



A History of the SEF ANNUAL Magazine –

Realizing the Growth in University Sales Programs

The Sales Education Foundation began recognizing university sales programs in 2007. As part of the foundation’s mission, the publication was conceived as an avenue for SEF to promote university sales education by providing a platform for these programs to promote themselves. With academic leaders and members of the Board, SEF established a set of criteria that would be used to compile a list of universities teaching Professional Sales – “Top Universities for Professional Sales Education.” The criteria remains unchanged: a minimum of 3 sales-specific courses taught regularly; accreditation from an external source; and university recognition of the program.

The first issue of the “Top University Sales Education Programs” was published in June 2007 as a supplement to Selling Power Magazine. That first “Top Programs” list consisted of 27 universities and included data from a SEF created survey. Subsequent issues from 2008 and 2009 were also produced as supplements of Selling Power. The list of programs in 2008 dropped to 26 and in 2009 grew to 41 and included the first international listings.

In 2010, SEF embarked on a bold venture to create a stand-alone publication and the Top Sales University Program magazine was created. That year saw another increase in listed programs with 48 meeting the criteria. The 4th edition was a successful experiment!



2011 represented another significant upgrade to the magazine as SEF hired an outside marketing group to create what would be branded as the Sales Education ANNUAL magazine. That year, 53 programs were listed in the publication. The newly-branded ANNUAL magazine was well received and included the first stand along section for Top European Sales Schools. During this year the Top Sales Universities icon was created to help recognized universities promote their designation. Many use this icon as a symbol of pride in their marketing efforts.

The 2012 edition of the ANNUAL magazine included 67 universities listed as “Top Universities for Professional Sales Education which included more international listings. 2012 was the first year SEF tracked the percentage of job placement for sales program graduates, an important data point helping to represent the return on investment (ROI) a sales education degree can provide for the graduate. The 2012 edition included an article about the newly launched Sales Educators’ Academy, began in 2011 with SEF providing major sponsorship.

In 2013 SEF experimented with a number of new ideas including a student interview feature. This year saw another increase in programs listed bringing the number to 75. The popular Sales Myths Debunked section was repeated as practitioners voiced their pleasure in learning how current myths could be “debunked” by academic research.

The 2014 ANNUAL featured several new guest authors as SEF continued to offer both professors and practitioners a platform to promote sales education. This year there were 94 programs listed including

11 international schools. This edition also featured an article from the University Sales Center Alliance (USCA) on universities offering a Ph.D. with a focus in sales. This represented the first opportunity SEF had to share the contribution USCA was making to the university sales education space.

The 2015 ANNUAL magazine continued the tradition of listing “Top Universities for Professional Sales Education” and for the first time recognized over 100 programs. The list of 105 programs included 13 European schools, now referred to as “International” due to the increased global presence. 2015 also saw the first University Sales Competitions feature as these opportunities for sales students were increasing. SEF collected data from the major competitions and dedicated a 2 page spread to these unique events. In addition, 2015 saw the first digital offering of the ANNUAL magazine.

The 2016 ANNUAL represented the 10th edition of the publication and a special emblem was created to celebrate this milestone. There were 124 programs recognized this year and the list of International programs increased to 15. Both features on the USCA and sales competitions were continued and the first International Sales Educators’ Academy to be held in the UK was highlighted. Additionally, 2016 saw the feature article submitted by the CEO of GrowthPlay, a newly created organization that had acquired SEF co-founders organization, Chally.

In 2017, SEF expanded the guest author opportunities to include well-known individuals in the sales education space. This year saw 136 programs recognized including 17 International schools. The USCA and Sales Competitions features had become standard offerings in the publication and for the first time Pi Sigma Epsilon (PSE) was given a place to promote their contributions to university sales education.

The 2018 edition of the SEF Annual magazine featured an expanded list of guest authors and included the first feature on the impact of artificial intelligence on the Sales profession. This year marked the 20th anniversary of the first university Sales competition – the National Collegiate Sales Competition at Kennesaw State University. They were invited to submit an article in recognition of their success. There were 134 US colleges and universities and 16 international schools recognized in the “Top Programs” listing.