and get things done on behalf of their clients or customers. It is extremely rare to find one person who has the natural capacity to perform both jobs well. In fact, it’s so rare that we call these people “purple unicorns” — meaning stop looking for something that does not exist! Instead, get clear on what roles you need based on your market and sales approach and then focus on finding people with the potential to succeed in those sales roles.

In a nutshell, any version of personality style is simply a way of capturing the pattern of differences in our habits, motivations, and preferred approaches to life. When viewed this way, it makes sense to recognize that a person’s patterns (aka style) can influence the kinds of jobs they will be attracted to and will be energized by. Someone who is extroverted and theatrical will likely prefer a sales job that is action oriented and has a short sales cycle. On the other hand, someone with a quiet, patient, and people-oriented personality will likely be drawn to selling roles that require a relationship approach.

Research pioneered by the Chally Group Worldwide (now part of GrowthPlay) revealed that there is no one best sales approach. In fact, our studies show that there are four main sales approaches, each of which best fits four different market types. And fascinatingly, it seems that certain personality styles best align with these four different sales approaches.

Of course, there is a big caveat when it comes to making style part of your talent management strategy: A person can like doing something but not be good at it. As a result, hiring and placement decisions based on style alone can backfire. So don’t stop at styles. You need to formally evaluate strengths and skills.

The last piece of the equation is seller skills. Skills is the term GrowthPlay uses to convey the quality with which sellers demonstrate desired behaviors on the job. Potential strengths are often only fully realized (turned into demonstrated skills) when they are intentionally developed through self-study, coaching, training, and practice.

While strengths may carry across from one firm to the next for similar roles or job families, the skills your company needs will vary depending on how you design your sales organization, how you clarify responsibilities and measure success or KPIs, and how you design your sales process. As Frank Cespedes writes in his book, Aligning Strategy and Sales, “You need to develop salespeople so that they are good at executing the sales tasks that are aligned with your specific strategy, not what they learned at another company that made a different set of strategic choices.”

Other mistakes to avoid in the skills arena include attempting to fix talent gaps through training alone and/or sending everyone to the same training regardless of their skill level or role. We suggest getting clear on the skills you require and expect, assessing how well your sellers demonstrate those skills, and taking action to address the skill gaps that matter most to achieving outcomes such as revenue growth, client satisfaction, and retention.

Patti McCord, the former Chief Talent officer at Netflix became well-known and respected for her revolutionary approaches to talent management. She famously sums up her approach by asking one simple question, “Are your people doing the work they love doing and that they are extraordinarily good at?” We believe the Triple Fit approach provides you with the guidance you need to answer “yes” to that question.

Styles can give you a sense of what your sellers love doing. Strengths indicate each person’s natural fit for a specific sales role. Skills tell you what activities your sellers have mastered and where they may need help to become extraordinarily good. Combine the three and what started as a complex puzzle becomes as easy as putting the right pegs into the right holes.

GrowthPlay’s blog features tools and tips you can use. Learn more and sign up for the blog at https://growthplay.com/
WHY YOU SHOULD ADD HUMOR TO YOUR SALES TRAINING PROGRAM

WANT TO GIVE YOUR SALES TEAM AN EDGE?

Companies and universities are turning to humor for high performance.

Adaptability training through improv games and activities helps sales trainees overcome barriers in communication and in connecting with others. Given its humorous nature, this type of training creates a safe environment for trainees to build competencies in recognizing and monitoring emotions, gaining empathy, recognizing bias, listening, and improving confidence and decision-making under pressure—all while having fun. When was the last time you attended sales training where trainees were engaged, smiling, and at times, laughing?

When I first started teaching sales, I noticed during training that students would stop in the middle of their first role play, look up at me stunned, and say, “I don’t know what to say.” This was frustrating, so I turned to Melissa Bowler, founder of Providence Improv Guild, to help me teach students to adapt with confidence and think on their feet, rather than feeling like a deer caught in headlights. Each semester, we started with a session on adaptability training and students breezed through role plays. We didn’t understand exactly what was changing, but we noticed students were performing well and employers started coming to campus asking if there was something in the water at Bryant because our graduates were performing so well in sales. We started conducting research and found something very interesting. Before adaptability training, females reported lower confidence than males in their ability to make decisions, think during stressful situations, and adapt to new information. After just one training session, we saw lasting improvements for both males and females, but what shocked us was that just one training increased the female group confidence levels to the same as their male counterparts. At that point, we knew we had something special.

Dr. Robert Peterson, Associate Professor of Marketing and Editor of Journal of Selling, uses adaptability training in his B2B class each week at Bryant because our graduates were performing so well and employers were turning to humor for high performance. Peterson explains that in sales, “No one wakes up in the morning and is handed a script for the day. It’s all about improvisation, but the goal is not to be funny, but valuable.” Peterson takes his class to Second City in Chicago for training once a semester and has noticed a marked difference in student performance. He uses improv in class as a teaching tool and has found lessons in improv have expanded his teaching ability. “If spontaneity, creativeness, collaboration, and listening are important business skills, then improv is the perfect training tool. In fact, I am taking my 7th formal class myself at Second City and it has broadened my classroom teaching significantly.”

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“IF SPONTANEITY, CREATIVENESS, COLLABORATION, AND LISTENING ARE IMPORTANT BUSINESS SKILLS, THEN IMPROV IS THE PERFECT TRAINING TOOL.”

Dr. Andrea Dixon at Baylor University hosts an entire boot camp before the semester starts each fall including improv training. Dr. Howard Dover at the University of Texas at Dallas conducts improv sessions for mixed groups of students and corporate partners. Dr. David Fleming at Indiana State University incorporates improv games to train students on presenting the features, advantages, and benefits of products and services, and uses improv as a tool to engage students in a world of digital disruption. Companies are using adaptability training to adapt to changes in the marketplace. For instance, Nick Valeri at Toast notes that adaptability and improv training have helped him make connections with customers.

Stefanie Boyer, PhD
Bryant University

Toledo found a huge theory and practice gap during her research in Journal of Marketing Theory and Practice. She found that, “Salespeople clearly know they should adapt. They report it as a critical skill and something that they do in interviews on best practice, but their customers tell a different story—one where the same salesperson walks in with a canned presentation, listens intensely to the customer needs, signals agreement and understanding, and then pulls out the canned or preplanned PowerPoint.” It is common sense to use adaptability training and apply it in sales; it is just not common practice yet. If you want your sales team to win more business and connect with customers more effectively, then give improv a shot. 
RESEARCH GRANTS CONTINUE TO YIELD PRACTICAL INSIGHTS

Since 2011, the Sales Education Foundation has awarded more than $100,000 in research grants through the generous support of Neil Rackham and others. A key criterion in the judging of each year’s grant applications is the practicality of the research topic. In other words, we want to promote sales research that not only advances the body of knowledge, but also provides valuable insights to the millions of sales practitioners around the world.

In 2010, three award recipients published their completed research projects. We are thrilled to highlight the insights from these projects and to congratulate the authors on their success.

ENGAGE YOUR SELLERS IN THEIR OWN GOAL SETTING
RAGHURAM BOMMARAJU—2014 GRANT RECIPIENT

Incentive compensation plays a large role in motivating and rewarding salespeople’s performance. In their research paper Self-Selected Sales Incentives, Raghuram Bommaraju of Iowa State University and a colleague examined the impact of letting salespeople self-select their own sales targets and rewards. In a series of experiments, sellers were given a menu of incentive schemes from which they could choose a single option. For example, a seller could choose among a $1,000 bonus for a 5% sales growth, $2,000 for 12.5% growth, and $4,000 for 20% growth. Other salespeople were assigned a uniform target and reward by their managers, which is the typical management approach.

They discovered that the salespeople who self-selected their incentive plans dramatically outsold those who were assigned a uniform quota and bonus. They suggest that this is because the sellers took greater ownership in their goals, since they played a role in setting them. The managerial implication here is powerful: You should not treat all of your salespeople identically when it comes to goal setting and incentives. Different sellers perform at different levels, and they are more motivated and productive when they set goals in which they have confidence and ownership.

CAREFULLY MANAGE ROLES THAT BOTH SELL AND SERVICE CUSTOMERS
RAJ AGNIHOTRI—2014 GRANT RECIPIENT

Many salespeople play two distinct roles: 1) servicing existing customers 2) proactively upselling and cross-selling those customers. In the research paper Salesperson Ambidexterity and Customer Satisfaction, Raj Agnihotri from the University of Texas at Arlington and his colleagues examined the impact of these dual roles on salespeople’s behavior and effectiveness. More specifically, they set out to discover whether sellers who were required to play both roles were better at adapting to their customers’ needs, and whether the stress of playing dual roles led to job dissatisfaction.

Their research concluded that salespeople who played both roles were in fact much more adaptable to their customers’ buying needs. However, they also discovered that the dual roles caused conflict for the sellers. The implications for sales leaders are many. Companies that employ such dual roles must not only clearly define expectations for the roles, they must also enable both behaviors through specialized training and support. Finally, management must be alert to the challenges of such dual roles to ensure that employees are not conflicted, which could have a negative impact on their customers.

BEWARE: TURNOVER IN A SALES FORCE IS CONTAGIOUS
V. KUMAR—2015 GRANT RECIPIENT

Involuntary turnover is a killer of sales force productivity; however, most sales leaders consider it an unavoidable reality. In the research paper Why Do Salespeople Quit?, V. Kumar from Georgia State University and his colleagues investigated the actual underlying causes of avoidable sales force turnover. Not only did they look at factors related to the salesperson, such as relative sales performance, customer satisfaction, and goal attainment... They also looked at the influence of their peer’s behaviors, such as the variance in peer performance and the turnover of their colleagues.

Interestingly, the research revealed that the peer factors mentioned above had a greater impact on salesperson turnover than the performance of the sellers themselves. In other words, while a salesperson’s poor performance might foretell their departure, an even stronger indicator might be the behavior of their peers. The implication is that sales leaders need to pay close attention to their sales force as a whole, because once turnover takes place (both voluntary and involuntary), the probability increases that more defections are coming.

STAY TUNED

If you are a sales professional, we encourage you to continue paying close attention to the great insights being uncovered by the community of university researchers. Visit the SEF website’s Sales Research page (https://salesfoundation.org/elevating-sales/sales-research/) periodically to see recent additions.

If you are a researcher looking for additional resources, don’t forget SEF funds two annual research grants. Information on this is also available on the Sales Research page of the SEF website.
HOW THE USCA CONTRIBUTES TO SALES RESEARCH

The University Sales Center Alliance (USCA) is a consortium of sales centers and institutes connecting university faculty members with many different backgrounds and areas of expertise. Launched in 2001, the USCA has grown to over 50 sales centers and institutes in four countries (and growing). Our mission is “To advance the selling profession through setting and monitoring sales program standards, sharing best practice, enhancing sales curricula, and preparing students for a career in sales.” Together, our members advocate for the continued advancement of the sales profession through teaching, research and outreach. In past USCA articles, we discussed how the USCA helps students prepare for a sales career, either through entering the professional workforce or seeking doctoral degrees in sales. Here, we focus on how the USCA encourages and supports sales research.

The Academic Resources Committee (ARC) oversees the majority of the USCA’s research activities. ARC’s charge is to identify ways that the USCA can support this mission with the resources at our disposal. The USCA values academic research that (1) advances sales as both an academic and applied discipline, (2) enhances sales pedagogy and (3) creates the next generation of sales leaders in higher education. Towards that end, each year the ARC develops a list of projects that we feel meet those goals.

The USCA supports sales research in five interrelated areas: (1) Editing and Sponsoring Academic Journals, (2) Funding Doctoral Dissertations, (3) Best Journal Articles, (4) Academic Conference Support, and (5) USCA member research.

Overall, the USCA through the efforts of the ARC hope to see the continued rise of the sales discipline in academic research circles, create stronger sales educators, create research that matters to both academics and practitioners, and encourage the growth of more sales academics for the future of the discipline. If you have any questions, please feel free to call Dr. Jimmy Peltier at 262-472-5474 or email (peltierj@uww.edu) for more information. The USCA is also committed to continuing these efforts as well as expanding our global influence on sales research. The ARC has plans to offer a best sales paper of the year award through the European Journal of Marketing. A significant number of citations have emerged from these journal sponsoring activities.

ACADEMIC CONFERENCE SUPPORT

Academic conferences are a key component of the USCA’s mission. Beginning in 2019, the USCA will also be sponsoring a Best Application Paper with a corporate partner in the Journal of Selling. The Journal of Selling’s “objective is to provide a focus for collaboration between practitioners and academics for the advancement of education and research in selling.” For more information, contact Editor Rob Peterson (peterson@niu.edu) or visit their website. https://cob.niu.edu/academics/marketing/certificates/journal-of-selling/index.shtml

BEST JOURNAL ARTICLES

Recognizing and supporting high-level sales research through published journal articles and academic conferences is a key activity for the USCA. Awards included Shashank Vaid and Manuel Berkmann.

FUNDING DOCTORAL DISSERTATIONS

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Dr. Jimmy Peltier USCA President University of Wisconsin-Whitewater

David Reming, ARC Chair Indiana State University

ACADEMIC JOURNALS

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USCA MEMBER RESEARCH SUPPORT

The largest project that the ARC is currently working on is the creation of a research grant program for researchers at USCA member schools. The goal of this effort is to incentivize the USCA membership to create cutting edge research in the sales domain that has a strong likelihood of high level journal publication. In a related measure, the ARC is working to develop a point of connection for researchers at member institutions to find research partners with similar interests or necessary skill sets to advance research projects.

As in the Sales Education Foundation (SEF) Annual Magazine, sales education continues to be an important area of academic inquiry and its reach is broadening. The Sales Education Foundation (SEF) has developed a strong base of support at the university level through its funding of sales research for enhancing business practices and educational reforms. A key goal of these efforts focuses on “bridging the gap between academia and industry.” The University Sales Center Alliance (USCA) shares the SEF’s mission of promoting academic and business research that enhances how academia prepares students for a career in sales and how industry practices the art and science of sales.

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Academic conferences are one of the most important mechanisms for the sharing of research ideas. The USCA has long been an active sponsor of such endeavors. In the past five years the USCA has allocated funds (best papers, educators, receptions etc.) at a wide range of conferences, including the Global Sales Science Institute, the National Conference for Sales Management, AMA Sales SIG, AMA Collegiate Conference, the Sales Management Association, and the PhD Project. To encourage research collaboration amongst member institutions in research the ARC is developing a USCA research symposium to coincide with our bi-annual meetings.

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<td>Northeastern University</td>
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<td>Southeastern Louisiana University</td>
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| Western Caro...
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 ACCEPTANCE FROM AN EXTERNAL SOURCE; AND C) HAVE UNIVERSITY RECOGNITION OF THE PROGRAM.

PROGRAMS:
Undergraduate: UCE Certificate UCO Concentration UBM Emphasis UM/LUM Major UMN Minor U/MSP Specialization Graduation: Bachelor of Science UCF Graduation Certificate: Executive Ed Executive Certificate EF Executive Focus EF Executive Training

AUBURN UNIVERSITY

Auburn, AL 36849-5246

Auburn University was founded in 1856 and was one of the first institutions to recognize the need for professional sales programs in higher education.

Auburn University's School of Commerce and Business Administration offers a Bachelor of Commerce in Sales program that prepares students for careers in professional selling.

Students in the program will gain knowledge of the sales process, customer behavior, and sales tools and techniques. They will also have the opportunity to participate in sales competitions and internships.

The program is accredited by AACSB and offers students the chance to be part of a community of sales professionals and leaders.

For more information, visit auburn.edu/commerce/business.

BAYLOR UNIVERSITY

Waco, TX 76798

The Sales Leadership Program at Baylor University is a competitive and challenging program designed to prepare students for careers in professional selling.

Students in the program will receive hands-on training and experience in sales, including real-world sales experiences through internships and sales competitions.

The program is accredited by AACSB and offers students the chance to be part of a community of sales professionals and leaders.

For more information, visit baylor.edu/sales.

BLOOMSBURG UNIVERSITY OF PENNSYLVANIA

Bloomsburg, PA 17815

The Marketing Sales program at Bloomsburg University offers a comprehensive sales curriculum designed to prepare students for careers in professional selling.

Students in the program will receive hands-on training and experience in sales, including real-world sales experiences through internships and sales competitions.

The program is accredited by AACSB and offers students the chance to be part of a community of sales professionals and leaders.

For more information, visit bloomsburg.edu/marketing-sales.

BRADLEY UNIVERSITY

Peoria, IL 61625

Bradley University's Sales Leadership Program prepares students for careers in professional selling by providing them with the knowledge and skills needed to succeed in the field.

Students in the program will receive hands-on training and experience in sales, including real-world sales experiences through internships and sales competitions.

The program is accredited by AACSB and offers students the chance to be part of a community of sales professionals and leaders.

For more information, visit bradley.edu/business/selling.

BRYANT UNIVERSITY

Smithfield, RI 02917

Bryant University's Sales Leadership Program prepares students for careers in professional selling by providing them with the knowledge and skills needed to succeed in the field.

Students in the program will receive hands-on training and experience in sales, including real-world sales experiences through internships and sales competitions.

The program is accredited by AACSB and offers students the chance to be part of a community of sales professionals and leaders.

For more information, visit bryant.edu/business/selling.

BUTLER UNIVERSITY

Indianapolis, IN 46208

Butler University's Sales Leadership Program prepares students for careers in professional selling by providing them with the knowledge and skills needed to succeed in the field.

Students in the program will receive hands-on training and experience in sales, including real-world sales experiences through internships and sales competitions.

The program is accredited by AACSB and offers students the chance to be part of a community of sales professionals and leaders.

For more information, visit butler.edu.

CALIFORNIA STATE UNIVERSITY, Fullerton

Fullerton, CA 92834

California State University, Fullerton offers a Bachelor of Science in Business Administration with a Sales Option that prepares students for careers in professional selling.

Students in the program will receive hands-on training and experience in sales, including real-world sales experiences through internships and sales competitions.

The program is accredited by AACSB and offers students the chance to be part of a community of sales professionals and leaders.

For more information, visit csuf.uci.edu/

Central Michigan University

Mt. Pleasant, MI 48859

Central Michigan University offers a Bachelor of Business Administration with a Sales Option that prepares students for careers in professional selling.

Students in the program will receive hands-on training and experience in sales, including real-world sales experiences through internships and sales competitions.

The program is accredited by AACSB and offers students the chance to be part of a community of sales professionals and leaders.

For more information, visit cmich.edu/education.

University of Evansville

Evansville, IN 47712

The University of Evansville offers a Bachelor of Business Administration with a Sales Option that prepares students for careers in professional selling.

Students in the program will receive hands-on training and experience in sales, including real-world sales experiences through internships and sales competitions.

The program is accredited by AACSB and offers students the chance to be part of a community of sales professionals and leaders.

For more information, visit evansville.edu.

University of Louisville

Louisville, KY 40292

University of Louisville offers a Bachelor of Business Administration with a Sales Option that prepares students for careers in professional selling.

Students in the program will receive hands-on training and experience in sales, including real-world sales experiences through internships and sales competitions.

The program is accredited by AACSB and offers students the chance to be part of a community of sales professionals and leaders.

For more information, visit louisville.edu.

University of Massachusetts, Amherst

Amherst, MA 01003

The University of Massachusetts, Amherst offers a Bachelor of Business Administration with a Sales Option that prepares students for careers in professional selling.

Students in the program will receive hands-on training and experience in sales, including real-world sales experiences through internships and sales competitions.

The program is accredited by AACSB and offers students the chance to be part of a community of sales professionals and leaders.

For more information, visit umass.edu.

University of Missouri

Columbia, MO 65201

The University of Missouri offers a Bachelor of Science in Business Administration with a Sales Option that prepares students for careers in professional selling.

Students in the program will receive hands-on training and experience in sales, including real-world sales experiences through internships and sales competitions.

The program is accredited by AACSB and offers students the chance to be part of a community of sales professionals and leaders.

For more information, visit missouri.edu.

University of North Carolina, Greensboro

Greensboro, NC 27402

The University of North Carolina, Greensboro offers a Bachelor of Business Administration with a Sales Option that prepares students for careers in professional selling.

Students in the program will receive hands-on training and experience in sales, including real-world sales experiences through internships and sales competitions.

The program is accredited by AACSB and offers students the chance to be part of a community of sales professionals and leaders.

For more information, visit uncg.edu.

University of Rhode Island

Kingston, RI 02881

The University of Rhode Island offers a Bachelor of Business Administration with a Sales Option that prepares students for careers in professional selling.

Students in the program will receive hands-on training and experience in sales, including real-world sales experiences through internships and sales competitions.

The program is accredited by AACSB and offers students the chance to be part of a community of sales professionals and leaders.

For more information, visit uri.edu.

University of South Carolina

Columbia, SC 29208

The University of South Carolina offers a Bachelor of Business Administration with a Sales Option that prepares students for careers in professional selling.

Students in the program will receive hands-on training and experience in sales, including real-world sales experiences through internships and sales competitions.

The program is accredited by AACSB and offers students the chance to be part of a community of sales professionals and leaders.

For more information, visit usc.edu.

University of Tennessee, Knoxville

Knoxville, TN 37996

The University of Tennessee, Knoxville offers a Bachelor of Science in Business Administration with a Sales Option that prepares students for careers in professional selling.

Students in the program will receive hands-on training and experience in sales, including real-world sales experiences through internships and sales competitions.

The program is accredited by AACSB and offers students the chance to be part of a community of sales professionals and leaders.

For more information, visit utk.edu.

University of Utah

Salt Lake City, UT 84112

The University of Utah offers a Bachelor of Science in Business Administration with a Sales Option that prepares students for careers in professional selling.

Students in the program will receive hands-on training and experience in sales, including real-world sales experiences through internships and sales competitions.

The program is accredited by AACSB and offers students the chance to be part of a community of sales professionals and leaders.

For more information, visit utah.edu.

University of Wisconsin, Madison

Madison, WI 53706

The University of Wisconsin, Madison offers a Bachelor of Science in Business Administration with a Sales Option that prepares students for careers in professional selling.

Students in the program will receive hands-on training and experience in sales, including real-world sales experiences through internships and sales competitions.

The program is accredited by AACSB and offers students the chance to be part of a community of sales professionals and leaders.

For more information, visit uw.edu.

Other universities may offer sales programs as well. For a complete list of universities offering sales programs, visit the Sales Education Foundation website at www.saleseducation.org.
Kennesaw State University
BBA in Professional Sales

Home of the National Collegiate Sales Competition
WHERE

For more information:
@kusselling
ncsu-ksu.org

SUCCESS & OPPORTUNITY COLLEGE!

The College of New Jersey
Center for Professional Selling

The College of New Jersey has a sales program that has been recognized by the National Collegiate Sales Competition. They also offer an award-winning sales major and a distinct advantage. Their program prepares students for a variety of careers in sales and marketing. This includes sales management, sales counseling, account management, and more. The College of New Jersey is committed to providing a comprehensive education that prepares students for success in the field of sales. Whether you're looking to enter the world of sales, entrepreneurship, or management, the College of New Jersey is the right choice for you. For more information, visit their website or contact them directly.
SALES EDUCATION FOUNDATION 2019 TOP UNIVERSITY SALES PROGRAMS

PROFESSIONAL SALES EDUCATION at Weber State University

- 100% online and spanning the nation
- 196 years of education
- 9 full-time faculty
- 812-856-1084

The program utilizes a variety of sales experts, primarily from its Sales Advisory Board, to augment the teaching material. K-State Entrepreneurship and Managerial Marketing students receive specialized training specific to their major areas of study. The Master class in Selling is unique to K-State and structured to deliver sales professionals with a managerial focus.

Kansas State University

- 207-659-6551
- Kelley School of Business
- Manhattan, KS 66506-0506
- 785-532-4880

Each team is given a case that is developed by corporate sponsors. The cases simulate a sales role and require students to role-play the scenario. Offers additional professional sales and marketing.

Iowa State University

- 515-294-0475
- College of Business
- Ames, IA 50014
- 515-294-0475

The program offers four ten-track/tenured faculty members who conduct research. Out of these, three ten-track professors conduct original research. The program is oriented towards B2B and B2C sales.

James Madison University

- 703-548-5323
- School of Business
- Harrisonburg, VA 22807
- 540-548-5323

The Johnson School of Business at HAAGA-HELIA organizes the Best Seller sales competition. HAAGA-HELIA provides the students with a sales background while the students are coached for the national business education. The content focus in the studies is on solution selling.

High Point University

- 336-847-2714
- College of Business
- High Point, NC 27262
- 336-847-2714

The curriculum is oriented towards B2B and B2C sales. The students are encouraged to take at least one sales course. Financial Services and Sales are among the majors offered.

Hudson University

- 201-694-6551
- College of Business
- Tenafly, NJ 07670
- 201-694-6551

Students develop a small business plan and pitch it at an actual investor event. Winning teams run their small business on-campus. The three final teams have significant real-world professional sales backgrounds at the executive level.

KENT STATE UNIVERSITY

- 330-672-1271
- College of Business
- Kent, OH 44242

LA SALLE UNIVERSITY

- 610-364-6020
- College of Business
- Philadelphia, PA 19141
- 610-364-6020

LA SALLE UNIVERSITY offers a BS in Business Administration with a major in Marketing and a major in Sales.

MANHATTAN, KS

- 785-532-6880
- College of Business
- Manhattan, KS 66506-0506

MANHATTAN, KS offers a Bachelor of Science in Sales. Students can choose from the following options: Business, Medical/healthcare Distribution, Medical/healthcare Marketing, International Business, Medical/healthcare Sales, Business, Medical/Healthcare Sales, Business, Medical/Healthcare Sales, Business, Medical/Healthcare Sales.

MARIAN UNIVERSITY

- 317-955-6037
- School of Business
- Indianapolis, IN 46222
- 317-955-6037

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

KANSAS STATE UNIVERSITY

- 303-297-7040
- College of Business
- Denver, CO 80220
- 303-297-7040

LA SALLE UNIVERSITY

- 610-364-6020
- College of Business
- Philadelphia, PA 19141
- 610-364-6020

The program offers a certificate in Managerial Marketing and is available for students who are interested in the field of sales.

JUSTUS LIEBIG UNIVERSITY

- 515-294-0475
- College of Business
- West Germany
- 515-294-0475

The school is the only program in the country that includes a sales competition, goal setting, professional development, and key salesperson. The program is oriented towards B2B and B2C sales.

JLSU combine a broad and diverse experience in the field of sales and in teaching and research in the areas of law, economics, finance, and business studies, the national sciences, and the social sciences, and the student leaders of the sub-disciplines that is unique for Germany.

KENT STATE UNIVERSITY

- 330-672-1271
- College of Business
- Kent, OH 44242

LA SALLE UNIVERSITY

- 610-364-6020
- College of Business
- Philadelphia, PA 19141

LA SALLE UNIVERSITY offers a BS in Business Administration with a major in Marketing and a major in Sales.

MANHATTAN, KS

- 785-532-6880
- College of Business
- Manhattan, KS 66506-0506

MANHATTAN, KS offers a Bachelor of Science in Sales. Students can choose from the following options: Business, Medical/healthcare Distribution, Medical/healthcare Marketing, International Business, Medical/healthcare Sales, Business, Medical/Healthcare Sales, Business, Medical/Healthcare Sales, Business, Medical/Healthcare Sales.

MARIAN UNIVERSITY

- 317-955-6037
- School of Business
- Indianapolis, IN 46222
- 317-955-6037

The program offers a certificate in Managerial Marketing and is available for students who are interested in the field of sales.

KANSAS STATE UNIVERSITY

- 303-297-7040
- College of Business
- Denver, CO 80220
- 303-297-7040

LA SALLE UNIVERSITY

- 610-364-6020
- College of Business
- Philadelphia, PA 19141

LA SALLE UNIVERSITY offers a BS in Business Administration with a major in Marketing and a major in Sales.

MANHATTAN, KS

- 785-532-6880
- College of Business
- Manhattan, KS 66506-0506

MANHATTAN, KS offers a Bachelor of Science in Sales. Students can choose from the following options: Business, Medical/healthcare Distribution, Medical/healthcare Marketing, International Business, Medical/healthcare Sales, Business, Medical/Healthcare Sales, Business, Medical/Healthcare Sales, Business, Medical/Healthcare Sales.
Students earn a BBA in Marketing with a concentration in Professional Sales and Sales Management. Students can also earn the Professional Distinction in Sales.

**Courses**
- Professional Selling
- Advanced Selling
- Sales Leadership
- Negotiations
- Managing B2B Relationships
- Sales Career Fair
- Sales Analytics Competition
- Sales Leadership Competition
- Company Information

**Events**
- Alumni Networking Event
- Sales Career Fair
- Sales Analytics Competition
- Sales Leadership Competition
- Company Information
- Texas A&M College Sales Competition

**Program Type(s):** AACSB, USM, LMI
**Focus Option(s):** Professional Sales

**Accreditation(s):** AACSB
**Start Year: 1986**
**Location:** College Station, TX

**Students:** 163
**Faculty:** 3

**Program Director:** Dr. Cassandra Wells
**Department Chair:** Dr. Tobias Schuetz
**School:** College of Business
**Phone:** 979-862-4331

**Description:** The program combines sales-related coursework with hands-on experience through internships, sales competitions, and real-world projects. Students are prepared for successful careers in sales and related fields.

**Faculty Profiles:**
- Dr. Cassandra Wells: Expert in sales training and development
- Dr. Tobias Schuetz: Research on sales management and leadership

**Contact:** cassandra.wells@tamu.edu

**Website:** www.tamu.edu/sales/marketing-professional-salesinitiative
### University of Southern Mississippi

**Focus Option(s):** Entrepreneurship, Industrial Distribution, Technology

**Program Type(s):** UCO, UMN, UMJ

**Accreditation(s):** AACSB, PSE

**Start Year:** 1996

**Students:** 334

**Phone:** 334-727-8707

**Email:** sirpa.hanti@turkuamk.fi

**Website:** www.turkuamk.fi

**Program Description:** The program is developing a new Sales Strategy Development module that would be specifically suited to international business studies with a more academic orientation. The program aims to combine practical work experiences in the B2B marketplace, and Sales strategy focus is on consultative selling in the B2B marketplace. The project is developing a new type of sales training concept where higher education institutions and companies are in close collaboration to develop sales know-how. The objective is a system extending to all of the world, with companies (joining in at all stages) taking part in the design, development, implementation and evaluation of the skills of students.

**Contact Person:** Mr. Edward Jones, Otis Elevators - Salesforce

**University:** Turku University of Applied Sciences

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### University of Akron

**Focus Option(s):** Entrepreneurship, Professional Sales

**Program Type(s):** UCE, UMJ

**Accreditation(s):** AACSB, USCA full member

**Start Year:** 2017

**Students:** 130

**Phone:** 330-972-7340

**Email:** afreeman@mytu.tuskegee.edu

**Website:** http://www.fishersalesinstitute.com

**Program Description:** The program has a very strong and active corporate partners’ program. It also has professional selling student ambassadors. Industry members are involved in the program, and some of the corporate partners participate in Business Leadership Week. The program offered an advisory board of directors representing companies from around the country, and is also participating in workshops with our corporate partners.

**Contact Person:** Dr. Joseph L. Kehoe

**University:** Tufts University

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### University of Alabama

**Focus Option(s):** Entrepreneurship, Medical/Technical Sales

**Program Type(s):** UCM, UEM

**Accreditation(s):** AACSB

**Start Year:** 2007

**Students:** 75

**Phone:** 205-996-2069

**Email:** jcalamus@cba.ua.edu

**Website:** www.ua.edu

**Program Description:** The UA Sales Program features a robust Advisory Board consisting of corporate employer, sponsors, and mentors that contribute scholarships, jobs and internships and curriculum tools. There are over 50 live sales projects each year sponsored by corporate partners. The Program is also augmented by a UA Sales Lab featuring technology-driven training courses. The Program’s sales student’s projects include over 50 graduate and undergraduates projects per year in an annual scholarship pool over $300,000.

**Contact Person:** Mr. Joseph L. Kehoe

**University:** University of Alabama

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### University of Alabama at Birmingham

**Focus Option(s):** Entrepreneurship, Industrial Distribution, Medical/Technical Sales

**Program Type(s):** UCM, USCA full member

**Accreditation(s):** AACSB, USCA full member

**Start Year:** 2017

**Students:** 240

**Phone:** 205-977-3580

**Email:** Andrew.F.Brimmer@uab.edu

**Website:** www.uab.edu

**Program Description:** This program partners with a large network of universities and partners committed to growing and promoting international studies and study abroad. The program is renowned for its research and experiences that fit their discipline.

**Contact Person:** Mr. Edward Jones, Otis Elevators - Salesforce

**University:** University of Alabama at Birmingham

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### We empower women to succeed.

At the University of Cincinnati, our female professional selling course empowers women by building resilience, overcoming fear of failure and increasing their confidence in their role abilities.

Learn how you can get involved: UC Center for Professional Selling Job Directory: 575-564-7175

Jennifer.Darlow@uc.edu
as well as provide students with the opportunity of a truly unique and international degree. UNIVERSITY OF ARIZONA at LITTLE ROCK www.uarizona.edu/sales/ Dr. Linda Davis
Little Rock, AR 72204-1099 501-526-8662
Students: 97
Approval(s): AACSB, USCA, associate member
Program Type(s): UCE, UCM, UMJ, UMN

The program is a competitive and career path oriented curriculum that is designed specifically for students interested in pursuing careers in sales. The program offers opportunities for students to gain real-world experience through internships, service-learning projects, and experiential learning opportunities. The program is accredited by the Accreditation Council for Business Schools and Programs (ACSB).
via experiential learning. They also interact with corporate sponsors, which gives students access to top professionals in unique and relevant engagements.

THE UNIVERSITY OF SOUTH FLORIDA

http://www.usf.edu/business/centers/marketing/sales-solutions-innovation

Robert Hammond
Robert Hammond@usf.edu
Tampa, FL 33620
724-686-4475

Start Year: 2010
Students: 100

Accreditation(s): AACSB, PSE, USCA full member

Program Type(s): UCE

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

The University of South Florida's Professional Sales Program is ranked in the top five in the nation by the National Association of Sales Professionals (NASP). The program emphasizes the sales process, including role-playing, sales forecasting, and interviewing sales people, and culminates with an internship. Students have multiple years of sales experience. Program Type(s): UCE, UMN, UMC, UEM

Focus Option(s): Communication/ Broadcast Sales, Entrepreneurship, Financial Services, Insurance, International Business, Medical/Healthcare Sales, Technology

The Sales Curriculum will enhance students' abilities to sell, serve, and support customers, as well as products and services. It also equips students with knowledge and skills related to developing and managing meaningful relationships with customers. The Sales Certificate program provides students with the ethical, technological, and global aspects of professional sales. The Sales Program responds to the great demand for students with a sales education and it is available to both business and non-business majors.

THE UNIVERSITY OF TEXAS AT ARLINGTON

http://ntlta.uta.edu/academic-areas/marketing/marketing-department/
courses/professional-sales-program/ 

Dr. Howard Dowker
howard.dowker@uta.edu
Richardson, TX 75083
972-883-4450

Students: 270

Start Year: 2012

Accreditation(s): AACSB, UCE

Program Type(s): UCE, UCC, UEM, UMN, EC

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 and success and, education and professional development for the students. A sales concentration seminar occurs at the end of the professional sales work, in realizing the potential of productivity and reduced turnover for employers.

THE UNIVERSITY OF TEXAS AT DALLAS

http://www.utdallas.edu/business/departments/undergrad_sales.html

Dr. Jayme Foster
Jayme.foster@utdallas.edu
Richardson, TX 75080
844-4644

Start Year: 1995

Students: 125

Accreditation(s): AACSB, UCC, USCA full member, PSE

Program Type(s): UBM, UTE

Focus Option(s): Marketing Analytics, Entrepreneurship, Financial Services, Insurance, International Business

The Professional Sales emphasis is designed to provide students with the skills and experience necessary to succeed. Students who complete the Professional Sales emphasis take three required courses and a sales seminar. The program is offered in conjunction with the Center for Marketing and Sales Innovation. The Center for Marketing and Sales Innovation is the University of Texas at Dallas' business school's extension to the business community.

THE UNIVERSITY OF THE SOUTH

http://www.usm.edu

Dr. Tammy Foster
Jayme.foster@utdallas.edu
Richardson, TX 75080
844-4644

Start Year: 2005

Students: 50

Accreditation(s): AACSB, UCE

Program Type(s): UCE

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

In addition to placing students with top companies in the United States, the program includes sales careers in the global marketplace. Students have multiple years of sales experience. The program has a large concentration of Fortune 500 students. The program offers a variety of co-curricular activities through the Center for Marketing and Sales Strategy.

UNIVERSITY OF TOLEDO

http://sales.utoledo.edu

Deirdre Jones
divemaryjones@utoledo.edu
Toledo, OH 43606
419-383-4597

Students: 390

Start Year: 2012

Accreditation(s): AACSB, UCE, UCC, UMN, UMC, UEM, UTM

Program Type(s): UCE, UMC, UMM

Focus Option(s): Communication/ Broadcast Sales, Entrepreneurship, Financial Services, Insurance, International Business, Medical/Healthcare Sales, Technology

The University is committed to hands-on, and taught by faculty with sales experience. Students complete a required sales course as part of the BS degree, UTM. The only university in the US to require major to graduates. The students complete at regional and national competitions containing a top 10 track record for over a decade. The sales activity board ensures strategic alignment with the course. The program provides students with the ethical, technological, and global aspects of professional sales. The Sales Program responds to the great demand for students with a sales education and it is available to both business and non-business majors.

UNIVERSITY OF WISCONSIN-CHICAGO

http://www.uwc.edu/business/marketing/mktg/ 

Dr. Bryan Lilly
bryan.lilly@uwc.edu
Oaklawn, WI 60441
920-442-2701

Start Year: 2012

Students: 32

Accreditation(s): AACSB, UCE

Program Type(s): UCE

Focus Option(s): Communication/ Broadcast Sales, Entrepreneurship, Financial Services, Insurance, International Business, Medical/Healthcare Sales, Technology

With seven different sales courses, the program offers students a large sales force of students who do not have professional sales work experience. Students can participate in Sales Competitions and Sales Competitions in any major. The UWM Sales Team, and AMSA Sales Competition. The program offers opportunities to compete in sales-related extra-curricular activities including sales, sales contests and research.

UNIVERSITY OF WISCONSIN-MADISON

http://www.wisc.edu/business/commerce/ 

Mark lauec@wisc.edu
Madison, WI 53706
608-262-4525

Students: 50

Accreditation(s): AACSB, UCE

Program Type(s): UMM

Focus Option(s): Communication/ Broadcast Sales, Entrepreneurship, Financial Services, Insurance, International Business, Medical/Healthcare Sales, Technology

The University of Wisconsin-Madison 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, insurance, automotive and sales, and out, and a cadre of peers driven to succeed. Students who complete the Professional Sales emphasis take three required courses and a sales seminar. The program is offered in conjunction with the Center for Marketing and Sales Innovation. The Center for Marketing and Sales Innovation is the University of Wisconsin-Madison's business school's extension to the business community.

UNIVERSITY OF WISCONSIN-OUSTIN

http://www.uwyo.edu/business/ 

Dr. Steve Newell
mark.leach@uwyo.edu
Laramie, WY 82071
307-766-4166

Start Year: 2010

Students: 100

Accreditation(s): AACSB, PSE

Program Type(s): UTE, UCM, UMM

Focus Option(s): Communication/ Broadcast Sales, Entrepreneurship, Financial Services, Insurance, International Business, Medical/Healthcare Sales, Technology

With seven different sales courses, the program offers students a large sales force of students who do not have professional sales work experience. Students can participate in Sales Competitions and Sales Competitions in any major. The UWM Sales Team, and AMSA Sales Competition. The program offers opportunities to compete in sales-related extra-curricular activities including sales, sales contests and research.

WESTERN MICHIGAN UNIVERSITY

http://www.wpunj.edu/rbisales

Dr. Mary E. Shoemaker
mikelle.barberi@uwyo.edu
Lansing, MI 48903
517-353-1430

Start Year: 2014

Students: 100

Accreditation(s): AACSB, ACBSP

Program Type(s): UMJ, UMM

Focus Option(s): Communication/ Broadcast Sales, Entrepreneurship, Financial Services, Insurance, International Business, Medical/Healthcare Sales, Technology

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The following schools provide opportunities for students to obtain some classroom training and/or practical experience specific to professional sales. Not all are working with their universities to establish formal programs.

CALIFORNIA POLYTECHNIC STATE UNIVERSITY
http://mcpmaster.calpoly.edu/
Lisa Simon
Interim Chair
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 the personal selling skills with an eye toward technology.

INDIAN INSTITUTE OF MANAGEMENT
www.iim.ac.in
Anandakul B. Unnithan
anandakul@iimk.ac.in
Kochi, Kerala, India 682 555,
+91-484-240910
This program offers two sales courses, one required and one elective.

MAMI-UNIVERSITY
http://mami.university.edu/ibacademics/marketing/index.html
Don Norris, Ph.D.
norrisd@miami.edu
Miami, OH 43501
513-529-1207
Despite the lack of a formal sales program, students can take one required sales course and may select electives from other Marketing courses and related technical areas inside and outside the Farmer School of Business. What distinguishes students seeking a career in sales is membership in the Gamma Gamma chapter of Pi Sigma Epsilon.

MCCMMASTER UNIVERSITY
www.mcmaster.ca
Dr. Manish Kacker
McKracken@mcmaster.ca
DeGroote School of Business
Hamilton, Ontario L8S 4M4
604-519-3625
This program offers two sales courses with some classroom training and/or practical experience specific to professional sales. Not all are working with their universities to establish formal programs.

MIDDLE TENNESSEE STATE UNIVERSITY
www.mtsu.edu/sales
Mike Williams, PhD
Mrwilliams@okcu.edu
oklahoma city, ok 73109
405-208-5680
Students complete sales internships, sales courses and other preparatory programs and may join a sales team that participates in national sales competitions. To encourage sales skill development and participation in national competitions, a corporate-sponsored competition across all sections of Personal Sales was created.

NORTHEASTERN UNIVERSITY
http://demone.mckn.northeastern.edu/MyMail/MailBox.html
Monica Hods, Ph.D.
MonicaHods@neu.edu
Boston, MA 02115
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 Bueno
bueno@ohiodominican.edu
Columbus, OH 43219
614-251-4732
This program offers a sales course that is required of all marketing majors.

OKLAHOMA CITY UNIVERSITY
https://broadbk.okcu.edu/op/home/logon
Mike Williams, PhD
mwilliams@okcu.edu
Oklahoma State University
Stillwater, OK 74078
405-208-5589
This program offers a sales course that is required of all marketing majors.

PACE UNIVERSITY
www.pace.edu/idmlab
Harvey Markovitz
farkomar@pace.edu
New York, NY 10010
1-855-456-0585
This program began in 2014 and has 48 sales majors. There are two required sales courses in the minor that is offered.

PONTI PARK UNIVERSITY
www.pontpark.edu
Dr. Dorene Ciletti
dciletti@pointpark.edu
Pittsburgh, PA 15221
216-730-2170
This program offers two sales courses and electives to offer a certificate in Spring 2020.

POINT PARK UNIVERSITY
www.pontpark.edu
Dr. Dorene Ciletti
dciletti@pointpark.edu
Pittsburgh, PA 15221
216-730-2170
This program offers sales courses are offered with some classroom training and/or practical experience specific to professional sales. Not all are working with their universities to establish formal programs.

POLYTECHNIC UNIVERSITY OF APPLIED SCIENCES
www.polytechnic.fi
Mikaela Hietalahde
mihetala@polytechnic.fi
Tampere, Finland 33100
768-405-5687
This program offers 72 students completing a sales concentration or major and offers an undergraduate minor to sales students.

PONTI PARK UNIVERSITY
www.pontpark.edu
Dr. Dorene Ciletti
dciletti@pointpark.edu
Pittsburgh, PA 15221
216-730-2170
This program offers two sales courses and electives to offer a certificate in Spring 2020.

RUTGERS UNIVERSITY
www.rutgers.edu/cbaweb.sdsu.edu/
Harvey Markovitz
hmarkovitz@routgers.edu
Newark, NJ 07102
973-777-2928
This program is offering three sales courses and related technical areas inside and outside the Farmer School of Business. What distinguishes students seeking a career in sales is membership in the Gamma Gamma chapter of Pi Sigma Epsilon.

SAINT JOHN FISHER COLLEGE
www.sjfc.edu/marketing
John Rossi
jrrossi@sjfc.edu
Youngstown, OH 44555
330-544-3622
This program is in the exploratory phase with 60 students in the sales courses.

SAINT LAWRENCE UNIVERSITY
www.slu.edu/faculty/division-department/market-access/Marketing-Programs/
Dr. Manfred Krafft
mkrafft@slu.edu
Ann Arbor, MI 48109
734-614-3708
This program offers sales courses are offered with some classroom training and/or practical experience specific to professional sales. Not all are working with their universities to establish formal programs.

SAINT MORITZ UNIVERSITY
www.sanmiguel.edu.us
Roy Gaddey
rgaddey@sanmiguel.edu.us
San Diego, CA 92182
858-553-3530
This program will not be accredited as it has been offering a certificate to 120 students per year since 2016.

SALES EDUCATION FOUNDATION
www.saledsfoundation.org
@SalesEdOrg
http://www.LinkSEP
This emerging program offers two sales courses and is planning on a significant expansion in 2019.
Academic sales research seeks to understand the field of sales at a fundamental, scientific level. It comprises a significant portion of most sales academics’ jobs and they typically have long-term goals for generating and disseminating basic knowledge about how sales and sales management works and why. There are many topics covering virtually anything in the sales function. Some typical examples include sales strategy, sales management and control, training and hiring salespeople, the selling process, buyer-seller relationships, sales technology and automation and international selling.

Yet few sales managers are familiar with this body of work, much as it might shed light on current problems they face. Professor Michael Mallin, University of Toledo, attributes this to the reward system at universities. Sales academics are rewarded for publishing in these journals, which are largely inaccessible to the general population. Professor Rapp notes, “without a deep understanding of econometric modeling or social identity theory, as examples, to interpret the findings, they remain largely inaccessible.” Universities’ rewards are not aligned with translating findings for business or publishing in trade outlets. Some faculty may feel unprepared for this task as well.

Professor Mallin’s answer is to present findings in executive training and other university interactions with businesses and to familiarize students with results in the classroom. His sales program recently began a blog with short summaries of findings and managerial implications. Professor Rapp feels that sharing findings through executive engagements, trainings and key note presentations has worked particularly well for him. For example, after a recent training, Sean Tropician, a Sales Forecast and Pricing Analyst with Niman Ranch, told Professor Rapp “You have given us all fantastic tools that we all can use in our day-to-day operations.”

Managers can benefit from this research by gaining deeper understanding of the topics they are most concerned with. Much academic research eventually makes its way into textbooks, but that can take years. Familiarity with current findings provides earlier insight to what may become fundamental understanding down the road. Paul Millette, VP of Sales, VisionPoint, says that he has to adapt to the workforce and needs to understand what drives employees and new hires. It is imperative to keep up to speed to know what excites employees, so he can keep them motivated and retain them. He’s been following Bryant University’s Stefanie Boyer’s work on generational differences. Knowing what is being discovered in academic research has helped him change his mindset, resulting in new ways to motivate employees. “I’ve seen a number of changes since implementing findings from Stefanie’s work. Employees are more comfortable with collaboration and prefer it, they want to have an impact and be heard, have ability to think outside the box is high and they are productive and efficient from home.” He says as a manager he has to adapt and be open to get the results he wants. He keeps an eye open for research that helps him to stay ahead of the curve.

Professor Boyer makes a deliberate effort to bring her research into the conversation when working with managers and through social media. Her research on self-directed learning, training, adaptability and managing the next generation of sales leaders has received the most interest from employers. “For the sake of our students and their future employers, we should share what we learn. One of the things I have learned is to share results with employers while it is in the publication process because waiting for it to come out can take years sometimes.”

Efforts are not limited to the United States. Jorge Bullemore, Director Academico at Universidad de Chile, notes that while not as much academic research is produced in Latin America as in the U.S. and Europe, the issues are similar. In Chile, there is a concerted effort to attract more academic sales researchers, while at the same time finding ways to share research with managers. “Quality research, knowledge and best practices reach managers through open congresses where opinion leaders from around the world are invited, some newsletters written by consultants and academics and the publication of books in Spanish.” He himself is working to make sure current findings reach managers, recently publishing a joint university/consulting project to study commercial networks in Chile.

Some managers also participate in research by providing access to certain aspects of their business, perhaps salespeople responding to a survey, researchers observing sales processes or providing company data on specific metrics. Companies are usually provided unique company-specific insights for participating, get early access to findings and can choose to remain anonymous in publications. The companies also have the satisfaction of supporting the creation of future knowledge.

While a clear purpose behind this research is to advance knowledge, the purpose has to be accomplished with the goal of helping businesses. That means researchers need to make sure they answer relevant questions and find ways to translate findings for business managers. Business managers need to seek out findings and encourage those who are sharing business implications with them. Sales academic research can provide valuable insights and competitive advantage to interested firms. Managers interested in learning about academic sales research don’t have to read Journal of Marketing; start by contacting your local university sales program.

Ellen Pullins, PhD
University of Toledo

WHAT IS ACADEMIC RESEARCH


Few sales executives are familiar with these publications but academic sales researchers focus significant effort here. Adam Rapp, a past winner of the Sales Education Foundation Dissemination Award, notes “Unfortunately, as there have been thousands of pieces of sales research conducted and published, I would contend that a fraction of this research has made it outside of the world of academia and into the hand of practitioners.”

WHAT IS ACADEMIC SALES RESEARCH

AND WHY SHOULD I CARE?
Beyond the Classroom:
THE ROLE OF FACULTY IN ELEVATING THE SALES PROFESSION

Business schools across the country have mission statements with a common theme: to improve our world, country and community, one student at a time. In the world of sales, faculty are uniquely positioned to improve the profession by teaching, research, and building a strong relationship with industry. But when it comes to engaging college students, that highly desired, early-career sales force, educators do their greatest work beyond the scope of the classroom.

Pi Sigma Epsilon (PSE), the only national, professional fraternity dedicated to the advancement of sales as a profession, has witnessed first-hand the impact that faculty have in the development of early-career sales professionals. PSE was founded in 1952 by three marketing professors, Lloyd Antle, Dr. William Harris, and Dr. Henry Baker, who established a close working relationship with a charismatic and energetic sales executive, Mr. Lewis F. Gordon, co-founder of Sales & Marketing Executives International (SMEI). Since that time, dedicated sales and marketing faculty on campuses across the US have served as PSE advisors, teachers, mentors and contributors to the advancement of the sales profession, both in and out of the classroom. Meaningful faculty/student interactions help students become outstanding individuals, citizens, and sales professionals.

Beyond the Classroom continued on page 34...

Teachers First

Eighteen-year-olds come to school their freshman year with a general idea about their future. Most believe in the importance of a college degree but few are certain about a major. The next few semesters of grinding through science and English composition courses mold their perspective, and many migrate to business disciplines. Some choose marketing, but not sales. Few students come to school looking to become sales professionals.

Faculty play a critical role in sparking interest in the profession and igniting a passion for professional selling. They help students to develop a broad understanding of business and the critical role of sales as a company’s single most important revenue-generating function. Students learn multiple methodologies and that knowledge is reinforced over many months as students earn a degree through study, practical application and role-play.

Mavericks and Trailblazers

Sales has come a long way since the days of getting your foot in the door and espousing product features and benefits. Professional sales has entered a new era, requiring skills that are teachable. There is a vast network of industry leaders, non-profit organizations and educators who are committed to advancing sales from “vocation” to “profession”, charting new territory in the process. This vast network intersects on campus with the sales faculty and impacts practitioner, educator and pupil each where they reside.

Organizations like the Sales Education Foundation, which provides resources for academia and industry, have recognized the importance of sales education in an academic setting. To advance the field of sales, the SEF collects data on university sales programs and publishes it in their Annual magazine. SEF also provides funding for workshops and conferences on the topic of sales, and offers students a unique opportunity to complete a predictive assessment about careers in the profession.

Further, sales faculty spend considerable time researching and delivering cutting-edge findings through sales education organizations, and academic conferences and journals:

- The Journal of Personal Selling and Sales Management (JPSM) is the only academic journal devoted to the publication of peer-reviewed articles in the field of sales management and selling. With global distribution, JPSM encourages knowledge transfer between science and practice, and identifies issues and shaping of ideas associated with sales and selling.
- The National Conference in Sales Management (NCSM) is the premier international gathering of scholars, instructors, and practitioners interested in professional selling and sales management research and teaching. The conference consists of double-blind review competitive paper sessions, research roundtable sessions, sales education sessions, and a variety of special sessions devoted to connecting academia and practice.
- The University Sales Center Alliance (USCA) connects university faculty members with many different backgrounds and areas of expertise for the continuing advancement of the sales profession through teaching, research and outreach.
- AMA’s Sales SIG advances knowledge generation with the integration of academic and practitioner perspectives into research and teaching.
Collaboration and Relationship-building

Faculty are the gateway between industry and future sales professionals and most industry sales managers know that identifying top sales talent often begins in the classroom. Professors interact daily with students who are considering a career in sales. It is the strong connection with industry, fostered between faculty and members of the selling community that facilitates a meaningful connection between prospective employers and the emerging sales force.

Professors often invite sales professionals as guest lecturers and coaches for role-play competitions. Some of these sales professionals mentor aspiring students as they navigate career decisions and sales skills development; in turn, the sales professionals get to establish working relationships with creative, energetic students. For a sales manager or recruiter, these relationships can result in successful hires. For the student, the faculty introduction to industry professionals marks the starting point of a budding career.

Where the magic happens

Faculty as teachers, researchers and collaborators have elevated the sales profession through higher education. But where the magic happens, where truly remarkable sales professionals are formed, is with personal interactions that instill confidence, build character and challenge students to move out of their comfort zones to achieve more than they ever believed possible.

These personal interactions are as simple as a conversation that helps the student to understand the broad variety of sales careers available and how to choose the best fit. Others connect students with personal industry contacts and provide a critical introduction to a future employer. Finally, there are those faculty who commit to honing sales skills by investing significant personal time to coach, train, encourage and support students for local, regional and national sales competitions.

Whether the faculty member chooses to engage industry professionals to present workshops and learning opportunities which reinforce the things that transcend the classroom or arrange site visits to company headquarters, the role of faculty in advancing the sales profession is critical to the development of an emerging sales force with the skills necessary to achieve success in a field with an ever-growing demand for excellence.
So what did you learn?

Well, the big a-ha was that high performing salespeople aren’t consultative sellers, they’re not value sellers, they’re not relational sellers, and they’re not provoking sellers. High performing salespeople are ALL of these. What our research showed was that high performing salespeople are incredibly agile; they have the ability to shift between different selling methodologies depending on the situation that they are facing.

Likewise, underperforming salespeople use no real methodology at all, which should come as no surprise. But what was interesting was that average salespeople—the middle 50%-60% of the sales organization—were adept at one selling approach and had a tendency to use it again and again, no matter what the situation. So, the conclusion of the research was that sales leaders were asking the wrong question. It’s not, what selling methodology is right for our organization… It’s what selling methodologies are right for common situations that the salespeople encounter?

One of the most important contributions that university-based sales centers make to the discipline of sales and sales management is the research conducted on sales-related topics. For example, at FSU we have an advisory board of around 40 companies that plays a critical role in guiding our research efforts. In 2012 there was a great deal of noise in the marketplace related to the effectiveness of different sales methodologies. Our board members asked us to explore the different methodologies, which started us down a path.

Obviously, consultative, transactional, and value selling strategies had been prevalent in the market for decades, but there were new methodologies emerging that suggested high-performing sales reps actually provoke their customers into new ways of thinking about their problems and solutions. Two years, four studies, and over 3,000 salespeople later, we had some pretty interesting insights to share.

What are the implications of these findings for sales training going forward?

Another great question. I believe that our research calls into question what companies have been doing all these years with a one-size-fits-all approach to sales. The overwhelming majority of sales training programs are designed for sellers to approach every sales opportunity the same way. But assuming the research is correct, this training is actually training what average salespeople do—not top performers.

Another implication is that the strategy of selling to ‘personas’ is also flawed. Persona-based selling dictates that there is a best way to sell to a particular type of buyer, say a Chief Information Officer. In reality, a CIO doesn’t always purchase the same way—she might behave differently in different situations. If she is upgrading her accounting software, she’s an educated buyer and might simply want to transact. If she’s buying a social media platform for the first time, she might require more consultation. So our research draws the value of such personas into question as well.

Since the original research, we’ve seen some top sales organizations begin to embrace a more agile sales approach where salespeople are taught multiple sales strategies that can be used in different situations. In fact, we’ve already designed a new training program that puts ‘selling agility’ as the main objective; it’s designed to help salespeople be fluent in different ways to sell.

Is anyone already using this approach? Do you have any real-world proof that it works?

They are, yes. We recently worked with a major industrial supply company that wanted to help their salespeople be more agile in their approach to selling. We identified the key situations that these salespeople face on a regular basis and the strategies that have the highest chances of success in each. Then we launched a training program that teaches reps how to adjust across situations and the results have been dramatic. In the first year, the company achieved an 8% growth rate against a 4% growth target.

NEW RESEARCH from FLORIDA STATE UNIVERSITY REVEALS A CRITICAL FLAW IN OUR SALES METHODOLOGIES

An Interview with Leff Bonney, Florida State University Professor by Jason Jordan
Hiring strong sales talent is a critical success factor for business-to-business (B2B) organizations. To fulfill the market’s talent needs, a growing number of university sales programs are preparing students for complex B2B sales exchanges (see SEF listing 2019). Not surprisingly, Peter Drucker’s 1996 prediction of the growth of corporate-university partnerships is today’s reality. Corporate-university partnerships represent inter-firm agreements aimed at achieving competitive advantage for both partners, therefore establishing and maintaining such relationships is important work. To create a strong partnership for mutual value requires concerted effort by the corporate partner and the university’s sales program leader. How do these stakeholders work effectively together to ensure successful activation of the corporate-university partnership?

No, in fact quite the opposite is true. By building agility in sales approaches based on different situations, sales managers have a more prescriptive set of factors to coach. Part of coaching is diagnosing where reps are struggling in their approach to sales. The agility approach to selling strategy allows managers to think through whether a rep’s inability to move a sale forward is due to misidentification of the selling opportunity or is due to the inability to execute the right sales strategy. In some ways, it creates a coaching checklist that managers can use to determine where reps are getting stuck in specific types of opportunities. The only people whose world it might complicate is L&D professionals. If they want to do right for their sales teams, they can no longer buy off-the-shelf training programs or even deploy customized solutions that are straight-line sales processes. The burden is on them to identify the common situations that their salespeople face and then assemble a training program that builds the agility required to succeed in each.

I think that CRM and AI systems can be very important in helping companies identify the types of opportunities or situations they face regularly. These systems can alert management when it appears that new situations are emerging in the market as well. Finally, these systems can become dynamic coaches to salespeople by providing a set of suggested steps the salesperson should take based on the situation. As always, technology can be a great enabler of better selling—sales agility is no different.

How does technology such as CRM or Artificial Intelligence play into this discussion?

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TO THE UNIVERSITY, INCREASE THE FIRM’S PERCEIVED VALUE IF THE CORPORATE PARTNER WISHES TO MIGHT HELP FACULTY WITH RESEARCH IDEAS AND/OR ACCESS TO DATA

ACTIVATING SALES CENTER PARTNERSHIPS

CORPORATE PERSPECTIVE:

Corporate partners establish recruiting goals for their partnerships and must justify the ROI of their financial commitment. As executives activate these partnerships, they must navigate three key areas where their approach/perspective might differ from academicians: (1) objectives, (2) timing expectations, and (3) communications. Corporate objectives for such partnerships center on increased exposure to “top sales talent” to address their firm’s talent needs. While center directors are interested in placing students, faculty are also evaluated on research productivity. Consequently, corporate partners can be viewed as an important source for research ideas/data. “We discuss relevant trends and issues on an ongoing basis with our Corporate Partners. By participating in joint research projects,” offers Dr. Alexander Haas, Director, Justus Liebig University’s Center for Sales Research (Germany). “Sales centers must be doing research that is relevant to their corporate partners and that cutting-edge research informs the classroom,” reports Dr. Deva Bangarajan, Director, Center for Professional Selling, Ball State University.

Timing expectations must be navigated as well. Industry players typically think in quarterly timeframes whereas the academic community often think in slightly longer time horizons. Faculty expect partners to engage in long-term brand building efforts and avoid “mishaps” that impact short-term attraction. Leaders of various sales programs want corporate partners to understand these timing differences as Dr. Terry W. Loe, Director, External Relations for Kennesaw State’s Center for Professional Selling, reports, “Recruiting from university sales programs is different from what recruiters are accustomed to and there is a learning curve. Our students have extremely high placement rates because they are better prepared for and want a sales career. Recruiting sales program students is akin to colleges recruiting top athletes. Students will receive several offers, so companies must take a longer-term perspective. Build their brand on campus, and develop relationships with students and sales faculty.” Dr. Charles Ragland, Executive Director, Indiana University’s Center for Global Sales Leadership, concurs, “We recommend a three-year time horizon for corporate partners.”

Successful corporate partners understand timing and serendipity, “While we were lucky to recruit a brilliant sales student at our first event, we were prepared to invest in our relationship with 3LU’s Center for Sales Research to create the necessary momentum,” according to Weiss Technik’s Director Nico Gothardt. If corporations have established key performance indicators (KPIs) for measuring university partnership success, executives need to share those KPIs with their university partners. In fact, open communications between both parties is imperative for a true partnership. Dr. Anthony Cincik, a Recruiter for Penske Truck Leasing offers, “We have had opportunities to discuss the hires we have made, and the ways that we can help the program as well.”

AS PARTNERS ENGAGE WITH UNIVERSITIES, CANDIDLY DISCUSS WITH YOUR UNIVERSITY PARTNERS HOW LONG THEY PREDICT IT WILL TAKE TO BUILD INTEREST AND MOMENTUM WITH STUDENTS. LOOK TO GARNER BEST PRACTICES FROM FACULTY/PARTNERS WHO HAVE WORKED WITH THIS UNIVERSITY AND ITS STUDENTS LONGER THAN YOU HAVE.

IF THE CORPORATE PARTNER WISHES TO INCREASE THE FIRM’S PERCEIVED VALUE, THEY MIGHT HELP FACULTY WITH RESEARCH IDEAS AND/OR ACCESS TO DATA.

SALES PROGRAM LEADER PERSPECTIVE:

UNIVERSITIES OPERATING WITH A CONSISTENT AND WELL-ORCHESTRATED COMMUNICATIONS PLAN MAKE IT EASIER FOR THEIR CORPORATE PARTNERS TO ACTIVATE THEIR PARTNERSHIPS AND ENGAGE THEIR EXECUTIVES.

UNIVERSITY sales program leaders must acquire financial support for their programs, engage corporations for student development (e.g., job shadow) and place students. As program leaders consider the corporate partner activation process, they must orchestrate processes to: (1) communicate information and engage executives, (2) assess perceived vs desired benefits gained by partner organizations, and (3) manage “out” partners who are not a good match. Since corporate representatives engage with multiple universities, sales program leaders must plan activities well in advance, and ask corporate partners to engage executives from their corporate partners. An example from Dr. Blake Nielsen, Treasurer—University Sales Center Alliance and Chair—Weber State University’s Department of Professional Sales: “We have partners who travel from all over the country to recruit our students. It is imperative to schedule at least one semester ahead and to track events when possible. A simple example: we couple our partner board meeting with our main recruiting event.”

SALES PROGRAM LEADERS WHO PLACE VALUE ON FORMAL AND INFORMAL FEEDBACK ARE MORE LIKELY TO CREATE STRONGER, LONGER-TERM CORPORATE PARTNERSHIPS.

PRIOR TO RE-ACTIVATING OR RENEWING A CORPORATE PARTNER THAT ISN’T A GOOD FIT, PROGRAM LEADERS SHOULD ENGAGE SUCH PARTNERS IN AN OPEN DIALOGUE CONCERNING THE VALUE OF THE PARTNERSHIP TO BOTH PARTIES.

SALES PROGRAM LEADERS WHO PLACE VALUE ON FORMAL AND INFORMAL FEEDBACK ARE MORE LIKELY TO CREATE STRONGER, LONGER-TERM CORPORATE PARTNERSHIPS.

LEADING A UNIVERSITY SALES PROGRAM IS A MUTUALLY BENEFICIAL STRATEGY AND EQUITY IN THE PARTNERSHIP, AND COLLABORATIVE TO MAXIMIZE THE IMPACT FOR UNIVERSITY SALES PROGRAMS, CORPORATE PARTNERS, AND THE NEXT GENERATION OF SALES PROFESSIONALS.

KEY LESSONS FOR ACTIVATING CORPORATE-SALES CENTER PARTNERSHIPS

Our goal is to create stronger understanding of the players’ priorities in the corporate-sales center partnership exchange. Recognizing that the corporate partner and university sales program leader bring different perspectives to the partnership is the first step toward stronger partnership activation. To ensure successful activation of the corporate-university partnership, participants must

1. ENSURE a mutually beneficial strategy and equity in the partnership.

2. MAINTAIN an open dialogue allowing for idea sharing.

3. BE FLEXIBLE and collaborative to maximize the impact for university sales programs, corporate partners, and the next generation of sales professionals. ▲

SUCCESSFULLY ACTIVATING CORPORATE PARTNERSHIPS

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Diversifying the Sales Force: Filling the Gender Gap in Sales

IN SPITE OF EVIDENCE WHICH SUPPORTS SUCCESS FOR WOMEN IN SALES, AND COMPANIES RECOGNIZING THE VALUE OF A DIVERSE SALES FORCE, THE NUMBER OF WOMEN EMBARKING ON SALES CAREERS HAS REMAINED FLAT.

According to a recent Forbes article, “Why We Need More Women in Sales” (January 2018), the sales profession has seen only a 3% increase in the number of women within the last decade. Perhaps the first step in increasing the number of women pursuing sales careers is to increase the number of women in university sales courses. To this end, the University of Cincinnati experimented with their sales curriculum to generate women’s interest in taking a sales class. We believed that if we could get college women to enroll in a sales class—where they could learn the skill set for sales success and gain confidence in their abilities—more college women would consider sales a viable career.

With the help of a higher education grant from Procter & Gamble, a new experimental course, “Women in Sales,” was developed. A three prong approach was undertaken. First, the title of the course, “Women in Sales,” along with word-of-mouth promoting the class as a place where women could develop their unique skill set, attracted women and a few men to enroll. Second, to build confidence in their sales skills, the class format was heavily weighted with experiential learning activities which included both in-class practice and out of class assignments. Third, to build resiliency and reduce fear of failing—both critical skills for sales success—a resiliency assignment was created.

As anticipated, the course title did indeed attract women, and a few men, to the course; not because the women were interested in sales, but because they were intrigued by a business course for women. The underlying premise for the course was that women have different communication and leadership styles than men, and we wanted to give women the chance to practice with their unique leadership style. As one woman wrote: “I learned that women have the capabilities to excel in sales, not just men. Since women know how to listen and ask empathetic questions, our strategies can sometimes be more effective than men’s strategies.”

What we did not anticipate, but found pleasantly surprising, was how the conversation changed when a business class was composed of predominately women. Women were no longer hesitant to speak up in class and consequently, lengthy class discussions ensued. In fact, it was sometimes difficult to get through the course material because the women were talking so much, a sharp contrast to behavior observed from women in traditional sales classes.

Gender differences were also observed at the culminating sales role play activity. While men in the traditional sales class were competitive, the women would collaborate and encourage each other to do their best. In addition, the women asked challenging questions that never arose in the traditional sales course. As one woman noted, “It can be hard being a woman in the business field, and I feel that is much overlooked... This class gave me open space to address these concerns and get them answered while learning about ones that I had not even had to think of yet.”

One of the interesting things about offering a sales class for women was the positive effect it had on men who took the course. While men are welcome to enroll, usually only one or two elect to take the course. As one male student noted, some of the most successful sellers in his organization were women. To become a successful sales leader, he needed to understand how to partner with, promote, and motivate his female colleagues.

In addition, men taking the Women in Sales class have become strong advocates for women entering the sales force. The women were equally impressed with the men who enrolled in the class. As one woman noted, “Throughout the semester, I got to experience women breaking stereotypes and empowering one another. I also got to see men be put into a position where they can see things from our perspective, helping them to be colleagues with us.”

The class promoted a positive experience for everyone.

To gain confidence in their sales skills, the course emphasized experiential learning with mini sales practice sessions incorporated into every class meeting. In addition a new assignment was devised to help women increase their resiliency and have courage to not fear failure—life skills that are critical for success in sales.

The goal of this assignment was to help women learn to get over failure quickly and move forward to try again. One woman wrote, “The most important thing that I have learned is to be resilient. I am so thankful that we had to write resiliency journals this year; it has taught me how to bounce back and that failure isn’t always a bad thing.”

Pre-class/post-class assessments corroborated the women’s self-reports. Exploratory research found that women in the class increased their level of resiliency to those equivalent to men (closed the gender gap in resiliency), reduced their fear of failure (statistically significant), and had greater confidence in their ability to sell as compared to men who completed the traditional sales course. Based on the success in helping women learn resiliency, the assignment is now included in the traditional sales class as well and has met with similar success.

As a result of starting a sales class for women, the number of women enrolling in a sales class and considering a sales career has increased on our campus. Based on their positive experience with the women’s sales course, more women are enrolling in subsequent sales courses; thus increasing the quality and quantity of our sales program. The success of this course has attracted national attention.

Finally, as predicted, more women from our campus are pursuing sales careers. As one woman noted: “Prior to this class, I never expected myself to be pursuing a career in sales. I was mostly just curious about the class. But because of this class, I got my first internship in sales this past summer. Now, as result of that, this upcoming summer I will be working as a sales intern in Denver.”

While the Women in Sales course was designed to help undergraduate women, it turns out everyone—men, women, sales organizations, and our sales program—all benefited from this course. Encouraging women in sales benefits everyone.

Jane Z Sojka, PhD
University of Cincinnati
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 are “the” premier venue 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 addresses provided.
University Sales Competitions

**MARCH, 2020 TBD**

**Redbird Regional Sales Competition (RRSC)**

**ILLINOIS STATE UNIVERSITY**

Meet up to 54 amazing sales students from 15+ sales programs. Be a mock buyer, or be a Judge in four sales role play rounds. You determine the winner! These students are all prepping for the NCSC so here’s your chance to meet them before NCSC. Plus you’ll meet 25+ Sales Excellence Academy student volunteers.

**ADDITIONAL EVENTS:** Thursday evening networking—Bowling & Billiards, Friday, 3 rounds & final, breakout panel, all day recruiting station, awards ceremony—all in one day! Sponsor facilitated breakout session, station recruiters in the networking atrium, meet your next super star!

**YEAR FOUNDED:** 2007

**CONTACT:** Lisa Wright, WrightE@wpunj.edu

**COMPANY CONTACTS:**
- Michael Boehm, mboehm@ilstu.edu (309-438-2954)
- Prabakar PK, kothandaramanp@wpunj.edu

**https://business.illinoisstate.edu/psi/rrsc/**

**MARCH 27-30, 2020**

**National Collegiate Sales Competition (NCSC)**

**KENNESAW STATE UNIVERSITY**

NTSC, the oldest and largest university sales competition, includes universities from North America and Europe. The format is an elimination style tournament of 20 minute Sales Call Role-Plays and five rounds of competition. Industry professionals and sales experts from academia participate as judges and industry professionals serve as prospects/buyers throughout the tournament. Prior to the event, sponsors are provided resumes of all participating sales candidates and access to competition recordings post-event for a limited time.

**ADDITIONAL EVENTS:** A sponsor exclusive sales career expo runs in conjunction with the first two days of competition. An informal networking event is held that includes food, music, billiards and bowling. The final four are announced during the networking event. The Championship Round and NCSC Awards Banquet are held on the final day.

**YEAR FOUNDED:** 1998

**CONTACT:**
- Dr. Terry W. Loe, tloe@kennesaw.edu
- Ms. Mary Foster, mfsatter@kennesaw.edu

**www.NCSC-ksu.org**

**NOVEMBER 20-22, 2019**

**National Sales Challenge (NSC)**

**WILLIAM PATIERN UNIVERSITY**

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. Sponsered by leading corporations, the event also features corporate presentations and job interviews.

**ADDITIONAL EVENTS:** Table-Talk: Features executives in a small group setting. Participants are encouraged to attend – this may be used to break ties. Corporate Presentations: Companies present career opportunities at pre-assigned slots. Companies also may invite students to assigned interview rooms. NSC also features a high energy boot camp conducted by senior sales executives in a small group, interactive setting.

**YEAR FOUNDED:** 2007

**CONTACT:**
- Lisa Wright, WrightE@wpunj.edu
- Prabakar PK, kothandaramanp@wpunj.edu

**http://ribisaleschallenge.wpunj.edu/**

**OCTOBER 23-25, 2019**

**National Team Selling Competition (NTSC)**

**INDIANA UNIVERSITY KELLEYSCHOOL OF BUSINESS**

NTSC is a premier team selling competition that attracts undergraduate sales students from America’s leading universities who wish to pursue high-level, complex sales careers. Altria and JPM 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. Two networking receptions are included for all participants.

**YEAR FOUNDED:** 2006

**CONTACT:** Sonya Dunigan, ntscc@indiana.edu

**gokelley.iu.edu/ntsc**

**NOVEMBER 1-2, 2019**

**Northeast Intercollegiate Sales Competition (NISC)**

**BRYANT UNIVERSITY**

Regional conferences held each Fall; National Convention held each April.

**ADDITIONAL EVENTS:** Social Media Competition, e-pitch competition (English, Spanish, French, Italian), live product case training with the company; networking/recruiting lunch, bowling, karaoke, networking, awards ceremony, skill-building, improv and faculty sessions to advance sales education.

**YEAR FOUNDED:** 1952

**CONTACT:** Joan Rogala, CEO, joan.rogala@pse.org

**www.pse.org**

**OCTOBER 26, 2019**

**Steel City Sales Challenge (SCSC)**

**DUQUESNE UNIVERSITY**

The Warm-Up also includes a full day career fair that runs in conjunction to a final sales role-play round.

**ADDITIONAL EVENTS:** The SCSC experience includes lunch, networking, an awards ceremony, and up to $5000 in scholarships.

**YEAR FOUNDED:** 2017

**CONTACT:** Paul Carwell, carwellp@duq.edu

**http://www.duq.edu/academics/schools/business/undergraduate/academics/minors/sales/steel-city-sales-challenge**

**OCTOBER 24-25, 2019**

**The Great Northwoods Sales Warm-Up**

**UNIVERSITY OF WISCONSIN-EAU CLAIRE**

The Great Northwoods Sales Warm-Up is the first, highly personalized, competition of the year. We invite approximately 20 universities (5 students each) from across the country. We take pride in the quality of sales programs attracted to our event over the past 12 years. Our goal is to have students work hard but also have fun along the way. Students are guaranteed to participate in two 20-minute role plays to sponsor’s sales personnel and receive immediate feedback from the sponsor judges.

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

**YEAR FOUNDED:** 2007

**CONTACT:** Bob Erfmeyer, erfmerc@uwec.edu

**Jessica Gardner, gardnejj@uwec.edu**

**http://www.uwecsaleswarmup.com/**
UNIVERSITY SALES COMPETITIONS

MARCH, 2020 TBD
UK University Sales Competition (UKUSC)
EDINBURGH NAPIER UNIVERSITY
SCOTLAND

Academics/ Coaches and students from 15 Universities across the UK (and representative Universities from the USA) will take part. Selling skills and sales competencies of the student competitors are assessed in a business-to-business role plays. The product for sale is a Gartner product/service. Gartner is the main sponsor. The event is attracting over 55 students and is supported by Gartner, Textron, Salesforce, API, ISM, and I-Connect.

ADDITIONAL EVENTS: The UKUSC will include in addition to the sales role-play element, networking opportunities via a SpeedSell ice breaker event. The keynote speaker is Professor Neil Rackham who will also conduct a seminar for Sales Academics/ Coaches.

YEAR FOUNDED: 2018  CONTACT: Tony Douglas, t.douglas@napier.ac.uk

http://www.ukuniversitysalescompetition.co.uk/

FEBRUARY 20-22, 2020
University of Toledo Invitational Sales Competition (UTISC)
UNIVERSITY OF TOLEDO

UTISC is the nation’s first and only national sales competition to focus exclusively on juniors, sophomores, and freshmen and is uniquely positioned to help sponsors proactively balance their national sales talent pipeline across 36 universities. The tournament style competition has a Junior Division and a Sophomore/Freshman Division so the competition and recruitment are transparent and fair. This year’s Junior Division contains next year’s seniors; FIND —THEM—FIRST! This format helps universities engage and develop more students and earlier so they can grow enrollments.

ADDITIONAL EVENTS: Coaching/Interviewing sessions pair up the competitors and alternates with different sponsors three times during the event, concurrent career fair, faculty/sponsor reception, awards reception, and social entertainment. Resumes and contacts sent two weeks in advance.

YEAR FOUNDED: 2016  CONTACT: Deirdre Jones, Director, deirdre.jones@utoledo.edu

http://www.utoledo.edu/business/assps/utisc/

OCTOBER 19, 2019
West Virginia University Regional Sales Competition
WEST VIRGINIA UNIVERSITY

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 the second round. While all other students participate in an elevator pitch exercise. All competitors and faculty coaches enjoy a complimentary lunch and post competition reception. Registration will open August 1, 2019.

YEAR FOUNDED: 2013  CONTACT: Dr. Michael Walsh, Michael.walsh@mail.wvu.edu

https://business.wvu.edu/wvu-sales-competition

LATE FEBRUARY, 2020 TBD
Bayou Sales Challenge (BSC)
NICHOLLS STATE UNIVERSITY

In Thibodaux, Louisiana, the 16th annual BSC is the region’s most competitive sales challenge drawing students from Alabama, Florida, and Louisiana. Five total rounds comprise the elimination style match whereby both individuals and university teams win out 15-minute role-plays. Utilizing the sales lab’s technology, all role-plays are recorded and shared with competitors and coaches. Industry professionals from local and national companies serve as the competition’s customers and judges.

ADDITIONAL EVENTS: Two panel discussions (sales wisdom and role-play advice), seeded by industry professionals, kick off the event before heading to a collegiate networking social. Alternates can compete in a new Team Selling Competition. The Bayou Sales Career Fair rounds out the event before a luncheon awards banquet.

YEAR FOUNDED: 2003  CONTACT: Laura Valenti, Laura.Valenti@Nicholls.edu Annette Adams, Annette.Adams@Nicholls.edu

www.BayouSalesChallanga.com

THANK YOU FROM SEF

A SPECIAL WORD OF THANKS TO THOSE ORGANIZATIONS LISTED BELOW WHO SUPPORTED SEF DURING THE PAST YEAR:

GROWTHPLAY
GARTNER
SMC CORPORATION OF AMERICA
KENNESAW STATE UNIVERSITY FOUNDATION, INC.
UNIVERSITY OF WASHINGTON, FOSTER SCHOOL OF BUSINESS PROFESSIONAL SALES PROGRAM
WEBER STATE UNIVERSITY, ALAN E. HALL CENTER FOR SALES EXCELLENCE
TEXAS STATE UNIVERSITY, MCCOY COLLEGE OF BUSINESS CENTER FOR PROFESSIONAL SALES
UNIVERSITY OF DAYTON, FIORE TALARICO CENTER FOR PROFESSIONAL SELLING
CALIFORNIA STATE UNIVERSITY—FULLERTON
PI SIGMA EPSILON NATIONAL EDUCATION FOUNDATION
UNIVERSITY OF CENTRAL FLORIDA, CENTER FOR PROFESSIONAL SELLING
TEXAS A&M UNIVERSITY, MAYS BUSINESS SCHOOL SALES LEADERSHIP INSTITUTE
UNIVERSITY OF TENNESSEE, HASLAM COLLEGE OF BUSINESS, PROFESSIONAL SALES FORUM
UNIVERSITY OF WISCONSIN—RIVER FALLS, COLLEGE OF BUSINESS & ECONOMICS, CENTER FOR SALES EXCELLENCE

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LEFF BONNEY, FLORIDA STATE UNIVERSITY
ANDREA L. DIXON, BAYLOR UNIVERSITY
JOANNE ROSE, MARSHALL UNIVERSITY
JANE Z. SOJKA, UNIVERSITY OF CINCINNATI

SEF's Career Development Program (CDP)

Held first online Career Development Program Faculty Certification

OVER $180,000 contributed through research grants, SEF-sponsored events/workshops and scholarships

OVER 23,000 students from 90+ universities provided opportunities through SEF’s Career Development Program

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

+3,880 STUDENTS took Chally assessment

50 UNIVERSITIES participated in the Career Development Program (CDP)

THANK YOU FROM SEF

SALES EDUCATION FOUNDATION
Elevating the Sales Profession Through University Education

Be a part of it
www.salesfoundation.org

@SalesEdOrg
At GrowthPlay, we utilize analytics and deep sales expertise to help companies better attract, hire, develop, and retain sales and other customer-facing professional talent. Our mission is simple: help clients unlock potential and fuel growth by leveraging their greatest sustainable advantage – their people.

We combine talent assessments and proven revenue acceleration methods to align natural capabilities with the needs of your sales roles and coach through the gap.

Get the sales force that delivers! Learn more at growthplay.com.

Read our blog on “Understanding Four Sales Personality Types – aka Selling Styles” https://growthplay.com/understanding-four-sales-personality-types-aka-selling-styles.