

SEF
2026

Annual

SALES EDUCATION FOUNDATION

University Sales Education ▲ Career Selection & Alignment ▲ Sales Research Support

SEF
TOP
SALES
PROGRAMS



SPRING 2026
20th Edition

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Letter from the Editors:



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**“TOGETHER,
these voices set the
tone for a discipline
that is CONFIDENT,
CONNECTED, and
READY TO LEAD.”**

THIS YEAR'S SEF ANNUAL REFLECTS A FIELD THAT IS NOT only evolving but actively shaping its own future. Responding to our call, contributors approached 2026 as a moment of momentum—one defined by thoughtful leadership, shared standards, and a growing sense of responsibility for how sales education is practiced and advanced.

The articles collected here highlight the strength of the University Sales Education community. Individual scholars, educators, students, organizations, competitions, conferences, and programs featured in this issue represent a network of thought leaders who are collectively influencing how skilled sales professionals are developed. Across research, pedagogy, applied practice, and experiential learning, these contributions demonstrate how innovation and rigor work best when grounded in collaboration.

Throughout the review process, we were struck by the clarity of purpose across submissions. Authors are not merely responding to change; they are helping define the benchmarks, values, and competencies that will guide the next generation of sales professionals. Whether through new research insights, program models, or competitive platforms, each contribution advances a shared commitment to excellence and impact. We invite you to read this issue as both a snapshot and a signal—capturing where sales education stands today and pointing toward where it is headed. Together, these voices set the tone for a discipline that is confident, connected, and ready to lead.

Thank you for your continued support and commitment.
Warm regards,

SALLY STEVENS
Co-Founder, Sales Education Foundation

JOAN E. ROGALA
CEO, Pi Sigma Epsilon



PAT LINDSEY
NEF Board Chairman,
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I use data to solve sales problems like: build a stronger team of sellers; understand who can work well remotely; analyze if Sales Managers have the will (not just skill) to lead a sales team and if they will hold reps accountable. Also, I teach Negotiation, Consultative Selling, and Referral Rich program coaching sales team members on how to leverage strategic referrals for revenue. Using AI prompts and other modern selling techniques I speak, write, and train how to build successful sales."

Who is the UNIVERSITY SALES EDUCATION COMMUNITY? A Year of Insights from the NEF Chairman

THIS PAST YEAR WAS NOTHING SHORT OF transformative. While I have long considered myself an active member of the university sales education community, I must admit that I did not fully realize the scope, diversity, and momentum of what is happening across our field until I had the opportunity to experience it firsthand.

This past year also marked an important period of transition for the PSE National Educational Foundation. With new responsibilities including oversight of the Sales Education Foundation (SEF) and other expanded partnerships, it became even more important for us to listen carefully, learn quickly, and support the people and programs driving meaningful progress in sales education.

During the year, I traveled across the country attending conferences, board meetings, academic gatherings, and industry-hosted events. I met with researchers, educators, administrators, corporate partners, and students from what I often refer to as “the universe of collegiate sales.” What I witnessed was both inspiring and energizing: a community deeply committed to improving how we prepare students for professional selling careers and responding to the growing demand for early-career sales talent.

SEEING THE COMMUNITY IN ACTION

Early in the year, I participated in both the PSE National Educational Foundation Board meeting and the PSE National Council meeting. A consistent theme emerged immediately—the desire to strengthen collaboration between universities and employers and to create more opportunities for students to engage with the profession while still in school.

That same spirit was evident at the National Conference on Sales Management (NCSM) in greater Cincinnati, where faculty shared research, instructional design innovations, and classroom practices. Participants expressed strong interest in expanded access to research support and information resources that strengthen teaching and scholarship.

At the University Sales Center Alliance (USCA) meeting hosted by Insight Global in Atlanta, representatives from more than eighty member schools exchanged ideas on experiential learning, program development, research initiatives, and the growing integration of artificial intelligence in sales education. What stood out to me was not only the creativity on display, but also the increasing overlap among institutions and the curiosity many attendees had about resources available across the broader sales education ecosystem.

The Sales Educators Academy in June further reinforced these themes. Graduate students, researchers, educators, and practitioners gathered to share perspectives on where our field has been and where it is headed. Several participants described how they are using tools such as the Chally Predictive Talent Assessment, the SEF Annual, and research funding initiatives to strengthen both teaching and student development.

Later in the year, the Sales Researchers’ Collaboration Consortium (SRCC) at the University of Alabama highlighted another important need: expanded access to research funding and real-world data partnerships. Early-career and senior scholars alike expressed strong interest in working more closely with employers and institutions to conduct applied research that directly impacts sales education and practice.

What I discovered is that the university sales education community is not defined by a single institution or organization. It is a network of educators building programs from the ground up, researchers advancing the discipline, employers investing in early talent, and students preparing to lead the profession forward.

Across all of these events, I was struck by the energy, creativity, and shared commitment of the people involved. While our community is large and diverse, the common purpose was unmistakable.

CONSISTENT THEMES — AND WHY THEY MATTER

Several consistent themes emerged throughout the year, and each deserves recognition.

First, there is a genuine commitment to collaboration. Educators, employers, institutions, and organizations are increasingly working together rather than operating in isolation. This matters because today’s sales environment is complex, technology-driven, and constantly evolving. Preparing students effectively requires shared knowledge and coordinated effort.

Second, there is strong momentum around research and evidence-based teaching. Faculty and graduate students are producing meaningful work that strengthens curriculum design, improves instructional methods, and better aligns academic programs with real-world selling demands. This research directly supports employer needs and enhances student career readiness.

Third, the community is actively addressing technological change. Conversations around artificial intelligence, digital selling tools, and emerging sales platforms are becoming central to curriculum planning. This forward-looking mindset is critical if we want graduates to enter the workforce prepared and adaptable.

Most importantly, these efforts collectively address a growing national need: the demand for well-prepared early-career sales professionals. Organizations across industries continue to seek talent that is ethical, skilled, adaptable, and ready to contribute from day one. The university sales education community is stepping up to meet that challenge.

For employers, this growing collaboration means stronger talent pipelines, graduates who are better prepared on day one, and deeper partnerships that shape curriculum around real-world selling needs.

For students and families evaluating sales as a career path, these programs represent a clear return on investment—practical skills, professional networks, and direct access to employers.

A SHARED RESPONSIBILITY — AND A CHALLENGE MOVING FORWARD

What I learned most clearly this year is that no single individual, organization or institution can do this work alone. Every contribution matters. Every innovative program, research project, employer partnership, and classroom experiment strengthens the entire ecosystem.

My challenge to our community moving forward is simple: continue to contribute, continue to collaborate, and whenever possible, share what you are learning with others. Transparency and knowledge-sharing make all of us better.

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We should also take time to celebrate the innovators, educators, willing participants, and employers who invest their time, talent, and resources to make this work possible. Their commitment is what allows this community to grow and evolve.

LOOKING AHEAD TOGETHER

As Chairman of the National Educational Foundation, I am proud of the role NEF continues to play in supporting this vibrant and impactful community. I am equally grateful for the opportunity to witness firsthand the dedication and creativity that exist across university sales education.



NEF-SEF Integration: Strengthening Support for Sales Education

In 2024, the PSE National Educational Foundation (NEF) assumed operational responsibility for the Sales Education Foundation (SEF) while preserving SEF's independent identity and Advisory Board engagement.

This strategic alignment was designed to strengthen infrastructure, expand capacity, and better support the growing needs of the university sales education community.

Through this integration, NEF and SEF are working together to:

- Expand access to academic sales research funding
- Support assessment tools that enhance student development
- Increase visibility for collegiate sales programs
- Strengthen employer-university partnerships
- Grow opportunities for student engagement and experiential learning

By aligning resources and expertise, NEF and SEF are committed to advancing sales education and supporting the educators, students, and employers who make this community thrive.

What excites me most about the future is not any single initiative, but the momentum I see across campuses and companies. More programs are being launched. More employers are engaging earlier. More students are discovering sales as a profession with purpose and opportunity. If we continue building together, the impact will extend far beyond our classrooms.

For educators, administrators, and corporate partners interested in engaging more deeply with SEF resources—including the SEF Annual listing of collegiate sales programs, the Chally Predictive Talent Assessment, or academic research funding opportunities—I encourage you to connect with us.



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POWER IN PARTNERSHIP: USCA's Role in Advancing Sales Education and Thought Leadership



THE UNIVERSITY SALES CENTER ALLIANCE (USCA) is the premier hub for sales education and research in the academic world. As a collective of universities with dedicated sales centers and programs, we are committed to advancing the field of professional sales and shaping the next generation of sales professionals.

At USCA, collaboration, innovation, and excellence are paramount. The alliance unites esteemed universities, industry partners, sales experts, and passionate educators to elevate sales education. Through collective leadership, USCA drives meaningful change across campuses and companies worldwide. This article highlights how USCA continues to champion and support the field of sales education.

SUPPORTING NEW PROGRAMS

Many faculty who are new to sales teaching turn to April Schofield (USCA Membership Acquisition Chair and Director, Center for Professional Selling, Metropolitan State University of Denver) for guidance throughout the application process. Whether launching a new program or assuming leadership of an established one, she helps faculty identify USCA benefits that align with their strategic priorities. In 2025 alone, April and her team onboarded seven new USCA Associate Members.

Once a new Associate Member joins, they quickly experience the supportive and collaborative nature of the USCA community. Jenny Redisi (USCA Secretary and Director, Northern Illinois University Professional Sales Program) shared, "Many of NIU's corporate sponsors have needs for early career sales

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“Having benefited from mentorship and best practice exchanges within USCA, I’m passionate about creating similar opportunities for others.

I work to foster collaboration among sales faculty, encouraging the sharing of ideas and experiences that enrich programs and classrooms.”

talent in other geographic markets. I am confident in connecting my sponsors with USCA member schools outside of Chicagoland. They appreciate a qualified lead for talent and a like-minded approach to elevating the sales profession.”

ADVANCING PROGRAMS FROM START-UP TO MATURITY

The sales program maturity model, developed by James McIlroy (USCA Membership Engagement Chair and Director, Center for Professional Selling, University of New Hampshire), gives programs of all sizes a clear framework for identifying growth opportunities. This visual tool helps sales centers assess their current stage and plan for future development.

USCA meets twice per year, in Fall and Spring, to share best practices in program operations, teaching innovation, research, and curriculum design. These meetings provide sales faculty with valuable opportunities to collaborate and learn from peers. Recent topics have included director compensation, selecting AI vendors for role-play support, alumni tracking, and developing sales graduate programs.

Andrea Dixon (USCA Chair of External Relations and Executive Director, Baylor University Center for Professional Selling) emphasizes the importance of these collaborations, “I’ve learned with and from the USCA community since 2009 when I took the lead at Baylor ProSales. I’ve led several USCA Best Prac-

tices initiatives, studying Corporate Partner practices, Student Recruitment, Center Director Priorities, and Alumni Relations. The USCA has been a fantastic place to learn and grow as a sales center director.”

USCA’s focus on emerging topics, such as AI in the classroom, remains a major draw. Erika Fletcher, Director of Corporate Relations, Professional Sales Minor, The University of Texas Austin, shared, “At the USCA meeting, I learned how AI can elevate sales role plays from routine practice to powerful, personalized training. The insights I gained will help strengthen our program at UT.”

Detra Montoya (USCA Cultural Competence and Inclusion Chair and Director, Arizona State University Professional Sales Program) leverages her expertise in sales education, industry partnership, and student development to advance USCA’s mission, “Having benefited from mentorship and best practice exchanges within USCA, I’m passionate about creating similar opportunities for others. I work to foster collaboration among sales faculty, encouraging the sharing of ideas and experiences that enrich programs and classrooms. Most recently, I helped launch the Professor Exchange Program, which enables faculty to visit each other’s campuses, learn in new environments, and exchange innovative teaching strategies.”

ELEVATING STUDENT AND EMPLOYER OUTCOMES

USCA member schools consistently deliver outstanding results for both students and employers. On average, 454 students enroll in sales classes at each USCA-affiliated institution, and graduates achieve an impressive 95.4% job placement rate. A major component of student development is engagement with industry; USCA schools maintain an average of 16 company partnerships, creating strong pathways from the classroom to the corporate world.

The USCA Student Certification recognizes university students who exceed minimum coursework requirements to prepare for successful sales careers. Completing the certification process gives students a competitive edge and helps employers identify top candidates for sales roles.

National and international sales competitions are vital networking platforms for students and companies. Currently, more than 27 sales competitions take place annually. The USCA Sales Competition Committee, led by Pavan Chennamaneni (Director, Institute for Sales Excellence, University of Wisconsin-Whitewater), establishes best practices for university sales competitions. For example, Charles B. Ragland (Executive Director, Center for Global Sales Leadership and coordinator of the National Team Selling Competition, hosted by Indiana University) notes, “the advice we received helped increase the value we provide to students and partners at the team level.”

BUILDING INDUSTRY PARTNERSHIPS

USCA serves as a vital bridge between academia and the professional world, linking sales scholars with business leaders and frontline professionals. Through collaboration, USCA ensures that research informs practice, and industry insights drive academic innovation. Leff Bonney (USCA Sales Thought Leadership Chair and Associate Professor, Florida State University) leads the annual Sales Research Symposium, bringing together practitioners and researchers to foster research collaboration.

In 2024, USCA launched the Best Companies to Sell For Out of College (BCTSFOOC) initiative, designed to highlight top organizations for early-career sales talent. This initiative spotlights companies offering dynamic environments for launching sales careers, evaluating organizations on recruitment, career progression, training and development, compensation, and commitment to early career support. USCA recognizes companies that intentionally cultivate environments where emerging sales professionals can flourish.

EXPANDING THE GLOBAL FOOTPRINT AND PAVING A PATH FORWARD

In 2026, USCA will host its first international Spring Meeting at HAN University of Applied Sciences in the Netherlands. This milestone demonstrates USCA’s expanding commitment to global collaboration in sales education. The meeting will convene faculty and industry leaders from across continents to share insights, explore cross-cultural selling strategies, and build bridges between U.S. and European sales education models. As USCA President-Elect Mark Paul Leach (University of Wyoming Center for Professional Selling) notes, “Hosting our Spring Meeting at HAN signals our intent to lead globally. We’re excited to learn from international colleagues and apply those insights to enhance our member programs.”

CONCLUSION

As the sales profession evolves, USCA remains dedicated to connecting, uplifting, and advancing the university sales education community. The progress made would not be possible without the dedication of the 12 USCA board members and 76 member schools who collaborate to advance sales education. Looking ahead, USCA will continue to foster innovation, drive collaboration, and build on the strong foundation of sales education for years to come.





STACEY SCHETZLE
is Director of the Southard Institute for Sales Excellence and Associate Professor of Marketing at the University of Tampa. Her work bridges academic research and real-world sales practice to prepare the next generation of sales leaders.

Who is the University Sales Education Community? Reflections FROM BUILDING UTAMPA'S SOUTHARD INSTITUTE FOR SALES EXCELLENCE



WHEN I BEGAN TEACHING SALES, I QUICKLY realized that most students did not see themselves as salespeople. They imagined selling as something you did to others, not for them. I understood that feeling because I once felt the same way.

When I enrolled in the sales program at Purdue University as an undergraduate student, I didn't envision a career in sales. I was simply drawn to the energy of the classroom. The courses challenged me to step outside my comfort zone and revealed a world of opportunity I never expected. What I learned quickly reshaped how I viewed sales. Sales is about helping people, solving problems, and providing value-based solutions through meaningful communication and trust.

That realization changed the direction of my life. It also shaped the philosophy behind building the Southard Institute for Sales Excellence at the University of Tampa. The truth is, every job is a sales job, and the ability to communicate value, influence others, and build trust applies in every career. Our goal is to help students develop the skills, behaviors, and mindset that will serve them in their profession and throughout their life. Sales, when practiced with skill and integrity, is a professional discipline worth mastering. The Institute exists to help students discover that realization through practice, coaching, and community.

WHAT WE HAVE LEARNED WHILE BUILDING THE PROGRAM

Building a successful sales program has shown me that true success depends more on people and culture than on structure. At the University of Tampa, everything we do is application based. Students learn by doing: from writing their first prospecting email to conducting full discovery calls, participating in internal competition role-plays with executives, and completing real-world revenue generating sales projects. We have learned that if you create meaningful, hands-on experiences, students will respond. That approach has fueled remarkable growth in the program, expanding more than 1,300% over the past six years and has a waitlist for enrollment every semester.

Students learn that growth and confidence come through repetition and reflection. Watching them walk into a competition nervous and leave with the poise of a professional is one of the most rewarding parts of the job. We have the privilege of witnessing their transformation in a short period of time, seeing their confidence grow and their career possibilities expand in ways they never imagined. As one student shared, "Competing under time pressure made me more coachable. I learned to separate feedback from identity and treat practice as a privilege."

Students evolve quickly when they are given meaningful responsibility and feedback. We integrate AI tools to provide additional role-play repetitions and personalized coaching in content development, while executive partners and advanced sales students serve as mentors to enhance the learning experience. In addition, students make real calls, manage pipelines, and interact with executives who expect professionalism. These experiences allow them to see themselves as sales professionals long before graduation. By the time they enter the workforce, they have the ability, skill set, and confidence to perform on day one. They walk away with resume accomplishments, not just a grade.

There is a deep sense of pride in watching what our students accomplish. The emails, texts, and phone calls I receive from graduates sharing that they are top performers in their new careers are the most rewarding part of this work. Their success reinforces why we do what we do.

THE HUMAN SIDE: HOW STUDENTS CHANGE

Many students enter the program unsure about sales or uncertain whether it fits their career goals. Over time, they begin to see that sales is about helping others, solving problems, and creating value. By the end of the semester, most experience a complete shift in perspective. Based on data we collected, stu-

dent interest in pursuing a career in sales increases by more than 70% from the start to the end of the program, showing how powerfully hands-on learning can change perceptions.

For some, the biggest transformation comes from realizing that sales is not about pressure but about partnership. Gigi Luchetti, a 2019 graduate of the University of Tampa Sales Program, shared, "The University of Tampa Sales Program helped me see sales not as persuasion, but as problem solving. I learned to understand a client's needs and provide real value through active listening and curiosity."

Building on that transformation, Ava Montelbano, May 2025 graduate and now District Sales Manager at Brasseler, described how her classroom learning translated into career success. "The Southard Institute for Sales Excellence truly transformed the trajectory of my life. Dr. Schetzle introduced me to the Sales Institute and taught me that success in sales requires confidence and determination. Through the sales program I was exposed to national sales competitions that prepared me for real-world business scenarios. I developed skills in negotiation, discovery, and networking that have become invaluable in my career. The experiences I gained through the program not only prepared me for the industry but also gave me the confidence to excel in it."

WHAT EMPLOYERS SEE AND WHY THEY KEEP COMING BACK

Employers repeatedly tell us that UTampa students stand out for their professionalism, preparedness, and curiosity. They are confident on the phone, strong in discovery conversations, and quick to learn. Our partners recognize that our coaching culture mirrors their own, which is why they return year after year to recruit our students.

From the perspective of an alumna who now recruits from the program, Gigi Luchetti sees firsthand how UTampa students differentiate themselves in the professional world. She explained, "Students in UTampa's Sales Program are highly qualified, professional, and eager to learn. They possess a strong work ethic, genuine curiosity, and excellent interpersonal skills. They stand out for their willingness to be coached, which promotes continuous growth both during their time at the university and beyond."

Representing a long-standing corporate partnership, Samantha Downing, Senior Sales Leader at BlueGrace Logistics, shared how collaboration with the program directly impacts talent development and hiring success. "We love our partnership with the University of Tampa Sales Institute because these students bring a rare combination of professionalism, curiosity, and coachability. They show up prepared, ask thoughtful

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questions, and genuinely want to learn. From role-playing scenarios to real-world networking events, the sales professors do an incredible job of creating opportunities for students to interact with employers. Those experiences help their students build self-awareness, master their elevator pitch, and develop a level of comfort and confidence that really stands out. The grit and adaptability that they develop through the program makes UTampa students an excellent fit for our fast-paced, growth-oriented culture at BlueGrace Logistics.”

Adding a leadership perspective, Mackenzie Hackett, Senior Manager of Business Development at ReliaQuest and graduate of the University of Tampa Sales Program, shared how the experience continues to influence both her career and hiring approach. “The University of Tampa Sales Institute played a pivotal role in shaping my career. It opened my eyes to the endless possibilities in sales, connected me with incredible organizations and career opportunities, and provided hands-on, real-world learning experiences that challenged me to grow. Now, as a sales leader, I’m continually impressed by the exceptional talent the program fosters, and I’m proud to recruit its graduates to help them launch their careers.”

WHY IT WORKS: A PHILOSOPHY OF PROFESSIONALISM

Our approach works because it connects education to experience. Every course is designed to simulate the realities of professional selling, focusing on preparation, adaptability, and resilience. Students don’t just learn about sales; they live it through structured coaching, live interactions, and continuous reflection. Professionalism is developed through every touchpoint, from how students communicate to how they prepare and perform.

Graduates leave with the skills to perform, the mindset to grow, and the integrity to lead. They are not only ready for their first job but equipped for lifelong success in a profession built on relationships and trust.

TIPS FOR STARTING OR GROWING A SALES PROGRAM

Starting a new sales program can feel overwhelming, but the lessons I have learned through this process may help others who are building or expanding their own.

Start small and build momentum through consistency. Incorporate the program directly into your courses so students experience it as part of their learning, not as an optional

add-on. At first, students may view participation as something tied to a grade, but there is always a moment when the perspective shifts. They begin to see it as a professional opportunity that connects them to employers and prepares them for real-world success.

Find recruiting organizations that share your vision and invite them to partner with you. Have them speak in class, role-play with students, and share feedback from a professional point of view. These relationships create value for both sides and help students understand what professionalism looks like beyond the classroom.

Reach out to other sales programs for advice and collaboration. We are a small but generous community of educators who are always willing to share best practices. Outlets like the National Conference in Sales Management (NCSM) and the University Sales Center Alliance (USCA) provide valuable opportunities to exchange ideas, attend workshops, and see how others are developing innovative programs.

Coming from a large, established sales program and moving to build a new one from the ground up has taught me that growth takes patience, creativity, and a strong sense of purpose. You do not have to do everything at once. Focus on building meaningful experiences for students, create opportunities for connection, and let your culture of excellence grow from there.

For me, the heart of university sales education is transformation. We do not just teach selling; we teach confidence, curiosity, and perseverance. As educators, we have the privilege of shaping not only careers but also character. Our goal is to continue building a community that celebrates learning, embraces change, and elevates the profession of sales.



SCOTT INKS, Ph.D., is the Executive Director of the Center for Professional Selling at Kennesaw State University, where he leads strategic initiatives that advance the sales profession through innovative education, corporate engagement, research, and social responsibility. He also serves as Executive Director of the National Collegiate Sales Competition (NCSC), an annual event showcasing top sales talent from 72 universities.

EVOLVING THE ROLE OF UNIVERSITY SALES CENTERS: Expanding Stakeholders Beyond Sales Students and the Companies that Recruit Them

UNIVERSITY SALES CENTERS HAVE LONG excelled at preparing students for success in professional sales careers. Sales centers help students develop sales skills through role-play, industry engagement (e.g., business partners), sales competitions, sales certifications, and a host of other activities that serve to bridge academia and industry. Traditionally, the primary stakeholders of a sales center have been students, faculty, the sales academy, corporate partners, and other organizations hiring sales center graduates. A focus on these stakeholders has served us well with respect to producing competitive sales talent, generating impactful research for the academy, and helping companies recruit high-caliber sales professionals.

While developing sales professionals with strong technical and interpersonal selling skills remains the core mission of sales centers, the profession itself has evolved to demand more from its practitioners. Today’s sales leaders are expected not only to drive revenue but to contribute meaningfully to their organizations, communities, and broader society.

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EVOLVING THE ROLE OF UNIVERSITY SALES ... from page 13

As a result, sales centers must expand the stakeholders they serve beyond students and employers to include the business community, the broader community, and interdisciplinary academic partners. Doing so reflects the growing recognition that true sales professionalism involves ethical leadership, collaboration across disciplines, and a commitment to creating value outside the confines of the traditional buyer-seller relationship. Our sales program now extends beyond preparing students for success in sales roles, it also prepares them to be well-rounded professionals who understand the importance of interdisciplinary connections and having a positive impact on the communities in which they work and live.

SUMMARY OF CPS INITIATIVES ALIGNED WITH EXPANDED STAKEHOLDERS

In response to these evolving expectations of the sales profession and based on stakeholder feedback, including college of business leadership and corporate partners, the Kennesaw State University Center for Professional Selling (CPS) has launched a comprehensive Social Impact Strategic Plan (2025–2028) intentionally designed to engage multiple stakeholder groups and to hold each initiative accountable to clearly defined performance targets. Below is a list of the stakeholders and respective initiatives.

For students, initiatives such as Business Professionalism Workshops help develop business acumen among all students participating which can be especially helpful for first-generation and underrepresented students.

To begin the process of building interdisciplinary collaborations, we developed (in conjunction with the Engineering School) a Sales Engineering Badge that will prepare both business and engineering students to engage effectively in technical selling environments. If successful, we will develop additional badge programs for areas such as health care, cyber security, construction, and supply chain.

For the regional business community, CPS will host at least three outreach events per year, including executive panels and symposiums that share research insights with the business community while simultaneously connecting employers to top student talent.

At the community level, programs such as the CPS Day of Service, Sales Ambassador volunteer initiatives, and the CPS Giveback of the Year campaign reinforce our belief that sales professionals should lead with empathy and social responsibility.

Finally, through collaborative workshops with other Kennesaw State University Coles College of Business centers, the CPS will extend sales education beyond our discipline by supporting entrepreneurs, small business owners, and family businesses with practical skills in engagement and value communication.

Together, these initiatives demonstrate how sales centers can contribute to workforce development, community engagement, and ethical leadership all while still maintaining our commitment to producing high-caliber sales professionals. Of the various stakeholders mentioned, perhaps the most important is the broader community.

WHY THE BROADER COMMUNITY MUST BECOME THE NEXT MAJOR STAKEHOLDER

Community engagement helps build the behaviors, perspectives, and interpersonal competencies that modern sellers must have, including empathy, adaptability, collaborative problem-solving, and a service mindset.

Moreover, today's employers expect graduates to bring more than basic sales skills and knowledge. They want maturity, tenacity, integrity, and a sense of purpose. They want to hire salespeople who can communicate across diverse groups, build trust quickly, and handle situations where the right answer is not immediately obvious. Expanded stakeholder involvement can help sales centers accelerate the development of each of these traits in the students they serve.

We believe when sales centers consistently engage the community through structured, meaningful initiatives, several outcomes emerge:

- Students develop stronger emotional intelligence and real-world communication skills.
- Corporate partners view the program as deeper and more aligned with their own emphasis on social responsibility.
- Universities see sales centers contributing more directly to institutional missions around service and engagement.
- Communities benefit from talent, creativity, and leadership support they otherwise would not receive.
- The university benefits from high-impact practices that support mission, accreditation, and visibility.

CORPORATE PARTNERS ARE RESPONDING POSITIVELY TO THIS EVOLUTION

One of the most compelling indicators that this shift is aligned with industry expectations is positive feedback from CPS corporate partners. Many partners have commented that: Our emphasis on giving back reflects the type of values and culture they want in new hires.

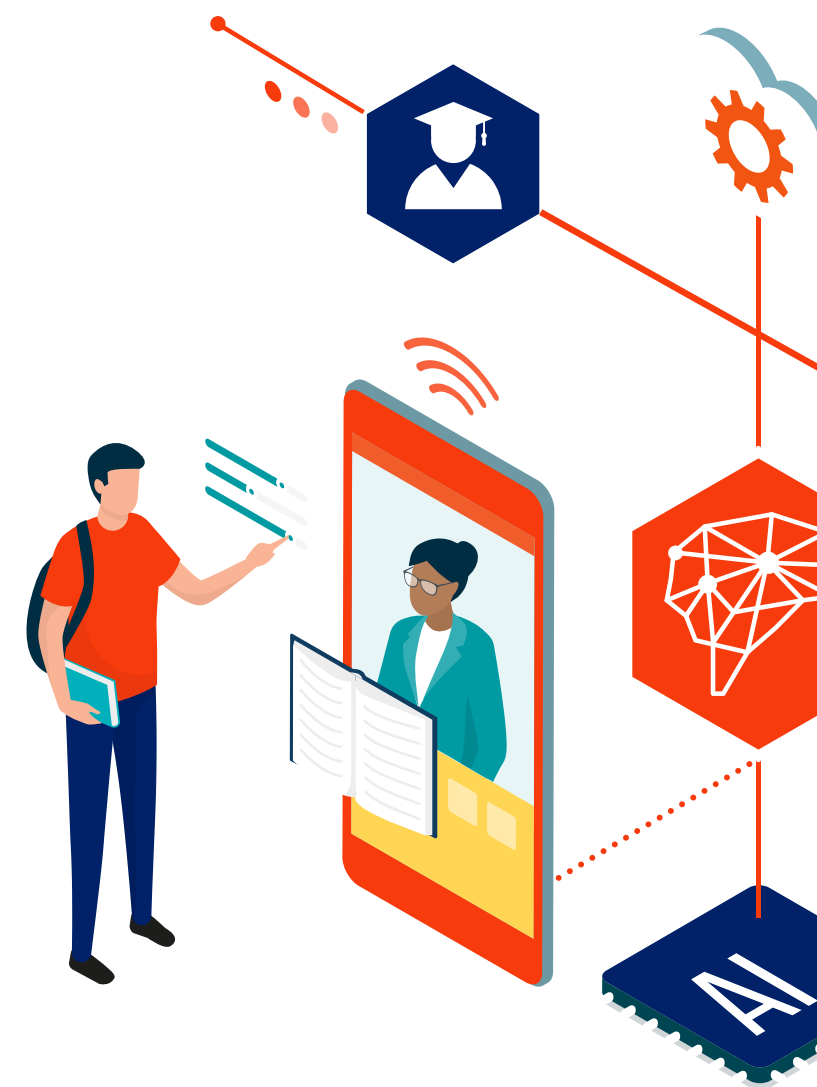
- Seeing students serve the community provides a clearer understanding of who they are as people, not just as candidates.
- CPS's community integration makes the Center more attractive as a partner because it aligns with their internal commitments around social responsibility and corporate citizenship.

CONCLUSION: EXPANDING THE STAKEHOLDERS SALES CENTERS SERVE IS THE NEXT STEP TOWARD ADVANCING THE SALES PROFESSION

Professional sales has always been grounded in serving others. By expanding our stakeholder community to include other students (e.g., non-sales, non-business), other university centers, the business community, and the broader community, sales centers:

- Produce more well-rounded sales professionals
- Increase the business acumen of students in general
- Strengthen corporate partnerships
- Support university missions
- Contribute to societal well-being
- Model the values we want our students to carry forward
- Enhances the image sales and the sales profession

Our experience at CPS confirms that expanding the stakeholders we serve is a strategic evolution that elevates the sales center, the students, the partners, and the profession itself. As sales centers nationwide consider how to continuously advance the sales profession, embracing other stakeholders (and especially the broader community) is an important next step.





DR. ELLEN BOLMAN

PULLINS is a Distinguished University Professor and the Schmidt Research Professor of Sales & Sales Management at the University of Toledo. Her sales-focused research agenda has resulted in publications in the Journal of Marketing Research, Journal of Academy of Marketing Science, Journal of Personal Selling and Sales Management, Industrial Marketing Management, and more. Dr. Pullins received both the prestigious Fulbright Scholar (2015) and Fulbright Specialist award (2024), teaching, consulting, and researching in Finland. Dr. Pullins is actively involved in leadership of national and international professional associations, including Senior Editor for JPSSM; Chair for GSSI, the AMA Sales SIG, the AMA New Horizons Faculty Consortium, and various conferences; and Executive Director for the National Conference in Sales Management. She is the recipient of the AMA Sales SIG McBane Special Recognition Award for outstanding service to the profession on an international scale.



BRYAN W. HOCHSTEIN

(Ph.D. Florida State University) is an Associate Professor of Marketing and holds the Bromberg Family Endowed Professorship in Marketing at the University of Alabama. Before his current role, Bryan was a sales executive with Time Warner Media. Dr. Hochstein is a thought leader on sales and customer success management topics; as such, he regularly facilitates academic/industry discussions via thought leadership forums, industry conferences, and research interviews across global business settings. Bryan leads the University of Alabama's Master-level Sales Leadership Program and facilitates doctoral seminars. Dr. Hochstein is a co-author of the textbooks "Marketing Strategy," 8th Edition (Cengage Publishing) and "Sales Management" (Stukent Publishing), which both focus on bringing together effective strategies to manage and drive firm performance. Dr. Hochstein's industry-focused research has been published in Harvard Business Review, Journal of Marketing, Journal of the Academy of Marketing Science, and other leading outlets. Bryan and his family reside in Northport, Alabama, and enjoy community, church, and university service opportunities.

Celebrating 40 Years of NCSM: A Crossroads of Teaching and Research Innovation

THE NATIONAL CONFERENCE IN SALES MANAGEMENT (NCSM) is turning 40 years old this spring. For many who haven't been in the world of sales scholarship for long, it might be hard to imagine what the state of sales scholarship and teaching was like that long ago, or why the conference was conceived in the first place. Let us take you on a little journey to celebrate this important milestone.

WHAT IS NCSM?

The National Conference in Sales Management (NCSM) exists to disseminate knowledge in sales management and personal selling.

NCSM is a conference that brings together scholars, instructors, and practitioners interested in professional selling, sales management research, and sales management teaching. The conference consists of competitive paper sessions, research roundtable sessions, sales education sessions, doctoral research presentations, and special sessions that connect academia and practice.

NCSM is a community that elevates ideas, collaboration, and friendships. NCSM serves as a crossroads for discussion of both sales teaching and research, bringing together like-minded scholars and educators who learn from each other. NCSM is the genesis of career-long relationships that bind our discipline together, built on the foundations of ideas, encouragement, and a focus on memorable events.

The NCSM conference is held each spring (March or April) in conjunction with the Pi Sigma Epsilon (PSE) National Convention. NCSM is one of several affiliates of the PSE Foundation, which also serves as the administrative home for the Journal of Personal Selling & Sales Management (JPSSM), Sales Education Foundation, and the Mu Kappa Tau (MKT) Honor Society. Having arms that focus on practice, education, and scholarly research in various capacities allows synergies that lead to unique and interesting conference session opportunities. For more details on NCSM, visit <https://pse.org/ncsm/>.

HOW WAS NCSM FOUNDED?

Jim Randall, a PSE Faculty Advisor from Georgia Southern University, was selected to serve as PSE's Educator Vice President. In this role, he developed and chaired PSE's first Educators Seminar in Anaheim, CA. To build the program, Jim invited fellow advisors to share their research, and nine responded, each willing to present their papers at this inaugural, informal gathering of PSE faculty advisors.

In 1986 Jim created the National Conference in Sales Management and issued the first official Call for Papers. The inaugu-

ral NCSM hosted eleven papers and numerous PSE advisors in Orlando. Jim continued as Program Chair through 1991 with conferences in Phoenix, Atlanta, and Anaheim. In 1988, Jim added David Good of Central Missouri State University as Proceedings Editor. Having a conference to present research papers helped many PSE Advisors obtain funding to attend with their chapters.

HOW HAS NCSM GROWN?

The conference gained a loyal following and began to attract sales scholars beyond PSE Advisors. A formal board was established to make decisions about conference structure and leadership. A decade later, the conference ran two and a half days, featuring teaching, research, and practitioner sessions. Over the years, additional positions—such as special session coordinator, PhD track chair, teaching sessions coordinator, and competitive paper track chair—have been added. The conference remains true to its original vision of promoting thought leadership on selling and sales management topics and supporting sales faculty. It is known for its welcoming community and networking opportunities.

Many NCSM regular attendees can point to the support they received here as doctoral students. Numerous research collaborations and professional friendships have formed at the conference. Researchers have learned from journal editors. Out-of-the-box sessions, such as revising roundtables and teaching tips, help develop future faculty dedicated to professionalizing sales. Many NCSM conferences have capitalized on unique locations to offer real-world field trips and examples, such as hearing from the CEO of a professional baseball team at the stadium (followed by a game), brewery and winery insights, and so much more.

For example, at the 2011 conference in Orlando, 79 scholars took part in a lively "wine-and-review" for works-in-progress, jumped into business practitioner panels, and even enjoyed a backstage tour at Universal Orlando with the marketing team. Regular attendees are always ready to welcome new faces and new adventures. Join us, and you'll quickly find that the best part of the conference is reconnecting with old friends and making memories with new members of the community.

WHAT IS THE FUTURE OF NCSM?

As NCSM surpasses its 40th year, the focus has been to honor our legacy while growing and adapting to the future of sales research and education. Here are several new features for our conference:

NCSM Hall of Fame - to honor those who have contributed to the growth and impact of our conference over the past 40 years.

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CELEBRATING 40 YEARS OF NCSM ... from page 17

“Best of the Best” lightning-round sessions—prior award winners will update us on their research and teaching, with the crowd assigning awards.

Special Sessions—to highlight the history and impact of NCSM as a leading outlet for thought leadership on sales research, doctoral mentoring, and instruction.

To focus on the future, NCSM will continue to connect with leading supporters of the sales community and encourage practitioners to engage with our community.

Recipients of the new SEF/PSE National Educational Foundation Research Grant will present on their proposal and progress toward advancing sales research and pedagogy.

Special Research discussions help attendees stay current on emerging industry practices and explain how to get involved in new projects.

Special Sessions will highlight new industry practices and technology advances that can help sales educators to most effectively prepare their students.

WHO SHOULD GET INVOLVED IN NCSM?

NCSM is truly a crossroads where researchers, educators, and industry leaders meet to exchange ideas and learn from one another. As we move past 40 years, attendees will notice changes that more clearly position NCSM for these three audiences. Our goal is to continue our traditions and grow new ideas that keep NCSM relevant for anyone interested in a forum focused on sales thought leadership.

CLOSING THOUGHTS

A few closing thoughts and reflections from the authors.

ELLEN PULLINS: *“My first NCSM conference was in 1997 in Cincinnati, and I have attended more times than I can count since.*

I’ve benefited immeasurably from the wise words of journal editors, to teaching tips I actually use, and most importantly, the network and community. It was a joy to serve for nine years in various roles on the board and be the first female program chair.

It has been an honor and a privilege to have been affiliated with NCSM all these years. If you haven’t joined us yet, come and see how the NCSM community welcomes you.”

BRYAN HOCHSTEIN: *“I first attended NCSM as a doctoral student in 2014. The conference was in Miami, and I met many of the people who wrote the sales research I was studying. NCSM has been a cornerstone of my career from that point. I have attended every NCSM since 2014, and in 2026, I am honored to serve as the Program Chair. Over my maturing career, the connections from NCSM have been a highlight. In fact, most of my “work friendships” started at NCSM and are renewed every year. I encourage anyone interested in sales to join the fun!”*



DR. DARRELL E. BARTHOLOMEW is an Associate Professor at Penn State Harrisburg. He has taught marketing classes for 21 years and is currently the Director of the Professional Sales Education Center and a faculty member in the Department of Marketing in the School of Business Administration.

USING IMPROV, Students Take the Plung(er)

CAN A PLUNGER SAVE YOUR LIFE? Rachel Polifka thought so, and the judges agreed! Rachel is a marketing major from Shippensburg University who won the improvisation Speech Competition this year, as one of three sales events at this year’s local competition held at Penn State Harrisburg. The improvisation speech competition doesn’t have to replace sales role play, but it can give students more to do as part of local sales programming.

The idea for this event came about from observing past speech events hosted by Pi Sigma Epsilon and sponsored by Enterprise Mobility, which has featured a speech competition at its national conference for several years. Using this same approach, we challenged one of our local industry partners at Fastenal to develop an improvisational speech competition that students would not see until after our Elevator Pitch event. Liz Ortiz, Regional Recruiter from Fastenal, supported us in this effort. Her initial idea came from attending the NACE Conference—the National Association of Colleges and Employers—held in Philadelphia this past year. A company called Hjoca had done a similar event that demonstrated how they engaged with students on campus. Since Fastenal sells plungers, Ortiz knew this would be a good fit for the improvisational speech. “When you think about plungers, students feel less stressed about it because it is a fun object for students to think about,” Ortiz stated.



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USING IMPROV ... from page 19

Josh Watkins, a Financial Advisor and Field Director at Northwestern Mutual, and Josh Appenzellar, District Manager for Fastenal, helped to judge the event. The event also served a dual purpose. From an event perspective, it was nice because it gave students a casual place to hang out while waiting for their turn in the sales role play that day, helping to provide a nice audience for the improvisation speech event. It also gave the students another at-bat to demonstrate their talents in front of recruiters. Students felt that it was cool not to have a lot of time to prepare, since they only had the night before the event to find out what it was that they would be presenting on the next day.

Many students used ChatGPT as a tool to come up with creative ideas as a prompt and then build off of these ideas from there. Most were trying to look for something fun or outside the box that would also have a wow factor. Ideas that were super serious were also discarded. Students were looking for light-hearted types of ideas.

Students were given 3 to 5 minutes to discuss their idea for a reimagined use for the common plunger. From jazz musicians, mechanics, and cat sitters, there were several reimagined uses of the common plunger that were shared. One favorite reimagination was as a smaller version of the plunger to be used as an fidget toy, which Aiden Beiler came up with. His new use was to have a toy plunger that could be thrown at work and was made to stick to the office whiteboard.

Most of the students who participated in the local competition did each of the events available to them to both put themselves out there and to get outside of their comfort zones. Because students got to meet employers at the event the previous day at the career fair for the elevator pitches, having them as judges didn't seem as intimidating to the student participants. Students are familiar with improvisation speaking through classes that they have had on campus. Several students had also done similar events through the Future Business Leaders of America (FBLA) Collegiate events or as high school students in DECCA.

Josh Appenzellar says, "What students get out of the improvisation speech competition is really that ability to think on the fly in a creative way and how to relate it to what the topic is. So this one was obviously about selling a product for something it wasn't intended for. They really had to think outside the box and how to connect to a potential customer or market."

Liz Ortiz feels that improvisation as a tool, especially for a salesperson, is incredibly valuable. "Being able to think on your feet and adjust quickly is important for students to learn and practice. It is almost more important than that scripted part."

The top three finishers won a trophy along with a cash prize for the speech. For Rachel Polifka, the recognition and prizes were not the only takeaways from the event. She said that she was able to show employers that, as a marketing major coming from a school without a sales program like Shippensburg, she was not afraid to get out of her comfort zone, that she could pivot, and do something different. "Getting more confident in speaking, writing, and all this kind of stuff is good practice for sure."



Left to right, Josh Watkins, Rachel Polifka, and Liz Ortiz.

AIDEN BEILER/PENN STATE HARRISBURG



DR. LINDA ALKIRE is an Associate Professor of Marketing, the Vicki L. West Endowed Professor of Sales Excellence, and the Director of the Center for Professional Sales at Texas State University. A globally recognized scholar and thought leader, she specializes in service excellence, sales strategy, and customer experience innovation. Dr. Alkire has published more than 35 peer-reviewed articles, delivered over 60 conference presentations, and received more than 15 prestigious research awards. As Director of the award-winning Center for Professional Sales, Dr. Alkire focuses on advancing sales education, strengthening corporate partnerships, and preparing students to excel as high-performing sales professionals.

BRIDGING ACADEMIA AND INDUSTRY: *The Transformative Power of Corporate Partnerships in Sales Education*

HOW SALES CENTERS HAVE BECOME THE GOLD STANDARD FOR ACADEMIA-INDUSTRY COLLABORATION

WHEN EMMA WALKED INTO MY PROFESSIONAL Selling class after her junior year, she was unsure of her direction. She had studied marketing and excelled academically, but when I asked her what she wanted to do after graduation, her answer was hesitant: "I know I love working with people, but I don't really understand where sales fits in, or what kind of company I should even be aiming for. I have to secure a job before graduation because I pay my own bills, and honestly, that makes me nervous about what comes next."

Within a week of joining the Sales Concentration offered by our Center for Professional Sales at the McCoy College of Business, Emma was paired with a regional sales manager at a Fortune 500 company. Over the next six months, she completed a corporate shadowing assignment, excelled in her internship,

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competed in a national sales competition, and was offered a full-time position a year before graduation. She later told me, “I didn’t just learn how to sell, I learned how to communicate, to lead, and to believe in myself. The sales program transformed how I see my potential and my future.”

Emma’s journey reflects what happens when universities and employers form deep, sustained partnerships through a Sales Center model. For students, it is a structured pathway from classroom to career, built on mentorship and meaningful industry engagement. For companies, it provides access to a career-ready talent pipeline and the opportunity to help shape their future sales force. As a Center that has been shaping sales talent since 2002, we now have alumni who lead teams, divisions, and global organizations, and return as mentors and recruiters, creating a self-reinforcing cycle that strengthens students, partners, and the profession.

As Director of the Center for Professional Sales, I have observed this impact repeatedly at both the individual and institutional levels. Sales Centers have emerged as benchmark models of academia–industry collaboration, what I call The Triple Impact Model: a framework that creates lasting value for students, employers, and universities alike.

**THE TRIPLE IMPACT MODEL:
A WIN-WIN-WIN FRAMEWORK**

1. Students: From the Classroom to a Career

Students are at the heart of this framework. Over 50% of college graduates, regardless of their major, take their first job in sales. Yet, more than 60% of first-time salespeople fail within a year (SEF, 2023)ⁱ. This statistic underscores the pressing need for structured sales education and robust corporate partnerships that help bridge the readiness gap.



ICSC 2025 Award-Winning Team.
PICTURED LEFT TO RIGHT: Dr. Derrek Schartz, Head Coach; Dr. Aditya Gupta, Coach; Avery Hernandez, First Place, Speed Selling; Jocelyn Young, Role Play; Jessica Redman, Role Play; Riley Singleton, First Place, Case Management; Andrea Mota, First Place, Case Management; Claire Mayden, Competitor; Kylie Hill, First Place, Speed Selling; Juan Holguin Jr., Coach; and Molly Akers, Assistant Coach.



Center for Professional Sales Ambassadors

Graduates from professional sales programs ramp up 50% faster, experience 30% less turnover, and save employers over \$180,000 per hire in their first year on the job (SEF, 2023). These numbers translate into more confident and capable graduates and significantly happier employers.

At the McCoy College of Business, students build technical selling skills and human capabilities, emotional intelligence, resilience, and professional presence, learning to build relationships, navigate rejection, and serve clients. In an AI-enabled world, these human skills matter more than ever. Research shows that while AI excels at automating outreach, data analysis, and other routine tasks, it cannot replicate (at least not yet!) the empathy, adaptability, and human connections that define effective salespeople. We see the results in our data: consistent placement rates exceeding 95%, with many students receiving multiple offers before graduation.

2. Employers: Building a Smarter, Stronger Pipeline

For employers, the return on investment is both immediate and measurable. Traditional recruitment for sales roles can cost companies over \$100,000 per new hire when accounting for sourcing, training, and ramp-up time (MarketSource, 2020)ⁱⁱ. By partnering with university sales programs, companies gain access to candidates who are pre-trained, confident, and aligned with the company’s culture and values.

According to the Sales Education Foundation (2023), graduates of formal university professional sales programs ramp up 50% faster than their non-sales-educated peers and turn over 30% less than their counterparts. The result is a more productive, stable, and cost-efficient workforce, clear evidence that partnering with sales centers is not just beneficial but a strategic investment in long-term performance and growth.

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BRIDGING ACADEMIA AND INDUSTRY ... from page 23

Our corporate partners consistently report that Texas State University sales students “hit the ground running.” One supervisor wrote of a summer intern, “I wish all my employees were like this intern!”. Our sales students understand pipeline management, use CRM systems fluently, are certified in the latest sales technologies, and can deliver value-based conversations from day one, thereby reducing the onboarding period from months to weeks.

This partnership is mutually beneficial to both parties, grounded in authentic and sustained collaboration. Our partners engage as guest speakers, sales competition judges, mentors, and advisory board members in our program. Each semester, we host an average of 40 industry guest visits in our sales classes. This engagement deepens employer commitment, provides early access to emerging talent, and exposes students to industry insights unmatched by traditional coursework. When collaboration is rooted in shared purpose and long-term commitment, the model becomes a powerful mechanism for building a smarter, stronger, and more resilient sales workforce.

3. Universities: Elevating Reputation and Relevance

For universities, corporate partnerships deliver far more than placement. These collaborations strengthen institutional reputation, community engagement, funding opportunities, research access, and visibility. They demonstrate to students, parents, and donors that higher education offers more than just knowledge. It offers employability, impact, and a measurable return on investment.

In an AI era when many question the value of a four-year degree, partnerships like these reaffirm the essential role of universities in preparing students for meaningful, sustainable careers. They show that academic rigor and practical relevance are mutually reinforcing.

Today’s universities, especially business schools, face growing pressure to demonstrate engagement, innovation, and impact, the three pillars emphasized by AACSB International. Similarly, rankings systems increasingly reward institutions that demonstrate tangible results in employer collaboration, graduate success, and community contribution. Sales Centers directly advance these goals by providing quantifiable measures, placement rates, employer engagement, and alumni outcomes that highlight institutional excellence.

Furthermore, Sales Centers serve as living laboratories for academia–industry collaboration, where faculty and partners co-develop solutions, simulations, and coaching methods that can be shared across disciplines. Our center’s sales faculty engage in applied research projects, case development, and field studies, generating peer-reviewed publications and industry reports that enhance both the scholarly impact and practical relevance.

LOOKING FORWARD: STRENGTHENING THE SALES EDUCATION COMMUNITY

While Sales Centers have played a pivotal role in advancing sales education, it is equally important to acknowledge the many educators and programs without formal centers who are also shaping the field. At University Sales Center Alliance (USCA) meetings and SEF gatherings, I have been inspired by colleagues who have built sales curricula from scratch, often with only a handful of industry partners. Their creativity and dedication reflect the same transformative mission that drives our work as a center.

The future of sales education depends on sustained connection and innovation. Whether through formal Sales Centers or individual faculty efforts, our shared responsibility is to prepare graduates who are successful, ethical, and transformative leaders. The Triple Impact Model remains our guiding principle: when students thrive, employers succeed, and universities advance, the entire sales education community wins. Together, we can strengthen this community; one partnership, one classroom, and one student at a time.



RHETT EPLER Ph.D. *Is an Assistant Professor of Marketing at Old Dominion University in Norfolk, Virginia. Rhett received his Ph.D. from the University of Wyoming and is actively involved in sales research that focuses on salesperson-customer interactions and technology implementation. Rhett is also an Associate Director of the Dick Thurmond School of Professional Sales and Negotiations and is a strong believer in bringing highly experiential forms of learning into the classroom.*

YES, AND: Using Improv to Transform Sales Education

IMPROV AND SALES?

1. Make your partner look good,
2. Yes, and.....
3. Listen like a thief.

These are some of the cardinal rules of improv, and you may be wondering what these have to do with sales education. As it turns out, a lot! Top salespeople are good listeners, adaptable, quick thinkers and good team members. They can also quickly build rapport and have a belief in their abilities, the same factors that make for a good improv scene.

In late 2024, I began hiring Brad McMurran who is the co-owner of the Push Comedy Theatre in Norfolk, VA to provide seminars for sales students at Old Dominion University (ODU). Brad and his fellow co-owner Sean Deveraux bring decades of New York City improv experience. They have translated their stage experiences into a successful improv theatre that also engages in business and educational consulting. During Brad’s classroom seminars, he helped students learn to utilize improv principles during presentations, technological mishaps and how to deal with the unexpected.

After taking several courses at his theatre myself, I quickly realized that I was barely scratching the surface of what was possible. I observed profound improvements in my classmates’ confidence, public speaking abilities, adaptability, listening and teamwork. I was astounded at how rapidly these improvements would occur. Interestingly, these changes seemed to deepen after the graduate shows, where students performed long-form improv in front of a live audience.

With an idea in mind to bring the same experience to my college classes, I approached Brad and Sean. During these conversations, we decided to pair six-weeks of long-form improv training with traditional sales curriculum, culminating in multiple graduate shows at the Push theatre. In doing this, we developed the first (to my knowledge) instance of a sales professor co-teaching with a professional comedian.

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YES, AND ... from page 25

THE SALES CLASSROOM AND THE COMEDY THEATRE COLLIDE!

Imagine walking into your Professional Sales class on day one and hearing, “Oh, and by the way, in six weeks you’ll be performing in a live improv show.” Understandably, some students dropped the course. But most stayed, curious and a little apprehensive.

The course format involved Brad teaching on a Tuesday, and during this period, I would feverishly take notes, participate when necessary, and figure out how to explain “what it meant” for sales education. Brad taught improv fundamentals such as “yes, and...” and character work and I would connect these to sales concepts such as adaptability and persuasion. The classes were intensive and provided some design challenges: theatre sessions normally last 2.5 hours, while my sales classes are only 75 minutes. No one signs up for a sales class expecting to perform on stage, yet the students met the challenge head on.

Students quickly began seeing the link between improv and sales. When a scene required quick thinking, active listening, or a quick pivot they understood how the same skills could save a sales presentation or help build client relationships. Throughout the trainings, the students began quickly gain confidence as they quickly picked up on the skills.

Before the graduate shows, they were clearly nervous. However, they went off without a hitch. In real-time, student groups improvised scenes that were inspired from audience suggestions. With settings ranging from fishing trips to doctor office visits, there were many laughs and instances of working through adversity, fully supporting each other, and figuring it out as they went along. Every student was able to experience the exhilaration of creating something from nothing and working through a big challenge. The experience was so memorable that, that in Brad’s words, “*this is in the top five things I have ever done in comedy.*”

THE STUDENT EXPERIENCE

The outcomes were profound and life-altering, as Brookleynn Ulman reflected:

“When I sat down on the first day of my Professional Sales class, I never imagined my professor would tell us that in just six weeks, we’d be performing in an improv show. What initially felt unexpected has turned out to be one of my favorite experiences in all four years of college. Through this class, I’ve learned to actively listen, pivot conversations smoothly, manage my anxiety, and better understand how to connect with people in meaningful ways that build relationships.

Students had to face stage fright, develop resilience, learn to maintain presence, and discover a new confidence in themselves and their classmates. Each student transformed from a hesitant participant to an engaged improviser, and Brookleynn describes the impact that this had on her:

“...Watching my classmates transform has been truly an incredible experience. Many who were nervous on the first day are now the first to speak up in class, confidently introducing themselves and engaging with others when they would have never gone up to a stranger before. It’s been great to witness their growth and to form real friendships with people I barely knew at the start of class and I can now call close friends.”

Another student, Jason Bailey described a similar trajectory:

“I was definitely worried when I learned what was in store for us... but after the show I felt like I climbed a mountain. It makes an interview or a presentation in front of people seem like nothing in comparison to being on stage. I felt such a bond with my classmates because we all did it together. It was truly unforgettable.”

No textbook can replicate this experience. Students left with skills they can apply in sales: staying present, improvising, building rapport, listening, adapting, and setting teammates up for success. The skills learned (and earned) through this assignment will be something they carry with them for a long time. I know they will face many challenges, but they now have a little more insight into what they can accomplish.

NEXT STEPS

I am planning to expand and grow the initiative with the Push Theater and ODU. I am convinced that improv is powerful and has many different types of benefits and life lessons. I also believe that these skills can improve selling abilities, and I am so proud of the students for participating. I am excited to watch these students enter sales roles and apply the skills for success. I thank Brad for being so generous with his time and effort. I am also very grateful to my department chair, Dr. Chuanyi Tang, my colleague Dr. Aaron Arndt and the Thurmond School of Professional Sales and Negotiations for supporting the endeavor.

Sales educators: think outside of the box when developing assignments. Look in your community for resources and think how to leverage them for your students.

Students and parents: seek out experiential learning opportunities and embrace challenges.

Employers: partner with sales programs to develop curriculum and skill development.

BARBARA GIAMANCO MEMORIAL SCHOLARSHIP



This scholarship was created in memory of Barbara Giamanco to financially support and encourage current female undergraduate sales students.

The SALES EDUCATION FOUNDATION is proud to join with the friends and family of Barbara Giamanco in announcing the 2025 *Barbara Giamanco Memorial Scholarship* recipients.

29 applications were received from female students studying Professional Sales at 14 universities. Recipients were chosen by an independent selection committee and judged on their written essays as well as their match to scholarship requirements.

According to the Committee Chair, Lori Richardson, “We continue to annually receive amazing submissions from the female sales students who apply. We do this to honor our friend Barb Giamanco and also to encourage more women to feel welcomed into a sales career where traditionally it has been a male-majority world. Our judging team encourages applications and sees that all who apply are winners, for putting themselves out there.”

Barbara Giamanco made an impact on professional selling. She was passionate about advocating and supporting women role models in B2B sales. She was a successful sales professional in the technology sector and blazed a trail for other women to follow in her footsteps. Barbara was the original host of the podcast, “Conversations with Women in Sales” that was taken over and now has over 200 episodes of interviews with incredible women. Tragically, Barb passed away in May 2020.

HOW TO DONATE?



Donations to the Barbara Giamanco Memorial Scholarship are needed to continue this scholarship program. You can make a difference! No donation is too small and all donations go directly toward awarding scholarships.

Visit the SEF webpage to donate:

www.salesfoundation.org/barbara-giamanco-memorial-scholarship-fund/



SOPHIE CARRILLO



MARY DANIELS



AMY GOLDENBERG



AILI ORTEGA



YAMINI KUMAR



ALEXANDRA SCHAEFFER



SOPHIE SOTO



MALARIE WILLIAMS



BREANNA STORLIE



BRENNA WILLIS

2026 SEF TOP UNIVERSITIES AND COLLEGES FOR PROFESSIONAL SALES EDUCATION

Note: All information provided is self-reported

TOP NORTH AMERICAN UNIVERSITIES

	MAJOR / MINOR	SALES INTERNSHIP REQUIRED	TOTAL FACULTY	% OF JOB PLACEMENT	CLASS SIZE
Appalachian State University	▲		4	90	170
Arizona State University			3	90	385
Asbury University	▲		2	N/A	12
Auburn University	▲		8	N/A	549
Ball State University	▲		4	95	200
Baylor University	▲	▲	5	100	540
Bentley University	▲	▲	7	100	120
Bowling Green State University			4	90	150
Brigham Young University			5	99	80
Bryant University	▲	▲	4	100	75
California Polytechnic State University, San Luis Obispo	▲		N/A	N/A	100
California State University, Chico-Seufferlein Sales Program			9	80	400
California State University, Fullerton	▲		5	62	140
Central Michigan University	▲		4	90	200
Cleveland State University	▲		4	65	110
Colorado State University			5	N/A	180
Commonwealth University - Bloomsburg	▲		3	95	60
DePaul University	▲		13	95	390
Duquesne University	▲		14	60	240
East Carolina University			5	N/A	200
Elon University	▲		3	N/A	125
Ferris State University	▲	▲	5	93	20
Florida Gulf Coast University	▲		2	N/A	100
Florida International University Global Sales Center	▲		5	90	250
Florida State University	▲	▲	3	99	400
Georgia Southern University			4	80	280
Grand Valley State University			6	N/A	288
High Point University	▲		4	70	350
Illinois State University			5	98	125
Indiana State University	▲		4	95	225
Indiana University	▲		4	100	400
Indiana University Southeast	▲		3	60	75
Iowa State University			6	95	450
James Madison University			5	95	150
Kansas State University - National Strategic Selling Institute	▲	▲	8	99	550
Kennesaw State University	▲		6	100	350
Kent State University	▲	▲	6	93	225
La Salle University	▲	▲	4	100	60
Louisiana State University, Professional Sales Institute			6	100	200
Manchester University	▲		5	90	60
Marian University		▲	3	100	50
Marquette University	▲		2	100	100
Metropolitan State University of Denver	▲		4	95	175

TOP NORTH AMERICAN UNIVERSITIES continued

	MAJOR / MINOR	SALES INTERNSHIP REQUIRED	TOTAL FACULTY	% OF JOB PLACEMENT	CLASS SIZE
Miami University	▲		6	35	220
Michigan State University	▲	▲	6	40	150
Middle Tennessee State University Center for Professional Selling			3	100	65
Missouri State University			4	90	150
Nicholls State University			2	N/A	40
North Dakota State University	▲	▲	5	90	100
Northern Arizona University			6	21	183
Northern Illinois University			4	95	350
Northern Kentucky University	▲	▲	4	30	100
Northwood University	▲	▲	5	40	80
Ohio University		▲	6	100	700
Oklahoma State University		▲	3	100	160
Old Dominion University	▲		5	90	60
Plymouth State University	▲		4	N/A	200
Point Park University	▲		5	N/A	120
Purdue University Northwest	▲		2	50	50
Robert Morris University			2	10	90
Rutgers University			5	10	150
Salisbury University-Mid Atlantic Sales & Marketing Institute	▲	▲	5	95	120
Samford University		▲	3	100	60
Sonoma State University			1	50	10
Southeast Missouri State University	▲		3	90	50
Southeastern Louisiana University			4	15	120
Southern New Hampshire University	▲		4	90	60
St. Ambrose University	▲	▲	4	98	115
Stetson University	▲		2	100	100
SUNY Oswego	▲		4	N/A	100
Susquehanna University	▲	▲	2	75	50
Texas A&M University			5	100	200
Texas A&M University College of Engineering	▲		7	99	325
Texas Christian University			7	100	200
Texas State University		▲	5	100	350
The Catholic University of America	▲	▲	6	98	75
The Citadel	▲		6	85	60
The University of Akron - Fisher Institute for Professional Selling	▲	▲	3	100	200
The University of Alabama	▲		4	90	900
The University of Texas at Dallas		▲	3	60	300
Tuskegee University			2	N/A	20
University of Alabama at Birmingham			6	N/A	30
University of Arizona			3	N/A	55
University of Arkansas at Little Rock	▲		3	90	60
University of Arkansas Fayetteville			8	N/A	460
University of Central Florida	▲		2	95	450
University of Central Missouri			2	N/A	50

TOP NORTH AMERICAN UNIVERSITIES continued

	MAJOR / MINOR	SALES INTERNSHIP REQUIRED	TOTAL FACULTY	% OF JOB PLACEMENT	CLASS SIZE
University of Central Oklahoma	▲	▲	5	95	75
University of Cincinnati	▲		12	75	450
University of Colorado Boulder			5	N/A	140
University of Dayton	▲		5	97	150
University of Denver	▲		1	N/A	75
University of Florida	▲	▲	3	N/A	1000
University of Georgia		▲	2	99	140
University of Houston-Sales Excellence Institute	▲		15	98	1500
University of Idaho	▲	▲	3	75	45
University of Illinois Chicago	▲		4	N/A	150
University of Iowa			7	85	100
University of Kansas	▲		9	75	500
University of Louisville	▲		6	N/A	150
University of Memphis	▲		2	50	25
University of Michigan			4	75	300
University of Minnesota			2	50	250
University of Minnesota-Duluth	▲		3	92	90
University of Mississippi	▲		8	95	400
University of Missouri		▲	8	N/A	250
University of Nebraska at Kearney			6	90	50
University of Nebraska, Lincoln			5	60	700
University of Nebraska Omaha	▲		7	N/A	250
University of New Hampshire	▲		3	100	175
University of New Mexico			3	90	140
University of North Alabama	▲		2	100	120
University of North Carolina, Greensboro	▲		5	95	110
University of North Carolina, Wilmington			7	75	250
University of North Dakota	▲		3	95	63
University of North Texas	▲	▲	4	90	30
University of Northern Iowa			3	100	50
University of Richmond			4	95	40
University of South Carolina			6	94	300
University of South Dakota			3	80	10
University of South Florida	▲		7	N/A	325
University of Southern Mississippi			3	100	90
University of Tampa	▲	▲	3	90	170
University of Tennessee			11	N/A	500
University of Tennessee Chattanooga-Gary W. Rollins College of Business	▲		4	100	160
University of Toledo	▲	▲	6	93	212
University of Utah, Davis Eccles School of Business	▲		5	58	137
University of Washington		▲	4	30	150
University of Wisconsin, Eau Claire	▲	▲	3	99	95
University of Wisconsin, Oshkosh-College of Business-Sales Program			1	75	25
University of Wisconsin, River Falls			3	95	55

TOP NORTH AMERICAN UNIVERSITIES continued

	MAJOR / MINOR	SALES INTERNSHIP REQUIRED	TOTAL FACULTY	% OF JOB PLACEMENT	CLASS SIZE
University of Wisconsin, Whitewater	▲		7	100	270
University of Wyoming	▲		5	80	200
Utah State University			4	100	200
Virginia Commonwealth University	▲		5	N/A	150
Virginia Tech	▲		4	100	300
Weber State University	▲	▲	13	100	500
West Virginia University Professional Sales Institute	▲		4	100	302
Western Colorado University	▲		3	N/A	40
Western Kentucky University	▲		3	N/A	250
Western Michigan University	▲		5	95	285
William Paterson University	▲		5	99	N/A
Winona State University	▲	▲	3	90	50
Xavier University of Louisiana	▲		3	N/A	25
Youngstown State University	▲		2	90	100

TOP NORTH AMERICAN COLLEGES

	MAJOR / MINOR	SALES INTERNSHIP REQUIRED	TOTAL FACULTY	% OF JOB PLACEMENT	CLASS SIZE
Algonquin College			38	30	200
Babson College			5	N/A	90
Douglas College			11	50	200
The College of New Jersey	▲		1	93	60

TOP INTERNATIONAL SCHOOLS

	MAJOR / MINOR	SALES INTERNSHIP REQUIRED	TOTAL FACULTY	% OF JOB PLACEMENT	CLASS SIZE
Aalborg University			11	60	N/A
Catolica Porto Business School			17	50	N/A
Copenhagen Business School			18	95	100
FH OÄ - FH OÄ - StudienbetriebsgmbH		▲	8	70	60
Haaga-Helia University of Applied Sciences	▲	▲	13	N/A	N/A
HAN University of Applied Science	▲	▲	12	90	800
HEC MONTREAL Sales Institute	▲		9	N/A	350
Justus Liebig University			6	90	70
Kristiania University of Applied Sciences	▲		15	90	180
Toronto Metropolitan University	▲		4	93	50
Tampere University of Applied Sciences		▲	14	N/A	70
Turku University of Applied Sciences	▲	▲	11	80	50
University of Applied Sciences Wiener Neustadt			15	95	50
University of the Fraser Valley	▲	▲	3	25	220

SEF **TOP SALES PROGRAMS**

REQUIREMENTS FOR TOP UNIVERSITY AND COLLEGE SALES PROGRAM LISTING

The Sales Education Foundation recognizes the following universities and colleges for preparing students to obtain successful careers in professional selling. To be listed, educational institutions must meet these three requirements: **a) offer a minimum of three sales-specific courses; b) receive accreditation from an external source; c) have university recognition of the program.**

NOTE: Universities listed in blue are members of the University Sales Center Alliance (USCA). All information provided is self-reported.

PROGRAMS:	UMJ Major	UMN Minor	USP Specialization
Undergraduate:	UCE Certificate	UCO Concentration	UEM Emphasis
Graduate:	GE Graduate Emphasis	GF Graduate Focus	GCE Graduate Certificate
Executive:	EC Executive Certificate	EF Executive Focus	ET Executive Training

AALBORG UNIVERSITY

<https://www.en.aau.dk/education/master/economics-and-business-administration/marketing-and-sales>

Jochen Reiner

jochenreiner@business.aau.dk
Aalborg Ø, Northern Jutland 9220
004599408595

Students: 40

Start Year: 2020

Accreditations/Affiliations: EICU

Program Type(s): **GCE**

The study programme prepares you for a career within sales and marketing. The programme gives you a broad insight into the sales and marketing field and a specialised set of skills related to marketing and sales.

APPALACHIAN STATE UNIVERSITY

marketing.appstate.edu/professional-selling

Bonnie Guy

guybs@appstate.edu
Boone, NC 28608
828 262 7828

Students: 170

Start Year: 2016

Accreditations/Affiliations: AACSB, PSE

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

The professional selling program prepares students to begin careers with a foundation in business and specialized knowledge in sales and marketing. Students learn to drive industry initiatives that develop customer satisfaction, generate company revenues, and build connections with suppliers, distributors, and the community. Appalachian's professional selling students frequently compete in regional and national events. Corporate partners support and engage with students throughout their studies.

ARIZONA STATE UNIVERSITY

wpcarey.asu.edu/sales

Detra Montoya-Lloyd, Ph.D.

Detra.Montoya@asu.edu
W. P. Carey School of Business

Tempe, AZ 85287

480 965 6325

Students: 385

Start Year: 2014

Accreditations/Affiliations: AACSB, USCA Associate Member

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

The Professional Sales Program offers a robust curriculum in professional sales, both online and in person. With a focus on experiential learning, the program engages students through two sales organizations and prepares them to compete in national sales competitions. The Corporate Sales Board provides guidance on curriculum and programming, and Sales Advisory Council members advise on strategic initiatives and mentor students. The Program hosts the Arizona Collegiate Sales Competition annually.

ASBURY UNIVERSITY

<https://www.asbury.edu/schools/dayton-school-of-business/center-for-professional-selling/>

George Allen

george.allen@asbury.edu
Wilmore, KY 40390
770 617 6824

Students: 12

Start Year: 2021

Accreditations/Affiliations: USCA Associate Member

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

The Center for Professional Selling offers training in professional sales as part of a Christian Liberal Arts education. Through sales classes and one-on-one coaching in preparation for national competitions, students have the opportunity to develop sales skills for use in careers in B2B sales, marketing, and a variety of business and ministry contexts.

AUBURN UNIVERSITY

<https://auburn.edu/>

Dora Bock

deb0022@auburn.edu
Auburn, AL 36849
334 844 2466

Students: 549

Start Year: 2015

Accreditations/Affiliations: AACSB

Program Type(s): **UMN**

We offer a Professional Sales Minor, which is designed to provide advanced education for students planning to obtain professional sales positions. The curriculum focuses on the core selling concepts associated with business-to-business and business-to-consumer markets. The program places a

special emphasis on the utilization of contemporary technologies in both successful selling and sales management. Technologies involve advanced training in Salesforce, Adobe Express, Hubspot, and SEO.

BALL STATE UNIVERSITY

www.bsu.edu/salescenter

Christopher Wilkey

cawilkey@bsu.edu
Miller College of Business

Muncie, IN 47306

765 285 3410

Students: 200

Start Year: 1997

Accreditations/Affiliations: AACSB, USCA Full Member

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

For 28 years, the Ball State Sales program has built its reputation on preparing relationship-focused sales professionals. We offer majors and minors in professional selling with a digital-first approach, and starting in 2027, Ball State will be the first school to require a sales class in the business core curriculum. Our students learn to think critically and partner with clients through every stage of the sales process, mastering communication, marketing, digital tools, and collaboration.

BAYLOR UNIVERSITY

hankamer.baylor.edu/prosales

Dr. Andrea L. Dixon, Executive Director
andrea_dixon@baylor.edu

Hankamer School of Business

Waco, TX 76798-8007

254 710 4246

Students: 540

Start Year: 1985

Accreditations/Affiliations: AACSB, USCA Full Member

Program Type(s): **UMJ**

Dedicated to excellence in sales education and based in Baylor University's Hankamer School of Business, Baylor ProSales is recognized as one of the premier global information resources for the sales profession. Baylor ProSales provides professional development opportunities and tools for students to engage in throughout the academic year to build necessary professional skills and business acumen.

BENTLEY UNIVERSITY

www.bentley.edu/academics/undergraduate-programs/professional-sales

Jim Pouliopoulos

pouli@bentley.edu
Waltham, MA 02452

781 891 2006

Students: 120

Start Year: 2014

Accreditations/Affiliations: AACSB

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

Students in Bentley University's Professional Sales Program develop critical knowledge and perspective in the fields of revenue generation, business development, and sales management, while nurturing an understanding of the role sales plays within an organization. This strategic mastery is coupled with pragmatic expertise, ultimately translating into success in the employment marketplace.

BOWLING GREEN STATE UNIVERSITY

<https://www.bgsu.edu/academics/sales-and-services-marketing.html>

Gregory Rich

garich@bgsu.edu

Schmidthorst College of Business

Bowling Green, OH 43402

419 202 6296

Students: 150

Start Year: 2012

Accreditations/Affiliations: AACSB

Program Type(s): **USP**

BGSU's Sales & Services Marketing concentration is the only U.S. undergrad program that combines sales and service. Students gain real-world experience through internships, study abroad, and sales competitions. Small classes, expert faculty, and top-ranked student orgs like AMA and the Academy of Professional Selling prepare grads for a wide variety of sales careers across many industries.

BRIGHAM YOUNG UNIVERSITY

<https://www.byusale society.com/>

BJ Allen

bj.allen@byu.edu

Provo, UT 84602

801 422 4986

Students: 80

Start Year: 2021

Accreditations/Affiliations: AACSB

Program Type(s): UEM

BYU focuses on real-life B2B selling, with a strong emphasis on technology selling. Our students get recruited by the top sales organizations in the world, including Qualtrics, Microsoft, AWS, Adobe, Pepsi, and Boston Scientific among others. We also compete in the top sales competitions in the nation. Our program emphasizes creative prospecting methods and out of the box thinking to get the attention of busy buyers.

BRYANT UNIVERSITY

<https://www.bryant.edu/discover-bryant/centers-and-institutes/bryant-university-sales-institute>

Dr. Stefanie Boyer

sboyer@bryant.edu

Smithfield, RI 02917

401 232 6475

Students: 75

Start Year: 2013

Accreditations/Affiliations: AACSB, USCA Associate Member, GSSI

Program Type(s): **UEM, UMN, USP, EC, ET**

Bryant's Sales Institute develops elite sales talent and provides corporate training powered by research and innovation. In the Hauck Sales Lab, students complete 30+ practice sessions with AI role plays, live coaching, and advanced tools. Graduates excel in competitions, are highly recruited, and launch fast-rising careers, while companies partner with us to upskill teams and accelerate performance.

CALIFORNIA POLYTECHNIC STATE UNIVERSITY, SAN LUIS OBISPO

<https://orfalea.calpoly.edu/undergraduate-programs/minors/sales-minor>

Danielle Epstein

depstein@calpoly.edu

Orfalea College of Business

San Luis Obispo, CA 93407

805 756 2048

Students: 100

Start Year: 2018

Accreditations/Affiliations: AACSB

Program Type(s): **UMN**

The Professional Sales Program at Cal Poly is designed to provide students with the opportunity to develop strong presentation skills and confidence, practice hands-on sales skills, demonstrate skills with sales technology tools, and create important career building connections.

CALIFORNIA STATE UNIVERSITY, CHICO

<https://www.csuchico.edu/academics/college/business/departments/sales/>

Tom Villa

tpvilla@csuchico.edu

Seufferlein Sales Program

Chico, CA 95929

916 223 2171

Students: 400

Start Year: 2008

Accreditations/Affiliations: AACSB, USCA Full Member

Program Type(s): **UCE**

The Seufferlein Sales Program is national and international award-winning, USCA accredited 21-Unit Professional Sales Certificate with over 800 students currently enrolled in the program that represent 67 different majors. The program is supported by Fortune 500 corporations who offer internships and full time positions upon successfully completing their sales certificate. Students are offered and accept positions throughout the entire United States.

CALIFORNIA STATE UNIVERSITY, FULLERTON

business.fullerton.edu/engagement/Sales-Leadership/

Brad Anderson, Director

branderson@fullerton.edu

Fullerton, CA 92834

909 720 2008

Students: 145

Start Year: 2011

Accreditations/Affiliations: AACSB, USCA Full Member

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

We help students develop skills to succeed after graduation. We augment academic learning with real-world experience through role play, competitions, simulations, and are beginning the use of AI. Our students may earn a sales minor or a sales certificate. We are one of only two California universities to have USCA membership. Our students are a diverse population with many as first-generation graduates. We connect our sponsors with our students for internships and career opportunities.

CATOLICA PORTO BUSINESS SCHOOL

<https://catolicabs.porto.ucp.pt/mestrados/marketing>

Bozidar Vlacic

bvlacic@ucp.pt

Porto, Portugal 4169-005

+351 226 196 200

Students: 30

Start Year: 2000

Accreditations/Affiliations: AACSB, EQUIS, AMBA, A3ES

Program Type(s): **GCE**

The MSc in Marketing program aims to provide students with a comprehensive understanding of the theories and models used in modern marketing, while also emphasizing the importance of practical applications and real-world problem-solving. One of the key features of the program is its emphasis on establishing strong links between the university and companies, which allows students to gain insights into industry practices and real-world marketing challenges.

CENTRAL MICHIGAN UNIVERSITY

<https://www.cmich.edu/program/marketing-professional-sales>

Jeff Hoyle

hoyle1ja@cmich.edu

Mount Pleasant, MI 48859

989 774 3701

Students: 200

Start Year: 2008

Accreditations/Affiliations: AACSB, PSE

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

As a student in Central Michigan University's professional sales program, you'll learn real-world techniques through our modern curriculum, sales competitions and events with sales professionals. Sales classes will teach you personal selling skills, advanced negotiation skills, consulting skills with real clients and how to understand buyer behavior.

CMU students have won the Pi Sigma Epsilon Pro-Am Sell-A-Thon six of the last eight years, and we've recently earned Top 10 finishes Nationally.

CLEVELAND STATE UNIVERSITY

<https://business.csuohio.edu/sales>

Paul Mills, Ph.D.

p.mills@csuohio.edu

Bernie Moreno Center for Sales Excellence

Cleveland, OH 44114

440 570 5228

Students: 110

Start Year: 2019

Accreditations/Affiliations: AACSB, AMA

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

We are introducing a "Technical Sales" major which is an integrated major combining Engineering Technology and Industrial Sales skills.

COLORADO STATE UNIVERSITY

biz.colostate.edu/resources/centers-institutes/center-for-professional-selling

L.A. Mitchell

La.mitchell@colostate.edu

Fort Collins, CO 80523

970 491 7298

Students: 180

Start Year: 2019

Accreditations/Affiliations: AACSB

Program Type(s): **UCE**

Our sales program provides the opportunity for our students to explore careers in professional sales and develop the skills necessary to succeed in today's competitive market. Through classroom learning and hands-on selling experiences with our corporate partners, we help build our students' skills so they can thrive in their sales careers from day one.

COMMONWEALTH UNIVERSITY, BLOOMSBURG

<https://www.commonwealthu.edu/offices-directory/professional-sales-center>

Monica J. Favia, Ph.D.

mfavia@bloomu.edu

Zeigler College of Business

Bloomsburg, PA 17815

570 204 5232

Students: 60

Start Year: 2015

Accreditations/Affiliations: AACSB, USCA Full Member, PSE

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

Commonwealth University's Professional Sales Center in Bloomsburg prepares students in the art and science of professional selling to be an immediate contributor toward the improvement of shareholder value of any and all organizations that invite them aboard. We have a variety of corporate partnerships that provide real world experience to our students with internships and job opportunities upon graduation. Our Keystone Sales Challenge gives students the opportunity to showcase their skills.

COPENHAGEN BUSINESS SCHOOL

<https://www.cbs.dk/en/study/graduate/msc-in-economics-and-business-administration-sales-management>

Michel van der Borgh

mvdb.marktg@cbs.dk

Frederiksberg, Denmark 2000

+45 3815 2149

Students: 185

Start Year: 2018

Accreditations/Affiliations: AACSB, GSSI, AMBA, EQUIS, CEMS, PIM

Program Type(s): **GCE, EC, ET**



PREPARING STUDENTS TO ACHIEVE THEIR HIGHEST POTENTIAL

Learn more about the Media Sales Academy:



The Media Sales Academy is a **fully funded**, eight-month, hybrid training program for students or recent grads interested in sales, marketing or business careers in television and radio. The program includes the opportunity for a **paid internship** at a local station that can lead to a full time job.

See how you can get involved in this exciting program. Contact Naika Pierre, Sr. Partnerships and Program Manager npierre@nab.org

DUQUESNE UNIVERSITY

www.duq.edu/academics/colleges-and-schools/business/business-centers-and-institutes/center-for-leadership-in-professional-selling.php
Andrea DiBernardo
drehera1@duq.edu
Pittsburgh, PA 15219
309 737 8327
Students: 260
Start Year: 2016

Accreditations/Affiliations: AACSB, PSE
Program Type(s): **UCE, UCO, UMN**

At Duquesne University there is a state-of-the-art Sales Center with simulation rooms designed to teach students every aspect of being in professional sales. The program offers a sales concentration, certificate and minor to both business students as well as to students in other disciplines at the university. The sales team participates in several national and regional competitions throughout the year.

EAST CAROLINA UNIVERSITY

<https://business.ecu.edu/twilley-sales-academy/>
Michael Rodriguez

rodriguezmic24@ecu.edu
Greenville, NC 27858-4353
201 232 8441
Students: 200
Start Year: 2022

Accreditations/Affiliations: AACSB
Program Type(s): **UCE, UCO, ET**
Housed in the College of Business's Department of Marketing and Supply Chain Management, Twilley Academy of Sales Leadership serves COB students and its industry partners by developing a new generation of sales professionals based on academic excellence, experiential learning, and executive education.

Sales strategy is interactive and dynamic, and in today's marketplace, the interaction between the sales team and the customer has never been more critical.

ELON UNIVERSITY

<https://www.elon.edu/u/academics/business/chandler-center/>
Chris Nelson
cnelson34@elon.edu
Elon, NC 27244
336 278 6105
Students: 125
Start Year: 2008

Accreditations/Affiliations: AACSB, USCA Full Member, PSE
Program Type(s): **UMN**

The Sales Center advances professional selling and sales management through high-quality instruction, research, and experiential learning. Elon students build skills via role-play labs, faculty and peer mentoring, and networking. The Center sponsors Elon's sales competition team, speaker series, Women in Sales, and PSE. It also awards top sales students and connects them with career and professional development opportunities.

FERRIS STATE UNIVERSITY

<https://www.ferris.edu/business/departments/marketing.htm>
Jina Jackson Rockwell
jina.jacksonrockwell@ferris.edu
616 676 7290
Big Rapids, MI 49307
616 676 7290
Students: 100
Start Year: 2017
Accreditations/Affiliations: AACSB
Program Type(s): **UMJ, UMN**
The sales program at Ferris is based on applied learning, preparing students

for sales careers across industries. Using role play, simulation, and industry-based projects, students expand their practical knowledge of sales processes, buyer behavior, negotiation tactics, and communication styles. The Ferris sales team prepares for and participates in regional and national sales competitions, and the sales program sponsors campus-wide skills workshops and events. Ferris State offers programs at both the undergraduate and graduate levels. We are now offering a BS in Professional Selling.

FLORIDA GULF COAST UNIVERSITY

www.fgcu.edu/cob/programs/marketing/sales-minor
Khaled Aboulnasr
kaboulna@fgcu.edu
Lutgert College of Business
Fort Myers, FL 33965
239 590 7598
Students: 100
Start Year: 2017
Accreditations/Affiliations: AACSB
Program Type(s): **UCO, UMN**
Florida Gulf Coast University offers Professional Sales concentration within the Marketing major as well as a minor

in Professional Sales. The university also offers a digital badge in Professional Sales.

FLORIDA INTERNATIONAL UNIVERSITY

globalsales.fiu.edu
Gaby Alpizar
galpizar@fiu.edu
Miami, FL 33199
305 348 0694
Students: 250
Start Year: 2011
Accreditations/Affiliations: AACSB, USCA Associate Member
Program Type(s): **UCE, UMN**
The FIU Global Sales Center prepares students for the ongoing changes of a culturally diverse and global business environment. We provide sales development and training opportunities in both English and Spanish, hosting the only bilingual collegiate sales competitions in the world. Our focus is on adaptability, an important skill needed to embrace change and the unexpected. After all, that's reality. It's what differentiates a company and professionals in a highly competitive environment.

FLORIDA STATE UNIVERSITY

salesinstitute.business.fsu.edu/
Chuck Viosca
cviosca@fsu.edu
Tallahassee, FL 32306
850 644 1480
Students: 400
Start Year: 2002
Accreditations/Affiliations: AACSB, USCA Full Member, PSE
Program Type(s): **UMJ**

FSU hosts the International Collegiate Sales Competition (ICSC), the world's largest sales competition. The mission of the FSU Sales Institute is to provide world-class sales education through applied training and leading-edge research. Housed in the College's Dr. Persis E. Rockwood School of Marketing, the Professional Sales major at FSU is one of the largest in the nation with more than 400 students taking one or more sales courses each semester.

GEORGIA SOUTHERN UNIVERSITY

<https://ww2.georgiasouthern.edu/parker/cse/>
D. Travis Brickey
dbrickey@georgiasouthern.edu
Statesboro, GA 30460
912 478 5588
Students: 280
Start Year: 2007
Accreditations/Affiliations: AACSB, USCA Full Member, PSE
Program Type(s): **UEM**
The Center for Sales Excellence was established to support and promote our students pursuing a career in sales. Located within the Parker College of Business, the Marketing B.B.A. program

offers the students of Georgia Southern University an emphasis in Sales and Sales Management. Recognized by the University Sales Center Alliance as one of the nation's top sales programs, it is the Center's mission to have a positive impact on the sales profession through education, research, and service.

GRAND VALLEY STATE UNIVERSITY

<https://www.gvsu.edu/marketing/contact-us-107.htm>
Mark Kubik
kubikma@gvsu.edu
Grand Rapids, MI 49504
312 433 9669
Students: 288
Start Year: 2006
Accreditations/Affiliations: AACSB
Program Type(s): **UEM, ET**
The Sales Program at Grand Valley State University prepares students for success in professional selling and leadership. Courses include Professional Selling, focusing on relationship-based communication; Advanced Selling, emphasizing strategy and analytics; Negotiations, developing influence and confidence; and Sales Management, preparing students to lead teams and drive results through ethical, data-informed decision-making.

HAAGA-HELIA UNIVERSITY OF APPLIED SCIENCES

<https://www.haaga-helia.fi/en>
Anu Nieminen
Anu.Nieminen@haaga-helia.fi
Helsinki, Finland 00520
+358 40 488 7268
Students: 285
Start Year: 2006
Accreditations/Affiliations: ESCA
Program Type(s): **UCE, UMJ, UMN**
Students pursue a Bachelor of Business Administration. The focus of the Sales and Account Management major is on consultative B2B sales. The content is taught by combining theory and practice. As an elective course, students can take a class in which they are coached for the national sales competition. Haaga-Helia organizes the Best Seller Competition every two years.

HAN UNIVERSITY OF APPLIED SCIENCES

<https://www.han.nl/opleidingen/hbo/commerciele-economie/voltijd/>
Jeanet Castel
Jeanet.Castel@han.nl
Nijmegen, Netherlands 6716EJ
+31655434192
Students: 950
Start Year: 2010
Accreditations/Affiliations: USCA Full Member, NVAO, SMA
Program Type(s): **UCE, UEM, UMN, USP, GCE, GF**
HAN University of Applied Sciences is a business school specializing in Eco-

nomics with a strong focus on (online) marketing and sales. The first 2 years there is an even balance between marketing and sales courses. In the third and fourth year, students can choose to specialize in either marketing or sales. The sales courses are diverse, ranging from data analysis to sales skills and planning. The program strongly emphasizes practical experience.

HEC MONTREAL SALES INSTITUTE

<https://institutdevente.hec.ca/en/>
Jean-Luc Geha
jean-luc.geha@hec.ca
Montreal, Quebec H2Z 1Z5
514 340 1655
Students: 350
Start Year: 2017
Accreditations/Affiliations: AACAB, ISP
Program Type(s): **UCE, UCO, UMJ, UMN, USP, GCE, EC**
The Sales courses are part of our Marketing specialization and are offered in our Undergrad and Postgrad programs as well as in Executive Education.

HIGH POINT UNIVERSITY

<https://my.highpointu.org>
Larry Quinn
lquinn@highpoint.edu
High Point, NC 27262
336 884 2714
Students: 350
Start Year: 2014
Program Type(s): **UMJ, UMN**
HPU is a Life Skills University celebrating Sales One of largest and most popular Majors/Minors at the University Taught exclusively by full-time Professors-of-the-Practice, senior Sales leaders from major industries Sales Learning Center authorized and designed by University President Custom Designed Sales Role-Play Labs with full A/V and professional furnishings Exclusively supported by major Corporate Sponsors We host 2 Sales-Only Career Fairs for Sales students and Sponsor companies only.

ILLINOIS STATE UNIVERSITY

<https://business.illinoisstate.edu/centers/psi/>
Michael C. Boehm
mboehm@ilstu.edu
Normal, IL 61790-5590
309 438 2954
Students: 125
Start Year: 2005
Accreditations/Affiliations: AACSB, USCA Full Member
Program Type(s): **UEM**
ISU students learn how to deliver a company's "value proposition to earn a clients business and protect margin!" The sales faculty collaborate to deliver a consistent message to students throughout all seven B2B sales courses. Students perform multiple role-plays with professionals acting as buyers and judges in our four role-play rooms.

Sales students gain invaluable B2B experience through rigorous sales internship experiences.

INDIANA STATE UNIVERSITY

<https://indianastate.edu/academics/colleges/business/centers-institutes>
David Fleming, Ph.D.
David.Fleming@indstate.edu
Scott College of Business
Terre Haute, IN 47809
812 237 2286
Students: 230
Start Year: 2010
Accreditations/Affiliations: AACSB, USCA Full Member
Program Type(s): **UCE, UMN, UMJ**
The Sales and Negotiations Center is the focal point of sales education and training at Indiana State University. We do this through our community outreach; sales training; interactions with companies; sponsorship of Sales Competitions and Events; and, most importantly, work in and out of the classroom with future sales professionals to be career ready upon graduation. The Indiana State University Sales & Negotiations Center: Where Business Students are all IN.

INDIANA UNIVERSITY

<https://kelley.iu.edu/faculty-research/centers-institutes/global-sales-leadership/index.html>
Dr. Charles Ragland
cbraglan@iu.edu
Kelley School of Business
Bloomington, IN 47401
812 856 1084
Students: 435
Start Year: 1995
Accreditations/Affiliations: AACSB, USCA Full Member, GSSI
Program Type(s): **UMJ, UMN, ET**
Established as one of the first educational sales research centers in the country, the Center for Global Sales Leadership is the umbrella organization for all-things-sales at the Kelley School of Business. Our marketing department is rank #3 by U.S. News & World Report, Best Undergraduate Business Programs 2025 and offers the professional sales and marketing double major and professional sales co-major. We host the National Team Selling Competition each October in Bloomington, IN.

INDIANA UNIVERSITY SOUTHEAST

www.ius.edu/sales/
Dr. Chris Cox
kccox@ius.edu
New Albany, IN 47150
812 941 2334
Students: 78
Start Year: 2016
Accreditations/Affiliations: AACSB
Program Type(s): **UCE, UCO, UMN, ET**
The Sanders Professional Sales Center at IU Southeast was created to draw



THE OLE MISS PROFESSIONAL SALES PROGRAM

- The **BBA in Professional Sales** better prepares students to more quickly become effective sales professionals.
- Partner with BASE to build your **sales recruiting pipeline**
- BASE partners participate in **professional sales-focused career events**
- BASE partners can take advantage of opportunities for classroom engagement and networking with our sales students
- BASE offers **executive education and sales training**



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olemiss.edu/base

high-ability students toward a sales career, and better prepare those students for early-career success in professional sales. We advance that mission through innovative, skill-based instruction, and by connecting students to sales professionals in the Kentuckiana region, and beyond.

IOWA STATE UNIVERSITY

<https://www.ivybusiness.iastate.edu/about-ivy-academic-departments/marketing/ivy-sales-program/>
Scott Fiene
sfiene@iastate.edu
Ames, IA 50011

515 294 1713
Students: 450
Start Year: 2019
Accreditations/Affiliations: AACSB
Program Type(s): **UCE**
Iowa State's program develops sales talent across all academic majors, with 80% of its students coming from business. Launched in 2019, the program has doubled in size since 2023. The curriculum focuses on consultative selling, ethics, and sales enablement tools. Experiential learning is a cornerstone of the program. Students engage regularly with industry partners through role plays, mentorships, networking

events, and competitions. It works closely with 20 companies in the Ivy Sales Forum.

JAMES MADISON UNIVERSITY

www.jmu.edu/cob/centers/center-for-professional-sales/index.shtml
Richard Tate
taterm@jmu.edu
Harrisonburg, VA 22807
540 383 1176
Students: 150
Start Year: 2015
Accreditations/Affiliations: AACSB
Program Type(s): **UCO**

We collaborate closely with corporate partners who act as "buyers" in our in-person sales role plays. These scenarios, based on real products, services, and current challenges, immerse students in authentic sales situations. By engaging directly with industry executives, trainers, and recruiters, students refine their skills and gain practical experience. This exposure also fosters valuable connections that frequently lead to job offers after graduation.

JUSTUS LIEBIG UNIVERSITY

www.uni-giessen.de/marketing
Dr. Alexander Haas
Alexander.Haas@wirtschaft.uni-giessen.de
Giessen, Germany 35394
+49 151 42252187
Students: 220
Start Year: 2012
Accreditations/Affiliations: USCA Full Member, AMA, AMS, EMAC
Program Type(s): **UCE, GCE**

Our award-winning sales program enables students to become next generation sales leaders and shape businesses, the sales profession and society in the future. The one and only non-US full member school of the USCA, we offer our program at the undergraduate, graduate, and PhD levels, and adopt innovative pedagogy and state-of-the-art technology to teach our students latest sales management thought and application. 100% placement reflects our talents' powerful skill sets acquired in our program.

KANSAS STATE UNIVERSITY

<https://cba.k-state.edu/academics/departments/national-strategic-selling-institute/>
Dr. Dawn Deeter
ddeeter@k-state.edu
Manhattan, KS 66506
785 532 2783
Students: 552
Start Year: 2011
Accreditations/Affiliations: AACSB, GSSI, USCA Full Member
Program Type(s): **UCE, UMJ**

The National Strategic Selling Institute (NSSI) prepares students to excel in sales and relationship management. With a curriculum that blends real-world experience and cutting-edge strategies, NSSI equips graduates to drive revenue, lead with integrity, and build lasting client relationships. Employers seek out our alumni and students for their proven skills and leadership.

KENNESAW STATE UNIVERSITY

<https://www.kennesaw.edu/coles/centers/professional-selling/index.php>
Scott A. Inks
sinks@kennesaw.edu
Coles College of Business
Kennesaw, GA 30144
470 578 4516

Students: 350
Start Year: 1997
Accreditations/Affiliations: AACSB, USCA Full Member, GSSI
Program Type(s): **UCO, UMJ, UMN**
The Kennesaw State University Center for Professional Selling (CPS) produces top-tier sales talent ready to make an immediate impact in today's competitive marketplace. Because our curriculum is grounded in real-world application and built in collaboration with industry leaders, our students graduate with hands-on experience, technical skills, and the confidence to excel from day one. In short, KSU sales graduates are Industry-Ready, have proven experience, and possess professional maturity.

KENT STATE UNIVERSITY

<https://catalog.kent.edu/colleges/be/mken/professional-sales-undergraduate-certificate/>
Don Thacker
dthacker@kent.edu
Kent, OH 44242
330 760 0026
Students: 225
Start Year: 2012
Accreditations/Affiliations: AACSB, PSE
Program Type(s): **UCE, UCO**
One of the leading professional sales programs, the Kent State sales students have participated in multiple regional, national and international sales competitions and accepted jobs throughout the country. Kent State graduates enjoy positions with some of the highest paying companies in the country. Representing over 100 years of industry experience, the Kent State sales faculty utilize corporate partners and their own corporate experience to bring real world expertise to the classroom.

KRISTIANIA UNIVERSITY OF APPLIED SCIENCES

<https://www.kristiania.no/studier/bachelor/digital-markedsforing-og-salgsladelse/>
Erik Mehl
erik.mehl@kristiania.no
Oslo, Norway 0107
+47 920 37 221
Students: 180
Start Year: 2010
Accreditations/Affiliations: NOKUT
Program Type(s): **UMJ**

Bachelor's in digital marketing and Sales management is aimed at students interested in working in modern and strategic sales roles and businesses. The program emphasizes the importance of understanding the customer ecosystem to build stronger relationships and not just uncover the customer's immediate needs. The program includes several specific sales courses like B2B selling and strategies, sales channels, sales psychology, sales management, digital sales tools, and relationship marketing.

LA SALLE UNIVERSITY

www.lasalle.edu
Michael DiPietro
dipietrom@lasalle.edu
Philadelphia, PA 19141
215 630 8562
Students: 60
Start Year: 2016
Accreditations/Affiliations: AACSB, USCA Associate Member
Program Type(s): **UCE, UMN**
The Center for Sales Excellence at La Salle University is a state of the art, sales instructional platform, utilizing technology, classroom instruction, sponsor alliances, competitions, and internships.

LOUISIANA STATE UNIVERSITY

<https://www.lsu.edu/business/marketing/psi.php>
Greg Accardo, MBA
gaccardo@lsu.edu
Professional Sales Institute
Baton Rouge, LA 70803
225 578 8797
Students: 200
Start Year: 2014
Accreditations/Affiliations: AACSB, USCA Full Member, PSE
Program Type(s): **UCO**
The LSU Professional Sales Institute offers a professional sales concentration to students pursuing a BA in Marketing. We strive to provide extensive real-world, hands-on sales activities and role-play exercises, along with CRM education, to prepare them to be job-ready on day 1.

MANCHESTER UNIVERSITY

Manchester.edu
Beth Driscoll
badriscoll@manchester.edu
North Manchester, IN 46962
260 982 5219
Students: 80
Start Year: 2016
Accreditations/Affiliations: HLC
Program Type(s): **UMN, UMJ**
Nothing happens until something sells. Professional salespeople build relationships with clients, help the economy thrive and guide businesses to perform better. Sales majors enjoy increased job opportunities (2.8 offers before graduation) and a higher income. The courses you take will set you up for success in obtaining your first position and throughout your career.

MARIAN UNIVERSITY

<https://www.marian.edu/school-of-business/programs/specializations/professional-selling>
Dr. Lori Rumreich
lrumreich@marian.edu
Indianapolis, IN 46222
317 955 6037
Students: 50
Start Year: 2019

FOSTER SCHOOL OF BUSINESS UNIVERSITY of WASHINGTON

Jack & Ann Rhodes Professional Sales Program



HUSKIES CARE ABOUT

- Student learning that drives early career success
- Fully engaging with our business community
- Contemporary curriculum and practical application

Foster Professional Sales Program
salesprg@uw.edu



Accreditations/Affiliations: IACBE
Program Type(s): **USP**
The Professional Selling Program is distinguished in its ability to prepare transformative leaders for service to the world. Framed within the context of our Franciscan values, students participate in experiential education, working closely with local business professionals. Sales courses feature small class sizes, one-on-one coaching, role plays, digital selling, competition experience, sales technology, analytics, and negotiation. Ethical sales practices are embedded throughout.

MARQUETTE UNIVERSITY

<https://www.marquette.edu/business/professional-selling/leadership.php>
Alex Milovic
alexander.milovic@marquette.edu
Milwaukee, WI 53233
414 315 1600
Students: 125
Start Year: 2015
Accreditations/Affiliations: AACSB, USCA Associate Member
Program Type(s): **UCO, UMN, ET**
Committed to excellence in sales leadership, the curriculum of Marquette's Sales Center establishes Jesuit values as fundamental to superior sales performance. The faculty works with regional and national employers to develop and deliver sales education that will empow-

er our students to find internships and careers across a variety of industries, including both for-profit and non-profit enterprises.

METROPOLITAN STATE UNIVERSITY OF DENVER

www.msudenver.edu/selling/
April Schofield
aschofi3@msudenver.edu
Denver, CO 80217-3362
303 615 0520
Students: 175
Start Year: 2013
Accreditations/Affiliations: AACSB, USCA Full Member, PSE
Program Type(s): **UCE, UMJ, UMN**
MSU Denver's sales program offers hands-on, industry-connected sales education designed to launch successful careers. Through real-world role-plays, competitions, and partnerships with top companies, students gain practical experience and career-ready skills. Backed by an AACSB-accredited College of Business, our program emphasizes ethical, consultative selling and close industry collaboration, making us a leading destination for students and employers seeking next-level sales talent.

MIAMI UNIVERSITY

Michele Frank
frankm@MiamiOH.edu

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FIU Business

Cincinnati, OH 45230
513 505 0828
Students: 220
Start Year: 2021
Accreditations/Affiliations: AACSB, PSE
Program Type(s): **UMJ, UMN**
The Sales Management major and minor at Miami University were approved by the University Senate and then the state of Ohio Dept of Higher Education in 2021 and began to be offered in 2022. These degrees were developed around preparation for career opportunities in professional selling and sales management regardless of business or government sector. By fall 2024 there were over one hundred students selecting Sales Management as a major or minor.

MICHIGAN STATE UNIVERSITY
<http://salesleader.msu.edu>
Jennifer Rumler-Rokita
rumlerj@msu.edu
East Lansing, MI 48824
517 376 1480
Students: 200
Start Year: 2008
Accreditations/Affiliations: AACSB, PSE
Program Type(s): **UMN**
The Sales Leadership Minor at MSU is a collaboration between two nationally-ranked colleges, the Broad College of

Business and the College of Communication Arts and Sciences. The combination of marketing and communication disciplines results in salespeople with business acumen AND vital communication skills necessary to understand and respond to client needs, to be a creative problem-solver and a trusted advisor, and connect industry needs with academic preparation. We have 100% job placement.

MIDDLE TENNESSEE STATE UNIVERSITY, CENTER FOR PROFESSIONAL SELLING
<https://professional-selling.mtsu.edu/>
Thom Coats
thom.coats@mtsu.edu
Murfreesboro, TN 37132
615 904 8505
Students: 65
Start Year: 2020
Accreditations/Affiliations: AACSB, USCA Full Member
Program Type(s): **UCO, UCE, EC, ET**
The Jones College of Business Center for Professional Selling provides outstanding growth and development opportunities for students thanks to the commitment and support of corporate partners. MTSU's Center for Professional Selling aims to promote excellence in professional selling and sales management by providing world-class sales education

and training. The Center leverages sales technology and experiential learning, allowing students to hit the ground running in any sales organization.

MISSOURI STATE UNIVERSITY
<https://www.missouristate.edu/>
Dr. Alex Hamwi
AlexHamwi@missouristate.edu
Springfield, MO 65897
417 836 5494
Students: 150
Start Year: 2009
Accreditations/Affiliations: AACSB, PSE
Program Type(s): **UCO, UCE**
Our sales program focuses on application. We want you to apply what you learn in real world scenarios as much as possible. We have a lot of interaction with the sales profession. Companies host sales competition, various guests speakers, etc. WE try to bring the real world into the classroom as much as possible.

NICHOLLS STATE UNIVERSITY
<https://www.nicholls.edu/business/marketing/>
Kaitlin Gravois
kaitlin.gravois@nicholls.edu
Thibodaux, LA 70301
225 623 9824
Students: 40
Start Year: 2000
Accreditations/Affiliations: AACSB
Program Type(s): **UCO**
Our program emphasizes the development of both interpersonal competencies—such as active listening, body language, and effective communication—and comprehensive sales process training that integrates technology and AI tools. It simulates real-world selling environments by engaging students with industry mentors and professionals throughout the learning experience.

NORTH DAKOTA STATE UNIVERSITY
<https://www.ndsu.edu/business/centers-institutes/sales-center>
Eric Gjerdevig
eric.gjerdevig@ndsu.edu
Fargo, ND 58108
701 866 8964
Students: 100
Start Year: 2011
Accreditations/Affiliations: AACSB, USCA Full Member
Program Type(s): **UCE, UMN**
The NDSU Sales Program is a highly experiential program that strives to develop the skills of sales by focusing on the skills of human-to-human interaction. Through significant involvement from our corporate partners, internal and external sales competitions, and our student-led podcast, Power to Sell, students are well prepared for a professional selling role.

NORTHERN ARIZONA UNIVERSITY
<https://catalog.nau.edu/Catalog/details?plan=MKTPSUCT>
Steven Liu
steven.liu@nau.edu
The W.A. Franke College of Business
Flagstaff, AZ 86001
928523 4686
Students: 183
Start Year: 2017
Accreditations/Affiliations: AACSB
Program Type(s): **UCE, UEM, USP**
The Sales Program at The W. A. Franke College of Business provides students with hands-on experience, expert coaching, and opportunities to compete in national sales competitions. Our curriculum is designed to develop practical skills that prepare students for successful careers in sales and business development. With strong industry partnerships and a focus on real-world application, our graduates consistently land positions at top companies, making our program a leader in sales education.

NORTHERN ILLINOIS UNIVERSITY
www.cob.niu.edu/academics/marketing/certificates/prof-sales.shtml
Jenny Redisi
jredisi@niu.edu
DeKalb, IL 60115
630 715 4885
Students: 350
Start Year: 1989
Accreditations/Affiliations: AACSB, USCA Full Member, PSE
Program Type(s): **UCE, ET**
NIU is recognized as a HEED (Higher Education Excellence in Diversity) school and will soon be recognized as an HSI (Hispanic Serving Institution). For all role plays and internal competitions, we have industry professionals as buyers, even for the Principles of Selling course. NIU does innovative, immersive, experiential learning including week long trips with students visiting companies and sponsor companies.

NORTHERN KENTUCKY UNIVERSITY
<https://www.nku.edu>
Shelley Volpenhein
volpenheis2@nku.edu
Highland Heights, KY 41099
859 572 6325
Students: 100
Start Year: 2021
Accreditations/Affiliations: AACSB
Program Type(s): **UMJ, UMN, GF**
NKU's sales program offers a sales major, minor, and mba track, designed for students who thrive in building relationships and solving problems. Our students gain hands-on experience through collaborations with industry leaders like the cincinnati reds and nku's basketball team, as well as community-focused projects with nonprofits through the mayerson project. This program com-

bines academic rigor with practical application, preparing students for dynamic, relationship-focused careers in sales.

NORTHWOOD UNIVERSITY
<https://www.northwood.edu/programs/sales-management/>
Dr. Andrew Anderson
andersan@northwood.edu
Midland, MI 48640
989 837 5152
Students: 80
Start Year: 2023
Accreditations/Affiliations: ACBSP, USCA Associate Member
Program Type(s): **UMJ, UMN**
The Sales Major and Minor at Northwood University are designed to equip you with the skills and knowledge you need to excel. Sales is not just about selling products, it's about building relationships, communication, negotiations and problem-solving. Our Sales Major and Minor offers real-world experience through internships, role-playing scenarios, sales completions and live sales projects.

OHIO UNIVERSITY
www.ohio.edu/business/about/centers-institutes/schey-sales-centre
Adam Rapp, Ph.D.
rappa@ohio.edu
Schey Sales Centre
Athens, OH 45701
740 593 9328
Students: 740
Start Year: 1997
Accreditations/Affiliations: AACSB, PSE, AMA
Program Type(s): **UCE, GCE, GF, EC, ET**
The Schey Sales Centre was officially founded in 1997 becoming one of the very first of its kind. Dedicated to teaching sales across the university, 1/3 of our students come from non-business majors including engineering, comms, and more. The Schey's continued excellence has been highlighted by a ~25% acceptance rate (with over 1,200 applications), decades-long corporate partnerships, and highly successful alumni. The program now has over 2,200 alumni and 700 active members.

OKLAHOMA STATE UNIVERSITY
<https://business.okstate.edu/csse/>
Whitney Roman
whitney.roman@okstate.edu
Stillwater, OK 74078
913 314 8052
Students: 410
Start Year: 2000
Accreditations/Affiliations: AACSB, USCA Associate Member
Program Type(s): **UCE**
The OSU Certificate in Sales and Service Excellence provides an opportunity to build a strong foundation for the

lifelong development of an outstanding sales/service mentality. As a result, students will be perfectly positioned to walk into a great job after graduating and completing the program.

OLD DOMINION UNIVERSITY
<https://www.odu.edu/negotiations>
Aaron Arndt
aarndt@odu.edu
Norfolk, VA 23529
405 924 8175
Students: 45
Start Year: 2019
Accreditations/Affiliations: AACSB, PSE
Program Type(s): **UMJ, UMN**
We focus on career readiness and skill development. In this program, students will: Learn how to be persuasive communicators, develop negotiation skills and receive coaching, have the opportunity to participate in free-to-student extracurricular opportunities, such as sales competitions, job shadowing events, improv training, and professional sales career fairs, have access to funding for resources, and interact with sales professionals and recruiters.

PLYMOUTH STATE UNIVERSITY
<https://www.plymouth.edu/business/professional-sales/plymouth-state-university-sales-institute>
Rick Brenner
Rick.Brenner@plymouth.edu
Plymouth, NH 03264
603 535 5000
Students: 200
Start Year: 2010
Accreditations/Affiliations: ACBSP, USCA Associate Member
Program Type(s): **UCE, UMN**
We offer a complete sales education along with competitions and several regional companies. This gives students a broad exposure to several varied industries, their sale process and future employment opportunities.

POINT PARK UNIVERSITY
www.pointpark.edu/academics/schools/business/michael-p-pitterich-sales-innovation-center
Dr. Dorene Cilette
dcilette@pointpark.edu
Pittsburgh, PA 15222
412 392 8020
Students: 120
Start Year: 2019
Accreditations/Affiliations: IACBE, USCA Associate Member
Program Type(s): **UCE, UCO, UMN, UMJ**
Point Park's professional sales program demonstrates a commitment to social responsibility in sales. With small class sizes and experiential learning, the program strives to develop career-ready graduates who are well-prepared to meet the demands of the marketplace. We view sales skills as success skills and

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continue to grow sales offerings, support student learning and career opportunities, and prepare students for success.

PURDUE UNIVERSITY NORTHWEST
<https://academics.pnw.edu/professional-selling-lab/>
Claudia Mich
cmich@pnw.edu
Hammond, IN 46323
219 989 2776
Students: 50
Start Year: 2018
Accreditations/Affiliations: AACSB, USCA Associate Member
Program Type(s): **UMN**
PNW's White Lodging Professional Selling Center offers two sales minors: a general sales minor and a sales engineering minor. Both are designed to develop sales skills through exposure to real world selling situations, both on campus and off. Training is focused on business-to-business interactions and is built around three principles: Personal Integrity, Relationship-Building, and Professionalism. The center is a member of the University Sales Center Alliance.

ROBERT MORRIS UNIVERSITY
www.rmu.edu/sales
Jill A. Kurp, Ph.D.

kurp@rmu.edu
Moon Township, PA 15108
412 397 3465
Students: 90
Start Year: 2018
Accreditations/Affiliations: AACSB, USCA Associate Member, PSE
Program Type(s): **UCE**
The sales program in the RMU Rockwell School of Business is an innovative 15 credit certificate that provides students with the necessary skills to be successful in sales and/or sales management positions. Students are exposed to sales terminology, the psychology of selling, analytics, relationship building strategies, role playing and AI. It incorporates Challenger Sales, Miller Heiman, SPIN and Straightline Selling techniques. The program is supported by a USCA full member sales center.

RUTGERS UNIVERSITY
<https://myrbs.business.rutgers.edu/undergraduate-newark/professional-selling-concentration>
Phillip Cohn
pcohn@business.rutgers.edu
Newark, NJ 07102
848 445 3600
Students: 150
Start Year: 2023

Accreditations/Affiliations: AACSB
 Program Type(s): **UCE, UCO**
 Our Professional Selling Concentration empowers students with the skills, strategies, and techniques necessary to be a successful sales professional and apply those learnings through “real-world” classroom experiences including: Finding customers and developing relationships; using strategies and tools to meet client needs; solving customer problems; and psychology of Selling, building and motivating a sales team.

SALISBURY UNIVERSITY- MID ATLANTIC SALES & MARKETING INSTITUTE

www.salisbury.edu/masmi
 Dr. Amit Poddar
 masmi@salisbury.edu
 Perdue School of Business
 Salisbury, MD 21801
 410 548 7756
 Students: 120
 Start Year: 2015
 Accreditations/Affiliations: AACSB, USCA Full Member
 Program Type(s): **UCO, UMN**
 MASMI is one of the top sales programs in the Mid-Atlantic Area which has been a pioneer in sales education in Maryland. It hosts multiple sales competitions each year and every student who graduates from MASMI, does so with a live sales experience.

SAMFORD UNIVERSITY

samford.edu/business/professional-sales-concentration
 C. Clif Eason
 ceason@samford.edu
 Birmingham, AL 35229
 205 726 2011
 Students: 60
 Start Year: 2015
 Accreditation(s)/Affiliation(s): AACSB
 Program Type(s): **UCO, ET**
 The program develops the sales-related skills of students by exposing them to a broad spectrum of sales content, tools, and experiences across three traditional courses and a sales internship. A highly involved advisory board provides program guidance and meaningful engagement with students. The program uses cutting-edge technology but with an ever-present focus on the human element. Students graduate with the knowledge, skills, and experiences that are most valued by leading organizations.

SONOMA STATE UNIVERSITY

https://catalog.sonoma.edu/preview_program.php?catoid=12&pooid=5446
 Dr. Rich Campbell
 campbric@sonoma.edu
 Rohnert Park, CA 94928
 707 921 8600
 Students: 10
 Start Year: 2014
 Accreditations/Affiliations: AACSB

Program Type(s): **UCE**
 Sonoma State’s Wine Business Concentration coupled with the Sales Certificate has led to many placements in the Wine Industry.

SOUTHEAST MISSOURI STATE UNIVERSITY

<https://semo.edu/academics/programs/business-computing/marketing/professional-selling.html>
 Sandipan Sen
 ssen@semo.edu
 Harrison College of Business and Computing
 Cape Girardeau, MO 63701
 901 229 4259
 Students: 50
 Start Year: 1990
 Accreditations/Affiliations: AACSB
 Program Type(s): **UCO, UMJ, USP**
 The professional selling in marketing degree option prepares students to be successful in a sales career. The program also prepares students to become effective sales leaders, learning how to motivate, train and manage a sales team. Professional selling degree curriculum includes the buying and selling process and a strong foundation in consumer behavior, marketing communications, marketing research and marketing strategy.

SOUTHEASTERN LOUISIANA UNIVERSITY

southeastern.edu/sales
 April Kemp
 april.kemp@selu.edu
 Hammond, LA 70402
 985 549 2277
 Students: 120
 Start Year: 2018
 Accreditations/Affiliations: AACSB, USCA Associate Member, PSE, GSSI
 Program Type(s): **UCE, UCO**
 This program offers students hands-on experience through small class sizes, role-play competitions, quota attainment, and mentoring by professionals. Many students are first-generation students who work while going to school, so they understand the value of great opportunities.

SOUTHERN NEW HAMPSHIRE UNIVERSITY

www.snhu.edu/
 James Naro
 j.naro1@snhu.edu
 Manchester, NH 03106
 603 533 3479
 Students: 60
 Start Year: 2011
 Accreditations/Affiliations: ACBSP, CAHIIM, CCNE, CACREP, CEPH, CAEP
 Program Type(s): **UCO, UMN**
 The Southern New Hampshire University (SNHU) Professional Sales Program provides training in sales and relationship-building skills applicable across industries. Competencies students

develop include: formulating sales strategies that lead to positive outcomes for the customer and the organization, apply negotiation strategies and tactics to specific business processes for win/win outcomes, and implementing sales and talent strategies that support marketing and business strategies.

ST. AMBROSE UNIVERSITY

<https://sau.edu/academic-programs/bachelors/business/bba-program/bachelors-sales/>
 Thomas Hosmanek
 Hosmanekthomasj@sau.edu
 Davenport, IA 52803
 563 333 5211
 Students: 115
 Start Year: 2016
 Accreditations/Affiliations: ACBSP, USCA Full Member
 Program Type(s): **UMJ, UMN**
 The program offers 8 sales courses, including internships with area employers, to educate, equip and empower students seeking sales skills and/or a sales career. Virtually 100% of our sales majors have obtained a sales position prior to or shortly after graduation. Our sales program features small class sizes, experienced instructors, experiential learning, and collaboration with area sales professionals in our state-of-the-art classroom and sales lab facilities.

STETSON UNIVERSITY

www.stetson.edu/business/sales/
 Dr. John Riggs
 jriggs@stetson.edu
 Deland, FL 32723
 386 822 7363
 Students: 100
 Start Year: 2017
 Accreditations/Affiliations: AACSB, USCA Associate Member
 Program Type(s): **UMN, UMJ**
 The world’s economy is suffering from an absence of trained sales professionals. As sales needs evolve from transactional, boots on the ground models, salespeople require the tools to assess customer needs, forecast global and regional trends and partner to create comprehensive solutions. The Centurion Sales Program meets this industry and economic need by providing advanced training in the field of professional sales to students and professionals, increasing the resources available.

SUNY OSWEGO

<https://www1.oswego.edu/business/sales-center-sales-triathlon>
 Maureen Melville
 mmelville@oswego.edu
 Oswego, NY 13126
 315 491 2162
 Students: 100
 Start Year: 2020
 Accreditations/Affiliations: AACSB
 Program Type(s): **UMN**

SUSQUEHANNA UNIVERSITY

www.susqu.edu/academics/majors-and-minors/professional-sales/
 Michele C. Welliver
 welliver@susqu.edu
 Selinsgrove, PA 17870-1164
 570 372 4306
 Students: 50
 Start Year: 2020
 Accreditations/Affiliations: AACSB
 Program Type(s): **UMN, UMJ**
 Susquehanna University’s Professional Sales program, a collaboration between the Department of Communications and the Sigmund Weis School of Business, prepares students for successful careers in sales, providing a comprehensive understanding of the sales process, effective communication, and the ability to navigate the competitive and dynamic business landscape. We offer two distinct majors: a Bachelor of Science in Business, a Bachelor of Arts in Communication, and an interdisciplinary minor.

TAMPERE UNIVERSITY OF APPLIED SCIENCES

www.tuni.fi/en/about-us/tamk
 Sini Jokiniemi
 sini.jokiniemi@tuni.fi
 Tampere, Finland 33520
 +358 50 5985705
 Students: 105
 Start Year: 2016
 Accreditations/Affiliations: GSSI
 Program Type(s): **UCE, GCE**
 Tampere University of Applied Sciences (TAMK) is one of the largest and most popular universities of applied sciences in Finland. Tampere University and TAMK constitute the Tampere university community. Together we are building a new model for higher education and research in Finland. At TAMK, we have both sales-related degree programs and research activities. The focus in our sales degrees is multi-channel, AI-enabled and customer-focused selling and sales management.

TEXAS A&M UNIVERSITY

<https://mays.tamu.edu/centers-and-institutes/reynolds-and-reynolds-sales-leadership-institute/>
 Andrew Loring
 aloring@mays.tamu.edu
 College Station, TX 77843
 979 845 2958
 Students: 210
 Start Year: 2019
 Accreditations/Affiliations: AACSB, USCA Full Member
 Program Type(s): **UCO**
 The Reynolds and Reynolds Sales Leadership Institute is a group of faculty, staff and students dedicated to providing sales, marketing, and business education for Aggies (former, current, and future) through a variety of educational and experiential opportunities. We focus on effective communication,

problem-solving, relationship building, and general business acumen as keys for success.

TEXAS A&M UNIVERSITY COLLEGE OF ENGINEERING

<https://tx.ag/technicalsales>
 Willy Bolander
 wcbolander@tamu.edu
 College Station, TX 77843
 979 458 7038
 Students: 325
 Start Year: 1956
 Accreditations/Affiliations: ABET (Accreditation Board for Engineering and Technology)
 Program Type(s): **UMJ, UMN, ET**
 We have over 1000 engineering majors studying sales. These students demonstrate a unique blend of hard skills and soft skills—they’re smart enough for STEM and savvy enough for sales! You can join us each semester at our TIES Sales Showdown event and watch over 200 of them compete in a massive role play competition that unfolds over a day and half.

TEXAS CHRISTIAN UNIVERSITY

<https://www.neeley.tcu.edu/centers/tcu-sales-center>
 Dr. Zachary Hall
 z.hall@tcu.edu
 Fort Worth, TX 76109
 806 544 2341
 Students: 200
 Start Year: 2018
 Accreditations/Affiliations: AACSB
 Program Type(s): **UCE**
 Highly selective program focused on experiential learning that mirrors real-world sales challenges—prospecting, quotas, competitions—equipping students to find, win, grow, and keep business using Salesforce, AI tools, and live selling experiences. What sets us apart? Led by faculty with 150+ years of sales experience, students don’t pitch products—they diagnose problems, uncover impact, and sell value-driven solutions to real decision-makers through a portfolio of engagement opportunities.

TEXAS STATE UNIVERSITY

<https://salescenter.mccoystxst.edu/>
 Dr. Linda Alkire
 linda.alkire@txstate.edu
 San Marcos, TX 78666
 512 245 3224
 Students: 350
 Start Year: 2002
 Accreditations/Affiliations: AACSB, USCA Full Member
 Program Type(s): **UCO**
 The award-winning Center for Professional Sales at Texas State University prepares future sales leaders through rigorous education, hands-on training, and corporate partnerships. Students gain real-world experience through internships, competitions, and net-

working, while companies benefit from direct access to top sales talent and opportunities to engage with motivated, career-ready professionals.

THE CATHOLIC UNIVERSITY OF AMERICA

<https://business.catholic.edu/sales-program/>
 Mark Weber
 weber@cua.edu
 Washington, DC 20064
 703 623 1598
 Students: 105
 Start Year: 2016
 Accreditations/Affiliations: AACSB, MSCHE
 Program Type(s): **UCE, UMN, USP, GF**
 The Catholic University Sales Program is uniquely designed to equip students with the essential skills and knowledge necessary for success in the dynamic field of sales. Students gain insights into consumer behavior, ethical negotiation strategies, and effective communication techniques through a blend of theoretical coursework and experiential learning opportunities. Sales students graduate as well-formed individuals who rise quickly into leadership positions because of their virtue training.

THE CITADEL

<https://www.citadel.edu/marketing-supply-chain-economics/cadet-programs/bsba-marketing-business-development/>
 Bob Riggle
 bob.riggle@citadel.edu
 Charleston, SC 29409
 843 953 6978
 Students: 60
 Start Year: 2019
 Accreditations/Affiliations: AACSB
 Program Type(s): **UMJ**

The UNIVERSITY OF AKRON

<https://www.uakron.edu/cba/fisher/>
 Lisa Littlejohn
 llittlejohn@uakron.edu
 Fisher Institute for Professional Selling
 Akron, OH 44325-4804
 330 972 6712
 Students: 200
 Start Year: 1994
 Accreditations/Affiliations: AACSB, USCA Full Member
 Program Type(s): **UMJ, UMN**
 Established in 1994, we offer 5 credentials: B.B.A. in Sales Management, Professional Selling Minor, Professional Selling Certificate, Professional Selling Certificate for Engineering Students, and Health Care Selling Certificate. 10,000 square feet Sales Facility, 9 Sales Labs with dual-camera, cloud based recording capabilities, Sales Biometrics Lab, Podcast Studio, Fisher Sales Classroom, and Champions Club Student Lounge.



WINNERS GO HERE.
 UCF Professional Selling Program

Two-time winners of the National Collegiate Sales Competition

Students from our exclusive, award-winning Professional Selling Program graduate with a distinct advantage.

business.ucf.edu/professional-selling



THE UNIVERSITY OF ALABAMA

culverhouse.ua.edu
 Tim Butler
 tdbutler@ua.edu
 Culverhouse College of Commerce & Business Administration
 Tuscaloosa, AL 35487
 205 348 8923
 Students: 950
 Start Year: 2011
 Accreditations/Affiliations: AACSB
 Program Type(s): **UMN, GF**
 The University of Alabama Sales Program supports a Minor in Sales that is available to all students. The Program develops corporate partnerships that invest in the relevance of course content and provide professional opportunities for students. Students do six corporate scenario role plays per course, so 24 across the four courses. 12 are traditional salesperson-customer interactions, 6 have students in sales manager roles, and 6 are strategic interactions with managers.

THE UNIVERSITY OF TEXAS AT DALLAS

<https://jindal.utdallas.edu/centers-of-excellence/pro-sales/>
 Semira Amirpour
 semira.amirpour@utdallas.edu
 Richardson, TX 75080

972 883 5069
 Students: 250
 Start Year: 2013
 Accreditations/Affiliations: AACSB, USCA Full Member
 Program Type(s): **UCE, UCO**
 The program at UT Dallas is an iterative design approach using modern technology and modern motions to adapt to the every changing buyer centric selling experience. Our program is experiential and uses modern technology sales technology stack that allows our students to learn to prospect and sell in the current ecosystem. All of our core classes have skill development objectives and performance quotas. Our curriculum is a living breathing AI centered curriculum that moves to the market.

TORONTO METROPOLITAN UNIVERSITY

<https://www.torontomu.ca/tedrogers-school/tric/sales-leadership-program/>
 Karen Peesker
 karen.peesker@torontomu.ca
 Ted Rogers School of Management
 Toronto, Ontario, Canada M5B 2K3
 647 960 8803
 Students: 80
 Start Year: 2018
 Accreditations/Affiliations: AACSB, USCA Full Member, GSSI

Program Type(s): **UCE, UMN, EC, ET**
 The Ted Rogers Sales Leadership Program integrates academic sales theory with innovative experiential learning, offering both curricular and extracurricular opportunities. It includes sales courses, international competitions, simulations, sales summits, boot camps, mentoring, and industry events. The Sales Leadership Advisory Council provides guidance and supports internships, co-ops, and job placements. Students receive exceptional, industry-relevant, academically focused sales education.

TURKU UNIVERSITY OF APPLIED SCIENCES

www.tuas.fi/en/study-tuas/degree-programmes/master-business-administration-professional-sales/
Timo Holopainen
 timo.holopainen@turkuamk.fi
 Turku, Finland 20520
 +358505985786
 Students: 110
 Start Year: 2008
 Accreditations/Affiliations: GSSI; Ministry of Education, Finland; Academic Association of Sales Engineering; European Sales Competition Association
 Program Type(s): **UMN, UMJ, GF**
 Turku UAS offers Major in Master and Bachelor level in Sales. Turku UAS utilizes active learning learning approaches with real life cases. Turku UAS publishes own online magazine TALK, sales and utilizes Innovation activities in sales via RDI projects and Customer Behavior Laboratory. Turku UAS has a profound role in local, national and international Sales Competitions in Europe and Asia.

TUSKEGEE UNIVERSITY

www.tuskegee.edu/
Mostaque Zebal, Ph.D.
 mzebal@tuskegee.edu
 Andrew F. Brimmer College of Business and Information Sciences
 Tuskegee, AL 36088
 334 727 8713
 Students: 20
 Start Year: 1985
 Accreditations/Affiliations: AACSB, SACSCOC
 Program Type(s): **UCO**

UNIVERSITY OF ALABAMA AT BIRMINGHAM

<https://www.uab.edu/business/home/outreach/center-for-sales-leadership>
David E. Wilson
 dwilson705@uab.edu
 Birmingham, AL 35242
 205 541 8500
 Students: 30
 Start Year: 2016
 Accreditations/Affiliations: AACSB
 Program Type(s): **UCE**

UNIVERSITY OF APPLIED SCIENCES UPPER AUSTRIA

<https://fh-ooe.at/>
Margarethe Åeberwimmer
 margarethe.ueberwimmer@fh-steyr.at
 Steyr, Austria 4400
 +43 664 80484 33612
 Students: 95
 Start Year: 2012
 Accreditations/Affiliations: GSSI
 Program Type(s): **UCE, GCE**
 Our sales degree programs focus on international, business-to-business sales, include a semester abroad in one of our 200 partner universities, offer double degrees with various of our partner universities, are supported by a broad network of international manufacturing, IT and service companies which are one of our main assets and employers of our graduates.

UNIVERSITY OF APPLIED SCIENCES IN WIENER NEUSTADT

<https://www.fhwn.ac.at/studiengang/business-development-und-sales-management>
Dr. Johannes Reiterer
 johannes.reiterer@fhwn.ac.at
 Wiener Neustadt, Austria 2700
 +43 5 0421 1412
 Students: 130
 Start Year: 2015
 Accreditations/Affiliations: USCA Associate Member, ESCA
 Program Type(s): **GF**
 usiness Development & Sales Management is a Master's program that combines B2B market development and sales. Students learn to identify opportunities, design strategies and manage complex sales processes. A defining feature is the Sales Lab, where biometric sensors and video analysis provide data-driven feedback to sharpen communication skills. The program blends strategic thinking with hands-on training, offering students the mindset to succeed in today's fast-changing business world.

UNIVERSITY OF ARIZONA

<https://eller.arizona.edu/departments-research/schools-departments/marketing>
Ashley Angulo
 doctora@arizona.edu
 Tucson, AZ 85721
 520 621 7479
 Students: 55
 Start Year: 2024
 Accreditations/Affiliations: AACSB
 Program Type(s): **UEM**

UNIVERSITY OF ARKANSAS, FAYETTEVILLE

walton.uark.edu/initiatives/sales-program
John Ballentine
 jballent@uark.edu
 Sam M. Walton College of Business
 Fayetteville, AR 72701

479 408 3307
 Students: 460
 Start Year: 2023
 Accreditations/Affiliations: AACSB, USCA Associate Member
 Program Type(s): **UCE**

UNIVERSITY OF ARKANSAS, LITTLE ROCK

www.uarl.edu/selling/
David Gilliam
 dagilliam@ualr.edu
 Little Rock, AR 72204
 501 916 3000
 Students: 60
 Start Year: 2006
 Accreditations/Affiliations: AACSB
 Program Type(s): **UCE, UEM, UMN**
 The Center for Professional Selling offers in-person and online student-centered sales education. We offer a sales emphasis in the marketing major, 12-hour sales minor, or 12-hour sales certificate. The 12-hour Certificate in Professional Selling is available to any person admitted to UA Little Rock even if not pursuing another degree. Students interact with employers, participate in school and online competitions, and may pursue cooperative education internships in sales.

UNIVERSITY OF CENTRAL FLORIDA

business.ucf.edu/professional-selling/
Dr. William Steiger
 william.steiger@ucf.edu
 Orlando, FL 32816
 407 257 3697
 Students: 450
 Start Year: 2005
 Accreditations/Affiliations: AACSB, USCA Full Member, SACS
 Program Type(s): **UMJ, UMN**

The Professional Selling Track is a prestigious, specialized program offered by the Department of Marketing in the UCF College of Business. The competitive program accepts no more than 35 exceptional students each year that show interest in the fascinating and lucrative field of sales. One of only about 120 specialized sales undergraduate programs in the nation, the Professional Selling Track is at the forefront in preparing students for successful careers in the competitive job market.

UNIVERSITY OF CENTRAL MISSOURI

www.ucmo.edu/harmon-college-of-business-and-professional-studies/department-of-marketing-public-relations-and-sport-management/
Dr. Charles Schwepker
 schwepker@ucmo.edu
 Warrensburg, MO 64093
 660 543 8554
 Students: 50
 Start Year: 2008
 Accreditations/Affiliations: AACSB
 Program Type(s): **UCE**
 All marketing majors and minors com-

plete the professional sales course. We have a sales lab sponsored by State Farm that includes state-of-the-art video recording technology. Our students successfully compete in several national sales competitions each year, as well as compete for sales scholarships in the Fastenal sales competition we host each year. Our corporate sponsorship program provides partners access to our sales students, and students with internship and job opportunities.

UNIVERSITY OF CENTRAL OKLAHOMA

<https://www.uco.edu/cob/students/sales-center>
Dr. Emily Goad
 egoad@uco.edu
 Edmond, OK 73034
 469 955 4772
 Students: 78
 Start Year: 2010
 Accreditations/Affiliations: AACSB, USCA Full Member
 Program Type(s): **UMJ, UMN, GF**
 As Oklahoma's only university offering both a major and minor in Professional Selling, the University of Central Oklahoma is shaping the next generation of sales leaders. Students gain real-world experience through projects, role plays, competitions, and partnerships with leading companies across the Oklahoma City metro and beyond. With a 100% placement rate, UCO graduates are prepared to lead, influence, and drive measurable success in every industry they enter.

UNIVERSITY OF CINCINNATI

business.uc.edu/centers-partnerships/professional-selling.html
Jennifer Barlow
 barlowjb@UCMAIL.UC.edu
 Carl H. Lindner College of Business
 Cincinnati, OH 45221
 513 556 7375
 Students: 490
 Start Year: 2011
 Accreditations/Affiliations: AACSB, USCA Associate Member
 Program Type(s): **USP, UMN, GCE**

The sales program at the University of Cincinnati is designed to prepare students for B2B sales careers. With over 400 students and enrolled in a sales course every semester, our sales program thrives on student engagement and our interactive curriculum. Open to all majors across campus, sales students come from a variety of majors including Engineering, Design, Music, Communication, Political Science, Finance, and of course, Marketing. Sales internships and co-ops are highly recommended.

UNIVERSITY OF COLORADO BOULDER

www.colorado.edu/business
John Ploumitsakos
 john.ploumitsakos@colorado.edu
 Boulder, CO 80309

303 492 1811
 Students: 160
 Start Year: 2015
 Accreditations/Affiliations: AACSB
 Students in graduate and undergraduate degree programs explore professional selling through a series of courses focused on the role and value of the individual sales contributor, sales manager, sales tools and technologies, and negotiation. All courses feature active involvement with working members of the sales profession in the form of 1:1 mentoring, role playing, and panel discussions. Program includes a sales club, sales internships, and participation in intercollegiate sales competitions.

UNIVERSITY OF DAYTON

<https://udayton.edu/centers/professional-selling/index.php>
Mr. Patrick Lindsay
 plindsay1@udayton.edu
 Dayton, OH 45469
 937 229 3745
 Students: 153
 Start Year: 2013
 Accreditations/Affiliations: AACSB, PSE
 Program Type(s): **UEM, UMN**
 We offer 6 unique sales courses: "Principles of Selling," "Sales Management," "Sales Negotiations," "Advanced Selling Skills in High technology Industries," "Value Analysis of Major Sales Engagements," and "Sales Coaching."

UNIVERSITY OF DENVER

daniels.du.edu/sales-leadership-center/
Michele Cunningham
 michele.cunningham@du.edu
 Daniels College of Business
 Denver, CO 80210-4711
 303 871 3317
 Students: 75
 Start Year: 2018
 Accreditations/Affiliations: AACSB
 Program Type(s): **UMN**
 The University of Denver's Sales Leadership Center is dedicated to the education, training and development of sales leaders and the discovery and dissemination of sales knowledge. We accomplish this through curriculum, competitions and events for students, as well as performing research and scholarship. We serve as a crucial conduit between the University of Denver and the private sector, creating partnerships that focus on solving problems related to sales research, education and recruiting.

UNIVERSITY OF FLORIDA

warrington.ufl.edu/marketing-department/professional-selling/
Dennis DiPasquale
 dennis.dipasquale@warrington.ufl.edu
 Gainesville, FL 32611
 352 449 8233
 Students: 1,050
 Start Year: 2019
 Accreditations/Affiliations: AACSB, PSE

Program Type(s): **UCE, UMN**
 The Sales Program of the Warrington College of Business looks to develop not just the "hard" skills both soft skills that many employers value. This is done by teaching B2B selling tactics but engaging in activities that help students experience true selling. Students that are fully embedded in both curricular and co-curricular activities are 99 percent likely to have job offers. For employers, we expose students to the "harder" side of sales but also the grit and personality of a successful SP.

UNIVERSITY OF GEORGIA

www.terry.uga.edu/events/sales-competition/
Dr. Cindy Rippé
 cindyrippe@uga.edu
 Terry College of Business
 Athens, GA 30605
 Students: 140
 Start Year: 1991
 Accreditations/Affiliations: AACSB, PSE
 Program Type(s): **UCO**
 The University of Georgia is a leader in Professional Sales Education, offering hands-on training in consultative and needs-based selling with 14 state-of-the-art role-play rooms. Through frequent in-person and virtual touchpoints with employers, including Role Plays with Professionals, the Advanced Selling Reverse Career Fair, the Sell Yourself Showcase, and the Top Dawg Sales Competition, the program develops career-ready sales talent across industries through intensive sales practice.

UNIVERSITY OF HOUSTON - SALES EXCELLENCE INSTITUTE

www.bauer.uh.edu/sei/
Yara Suki
 sei@bauer.uh.edu
 C. T. Bauer College of Business
 Houston, TX 77204
 713 743 0185
 Students: 1,525
 Start Year: 1996
 Accreditations/Affiliations: AACSB, USCA Full Member, GSSI
 Program Type(s): **UCE, UMN, GCE, EC, ET**
 We want to make a difference in the world of ideas, in the lives of our students, and in our college, university, and communities by solving problems related to Research, Executive Education, and Recruiting. At the Stephen Stagner Sales Excellence Institute, we advance sales education and develop sales leaders through Research, Executive Education, and Degree Programs. Through these pillars, we are able to offer the expertise of executive professors with real-world experience and Ph.D. research.

UNIVERSITY OF IDAHO

<https://www.uidaho.edu/cbe/degrees/marketing>
Sanjay Sisodiya

sisodiya@uidaho.edu
 Moscow, ID 83844
 208 885 0267
 Students: 45
 Start Year: 2018
 Accreditations/Affiliations: AACSB, Northwest Commission on Colleges and Universities
 Program Type(s): **UCE, UMN, USP**
 We do not have a formalized sales program yet. We are working toward that goal and expect to have it formulated by Fall 2027.

UNIVERSITY OF ILLINOIS, CHICAGO

<https://catalog.uic.edu/ucatl/colleges-depts/business-administration/minors/minor-professional-sales-relationship-management/>
Barb Barney-McNamara
 bbarneym@uic.edu
 Chicago, IL 60607
 312 413 8965
 Students: 150
 Start Year: 2024
 Accreditations/Affiliations: AACSB
 Program Type(s): **UCO, UMN**
 UIC offers a Professional Sales minor open to all undergraduate majors and a Sales Leadership concentration for Marketing Majors. The program focuses on applied learning to prepare students for successful entry into sales careers. Courses include in-person and simulated role play scenarios, hands-on CRM projects, social media applications, connection to industry professionals, and a focus on understanding buyer behavior throughout the sales cycle.

UNIVERSITY OF IOWA

<https://tippie.uiowa.edu/businesses/partner-our-centers/inside-sales-lab>
Charlie Taylor
 charlie-taylor@uiowa.edu
 Iowa City, IA 52242
 405 650 3216
 Students: 100
 Start Year: 2021
 Accreditations/Affiliations: AACSB
 Program Type(s): **UCO**
 Building on the strengths of the Tippie College of Business, the sales initiative seeks to align top students with the resources and experiences needed to address the challenges of sales in the 21st century. Utilizing a state of the art Inside Sales Lab and combining cutting-edge analytics with personal connection, Tippie Sales strives to combine science with art and equip Tippie graduates to be sought after problem identifiers, and solvers.

UNIVERSITY OF KANSAS

business.ku.edu/undergraduate-programs/degree-programs/certificate-professional-selling
Kristen S. Helling
 khelling@ku.edu
 Lawrence, KS 66047

785 864 6776
 Students: 500
 Start Year: 2017
 Accreditations/Affiliations: AACSB
 Program Type(s): **UCE, UMN**
 The mission of the professional selling program is to prepare students for successful careers in consultative selling. Graduates of the program will help consumers and businesses define their needs, understand and evaluate buying options, facilitate effective purchase decisions, and forge enduring relationships. Faculty work with students to highlight burgeoning opportunities associated with a career in consultative selling while equipping them with the skill sets needed to succeed.

UNIVERSITY OF LOUISVILLE

<https://business.louisville.edu/>
Katina Kulow
 katina.kulow@louisville.edu
 Louisville, KY 40292
 502 852 4855
 Students: 150
 Start Year: 2023
 Accreditations/Affiliations: AACSB
 Program Type(s): **UCE, UCO, UMN**
 The University of Louisville's College of Business offers robust programming within the Sales field, including a Sales Certificate that is open all undergraduate majors, as well as a Professional Sales Minor and a Professional Sales Track within the Marketing Major.

UNIVERSITY OF MEMPHIS

<https://www.memphis.edu/>
Dr. John Cicala
 jcicala@memphis.edu
 Memphis, TN 38152
 361 945 9333
 Students: 25
 Start Year: 2023
 Accreditations/Affiliations: AACSB, AMA, Carnegie R1-level Research School
 Program Type(s): **UEM, EMN**
 The University of Memphis used to have one of the premier Sales programs, back in the 80s; we were one of the first PSE chapters in the country. It went away due to lack of interest around the late 90s. However, we began rebuilding it in 2023. We now have three dedicated UG sales courses, are growing enrollment and interest, and plan to participate in regional competitions, as well as conduct our own in-house competition. We hope PSE will return when our new building is done, in 1–2 years.

UNIVERSITY OF MICHIGAN

<https://michiganross.umich.edu/>
E. Follett Carter
 follett@umich.edu
 Ann Arbor, MI 48109
 239 848 2491
 Students: 300
 Start Year: 2014

Accreditations/Affiliations: AACSB
 Program Type(s): **UCE**
 The goal of the the Sales and Business Development certificate is to create knowledge about the sales function. The focus is to make students aware of sales as an important element of supporting business growth. Highlighted in the program are B/B and B/C sales roles, compensation plan structures, organization strategies and sales management processes to maximize productivity and to deliver sales organization success. The most important outcome is the student will learn to sell themselves.

UNIVERSITY OF MINNESOTA

olpd.umn.edu
 Michael Oster
 oster398@umn.edu
 Minneapolis, MN 55455
 763 670 3646
 Students: 250
 Start Year: 2015
 Accreditations/Affiliations: USCA Associate Member
 Program Type(s): **UCE**

UNIVERSITY OF MINNESOTA, DULUTH

lsbe.d.umn.edu/sales
 Jessica Gardner
 jgardne@d.umn.edu
 Labovitz School of Business and Economics
 Duluth, MN 55812
 715 271 8184
 Students: 90
 Start Year: 2019
 Accreditations/Affiliations: AACSB
 Program Type(s): **UMJ**
 The Professional Sales major combines experiential learning and corporate partnerships to prepare students for successful sales careers. Through mock role-plays, collegiate competitions, and networking with industry leaders, students gain hands-on skills for building customer relationships and achieving revenue goals. Active involvement in the Sales Club and direct corporate engagement provide a solid foundation and clear pathway to professional sales roles.

UNIVERSITY OF MISSISSIPPI

<https://olemiss.edu/programs/bus/bachelor-business-administration-professional-sales/>
 Barry J. Babin | Matthew B. Shaner
 bbabin@bus.olemiss.edu
 mbshaner@olemiss.edu
 University, MS 38677
 662 915 5457
 Students: 400
 Start Year: 2021
 Accreditations/Affiliations: ACBSP, PSE, USCA
 Program Type(s): **UMJ, USP, ET**
 Ole Miss sales alumni excel in their sales careers. We offer the right blend of high-

tech and high-touch training to enable graduates to fit the job requirements of the diverse range of sales career opportunities that exist. The Ole Miss Business BASE provides an opportunity for real-world engagement beyond the classroom. The Ole Miss BBA in Professional Sales enables students to be career-ready.

UNIVERSITY OF MISSOURI

<https://business.missouri.edu/programs-admissions/centers-institutes/center-sales-and-customer-development>
 Natalie Thomas
 thomasnr@missouri.edu
 Columbia, MO 65211
 573 355 4371
 Students: 250
 Start Year: 2016
 Accreditations/Affiliations: AACSB, USCA Associate Member, PSE
 Program Type(s): **UCE**
 The Center for Sales and Customer Development bridges classroom learning with real-world experience. Through the Inside Sales Lab, industry partnerships, and the Sales Certificate program, we prepare students to become confident, career-ready sales professionals while connecting corporate partners to top emerging talent.

UNIVERSITY OF NEBRASKA, KEARNEY

<https://catalog.unk.edu/undergraduate/departments-programs/marketing-agri-business-supply-chain-management/professional-sales-certificate/>
 Dr. Sri Seshadri
 seshadris@unk.edu
 Kearney, NE 68847
 308 865 8190
 Students: 50
 Start Year: 2016
 Accreditations/Affiliations: AACSB
 Program Type(s): **UCE**
 The Professional Sales Certificate at UNK delivers unique value by offering:
 1. Efficient, student-friendly footprint (12 credits), 2. Faster completion = quicker credential ROI, 3. Unusually wide menu of electives, 4. Built-in breadth + cross-disciplinary choices, 5. Clear, simple completion rules, 6. Alignment with national norms without the extra load, and 7. A versatile option for students of all majors.

UNIVERSITY OF NEBRASKA - LINCOLN

<https://business.unl.edu/research/centers-and-institutes/center-sales-excellence/>
 Chad Mardesen
 cmardesen@unl.edu
 Lincoln, NE 68588-0492
 402 472 3120
 Students: 700
 Start Year: 2013
 Accreditations/Affiliations: AACSB, USCA Associate Member, GSSI
 Program Type(s): **UCE, GCE**

Our program offers a sales education to undergraduate, graduate, and doctoral students. Our undergraduate program is open to all majors. Students get experience with real selling. We have state-of-the-art role-play labs. We offer online Masters courses in sales designed for working professionals who want to update their skills. We have a Ph.D. program with a sales focus and offer a Doctoral Seminar in Sales and Sales Management.

UNIVERSITY OF NEBRASKA - OMAHA

www.unomaha.edu/college-of-business-administration/sales/index.php
 Dr. Shannon Cummins
 scummins@unomaha.edu
 Omaha, NE 68182
 402 544 3156
 Students: 256
 Start Year: 2019
 Accreditations/Affiliations: AACSB, USCA Full Member
 Program Type(s): **UCO, UMN**
 250 students engage with professionals each semester through our Sales Career Fair/Pitch event, 2 scenario-based role-plays, and partner/student small group professional development events. Advanced sales classes and the Sales Team competes in multiple national competitions each year. We maintain a partner base across industries and welcome new partners that diversify student opportunities across industries and roles.

UNIVERSITY OF NEW HAMPSHIRE

www.unhsales.com
 James McIlroy
 james.mcilroy@unh.edu
 Peter T. Paul Center
 Durham, NH 03824
 603 862 1274
 Students: 175
 Start Year: 2017
 Accreditations/Affiliations: AACSB, USCA Full Member
 Program Type(s): **UMN**
 The modern sales professional helps customers solve business problems through active listening, asking questions, deep empathy, domain competency, and the understanding and communicating of value. UNH Sales has designed academic and heavily experiential activities that immerse participants in the sales environment, to ensure our students build the necessary competencies and confidence. We graduate over 100 students annually that enter sales.

THE UNIVERSITY OF NEW MEXICO

<https://business.unm.edu/salescenter/index.html>
 Dimitri Kapelianis
 dkapeli@unm.edu
 Anderson School of Management
 Albuquerque, NM 87131-0001
 505 750 7885

Students: 160
 Start Year: 2020
 Accreditations/Affiliations: AACSB, USCA Associate Member
 Program Type(s): **UCE**
 The program at the UNM Center for Sales & Business Development emphasizes practical acquisition and application of sales skills. At the undergraduate level, students can take courses in Professional Selling, Entrepreneurial Selling, and Advanced Sales. At the graduate level, students can take a course in Business Development. The sales faculty work closely with our corporate partners and Advisory Board to expose students to sales practices and career paths.

UNIVERSITY OF NORTH ALABAMA

<https://unasa.com/>
 Dr. Brian L. Morgan
 blmorgan1@una.edu
 Florence, AL 35632
 256 165 4262
 Students: 158
 Start Year: 2014
 Accreditations/Affiliations: AACSB, USCA Full Member
 Program Type(s): **UMN, GF, ET**
 The University of North Alabama Steele Center for Professional Selling is a premier academic sales institute dedicated to advancing professional selling through corporate partnerships and experiential learning. By integrating rigorous coursework with real-world engagement, the center equips students with advanced sales strategies, ethical decision-making skills, and industry-ready professionalism. Our students consistently achieve top placements at national collegiate sales competitions.

UNIVERSITY OF NORTH CAROLINA GREENSBORO

<https://www.uncg.edu/degrees/marketing-b-s-professional-selling-concentration/>
 James S. Boles
 jsboles@uncg.edu
 Bryan School of Business and Economics
 Greensboro, NC 27402
 336 580 8763
 Students: 110
 Start Year: 2015
 Accreditations/Affiliations: AACSB, AMA
 Program Type(s): **UCE, UCO, UMN, ET**
 UNCg offers sales-related courses open to any major. The courses are taught by faculty with sales experience and who have conducted research into sales force effectiveness.

UNIVERSITY OF NORTH CAROLINA AT WILMINGTON

<https://uncw.edu/academics/colleges/csb/centers-partnerships/sales-excellence-center/>
 Joseph Miller
 johnreed@uncw.edu

Cameron School of Business
 Wilmington, NC 28403
 910 962 7280
 Students: 255
 Start Year: 2013
 Accreditations/Affiliations: AACSB, USCA Full Member, PSE, AMA
 Program Type(s): **UCO**
 Professional Sales - Introductory course focuses on the sales cycle and roleplays. Sales Management & Negotiations - Simulations and class participation. Sales Technology & Strategy - CRM programs and building a sales 'tech stack.' Business Development & Account Management - B2B segmentation, lead generation, cold calls. Advanced Sales - Capstone course covering leading sales techniques.

UNIVERSITY OF NORTH DAKOTA

<https://und.edu/programs/professional-sales-minor/index.html>
 Connie Bateman
 connie.bateman@und.edu
 Grand Forks, ND 58202
 701 777 4201
 Students: 63
 Start Year: 2020
 Accreditations/Affiliations: AACSB
 Program Type(s): **UMN**
 When you study Professional Sales at UND, you'll gain valuable insight into the minds of consumers. You'll gain skills and expertise to help an organization grow and thrive. Learn online or on-campus through: Expert teaching - many with industry sales experience, Professional guest speakers, Role play, Negotiations, Certificate modules, Sales competitions. This minor in sales teaches a variety of approaches, such as consultative selling. This minor pairs extremely well with other majors.

UNIVERSITY OF NORTH TEXAS

<https://www.unt.edu/academics/programs/marketing-and-professional-selling-degree.html>
 Scott Koenig
 Adam.koenig@unt.edu
 Denton, TX 76203
 214 499 6991
 Students: 30
 Start Year: 2014
 Accreditations/Affiliations: AACSB
 Program Type(s): **UCO, UMN**
 The B.B.A. in Marketing with a Concentration in Professional Selling is a cohort-based degree program that prepares a select group of students to prospect and secure the customers that fuel the business cycle—driving production that leads to growth and expansion and funds innovative research.

UNIVERSITY OF NORTHERN IOWA

<https://business.uni.edu/marketing-entrepreneurship/center-professional-sales-excellence>
 Joseph Miller
 joseph.miller@uni.edu

Cedar Falls, IA 50614
 319 273 5666
 Students: 50
 Start Year: 2021
 Accreditations/Affiliations: AACSB, PSE
 Program Type(s): **UEM**
 The Center for Professional Sales Excellence at the Wilson College of Business at University of Northern Iowa puts students in direct contact with area and regional sales leaders and hiring professionals. We offer an emphasis in sales management as a compliment to the marketing degree, and our courses in sales principles, sales management, and business to business marketing are the cornerstone courses that comprise the overall well-rounded curriculum students will complete.

UNIVERSITY OF RICHMOND

<https://robins.richmond.edu/career-development/professional-selling/index.html>
 Dennis Elwell
 delwell@richmond.edu
 Richmond, VA 23173
 804 314 5757
 Students: 40
 Start Year: 2024
 Accreditations/Affiliations: AACSB
 Program Type(s): **UCO, EC**
 The University of Richmond Professional Selling Program, part of the Marketing Department, is a strong, practical academic path for Robins School of Business students. Utilizing proven and experiential teaching and learning practices, students acquire and reinforce the professional selling knowledge and skills that prospective employers are seeking. This center-of-excellence weaves together a robust academic track, hands-on sales training, and high-impact partnerships with top companies.

UNIVERSITY OF SOUTH CAROLINA

sc.edu/study/colleges_schools/moore/research_and_centers/centers/center_for_sales_success/index.php
 Beth Renninger
 beth.renninger@moore.sc.edu
 Columbia, SC 29208
 610 291 6954
 Students: 300
 Start Year: 2017
 Accreditations/Affiliations: AACSB
 Program Type(s): **UCO**
 The University of South Carolina Center for Sales Success operates for students at the intersection of the professional sales process, selling skills development/application, and sales career understanding and exposure - all of which is applied via experiential learning projects. Students interact in multiple ways with corporate partners, which gives companies access to top talent in unique and relevant engagements.

UNIVERSITY OF SOUTH DAKOTA

<https://usd.edu/Academics/Colleges-and-Schools/beacom-school-of-business/entrepreneurship-management-and-marketing>
 Rand Wergin
 rand.wergin@outlook.com
 Vermillion, SD 57069
 605 658 6559
 Students: 10
 Start Year: 2025
 Accreditations/Affiliations: AACSB, PSE
 Program Type(s): **UCE**

THE UNIVERSITY OF SOUTH FLORIDA

www.usf.edu/business/centers/market-ing-sales-innovation/
 Robert Hammond
 rwhammond@usf.edu
 Tampa, FL 33620
 813 974 2079
 Students: 325
 Start Year: 2017
 Accreditations/Affiliations: AACSB
 Program Type(s): **UCO, UMN**
 The University of South Florida sales curriculum is supported with cocurricular activities through the Business Development Club, business partners, and the Center for Marketing and Sales Innovation. Students from all university majors are welcomed to learn together through skill-based workshops, university and intercollegiate sales competitions. The Center for Marketing and Sales Innovation operates two labs with roleplay rooms and one of the world's largest biometric behavior installations.

UNIVERSITY OF SOUTHERN MISSISSIPPI

<https://www.linkedin.com/company/usm-pro-sales/>
 Kevin Buckley
 kevin.buckley@usm.edu
 Hattiesburg, MS 39406
 601 266 5022
 Students: 90
 Start Year: 2010
 Accreditations/Affiliations: AACSB, USCA Associate Member
 Program Type(s): **UCE**
 The University of Southern Mississippi's Professional Sales Program offers a comprehensive, real-world education to prepare students for success in sales. Key features include industry-driven coursework, mentorship, elite competition preparation, and networking opportunities with alumni and corporate partners. The Professional Sales Lab allows students to practice in realistic environments, enhancing their skills.

UNIVERSITY OF TAMPA

www.ut.edu/academics/sykes-college-of-business/centers-and-institutes/institute-for-sales-excellence
 Stacey Schetzle
 ssschetzle@ut.edu
 Sykes College of Business

Tampa, FL 33606
 813 257 3145
 Students: 190
 Start Year: 2019
 Accreditations/Affiliations: AACSB, USCA Associate Member, NCSM, AMA, DSP
 Program Type(s): **UMN**
 The sales program blends theory and real-world application to enhance students' ability to sell themselves and effectively develop and manage mutually beneficial relationships with customers. Activities and projects are grounded in experiential B2B selling, focusing on value and solution selling. The Southard Institute for Sales Excellence hosts internal sales competitions and a variety of networking opportunities throughout the year.

UNIVERSITY OF TENNESSEE, CHATTANOOGA

Go.utc.edu/Sales
 Christopher Plouffe
 chris-plouffe@utc.edu
 Chattanooga, TN 37403-2598
 423 425 1747
 Gary W. Rollins College of Business
 Students: 160
 Start Year: 2022
 Accreditations/Affiliations: AACSB, USCA Associate Member, PSE
 Program Type(s): **UCE, UCO, UMN, ET**
 The Sales Institute (SI) @ UTC: least expensive corporate partner financial dues in sales education "space"; no long-term \$\$\$ commitment; 1 of few US Universities with an approved "General Education" sales course driving non-Business Student enrolment; corporate partner industry exclusivity (just 1 firm per industry); Business Negotiations a required course for all sales students (most do not offer Negotiations); UTC sales faculty have coached multiple NCSC student champions. Go.utc.edu/sales.

UNIVERSITY OF TENNESSEE, KNOXVILLE

<https://haslam.utk.edu/marketing-and-sales-innovation-alliance/>
 Christine White
 cwhit125@utk.edu
 James A. Haslam College of Business
 Knoxville, TN 37996
 865 974 1675
 Students: 530
 Start Year: 2017
 Accreditations/Affiliations: AACSB
 Program Type(s): **UEM**
 Haslam College of Business seeks to develop the next generation of sales talent through the marketing department's innovative sales curriculum, hands-on leadership development opportunities, and meaningful interaction with best-in-class partner companies. Through its innovative professional sales curriculum track (including an on-campus sales internship course each semester in the Marketing and Sales Skills Lab)

and student-led Professional Sales Leadership Club, the sales program at UTK is ever-evolving.

UNIVERSITY OF THE FRASER VALLEY

www.uvf.ca/programs/professional-sales-minor/
 Mark Breedveld
 mark.breedveld@ufv.ca
 Abbotsford, British Columbia, Canada V2S 7M8
 604 864 4694
 Students: 220
 Start Year: 2022

Accreditations/Affiliations: AACSB, ACBSP, EFMD

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

At the UFV School of Business we provide a variety of opportunities for employers to build relationships with our Professional Sales Minor students: networking mixers, sales research exhibitions, recruiting presentations, practicums, etc. Our students are especially interested in pursuing full-time careers in business-to-business selling for employers who will invest in their abilities and generously reward their results. If that sounds like your company, we encourage you to get in touch.

UNIVERSITY OF TOLEDO

www.sales.utoledo.edu
 Deirdre Jones
 deirdre.jones@utoledo.edu or edwardschmidtschool@utoledo.edu
 Edward Schmidt School of Professional Sales
 Toledo, OH 43606
 419 530 2978
 Students: 257
 Start Year: 1990

Accreditations/Affiliations: AACSB, USCA Full Member, GSSI, PSE
 Program Type(s): **UCE, UCO, UMJ, UMN, GF, ET**

Delivers integrated, hands-on, curricula with role plays (individual, team, virtual, international), simulations, and more that is taught by faculty who have sales experience. We attract hardworking and engaged students who know how to balance priorities. Almost 60% of ESSPS students work 15 or more hours a week to finance their educations, and over 50% of ESSPS students are involved with campus organizations. UToledo is the only university in the US to require majors take a purchasing class.

UNIVERSITY OF UTAH

<https://advising.utah.edu/majors/quick-look/professional-selling-business-development.php>
 Kaylee Miller
 kaylee.miller@eccles.utah.edu
 David Eccles School of Business
 Salt Lake City, UT 84112
 801 581 7676
 Students: 137
 Start Year: 2018

Accreditations/Affiliations: AACSB
 Program Type(s): **UCE, UEM, UMN**
 The University of Utah offers dynamic sales and negotiation courses that go beyond basics, preparing students to excel in professional selling. Graduates consistently stand out, ready not only to generate leads but to engage in conversations that uncover real business needs. By mastering discovery questions and delivering tailored solutions, they bring immediate value to employers and earn trust as advisors to their prospects.

UNIVERSITY OF WASHINGTON

foster.uw.edu/academics/certificates-and-minors/sales-certificate-program/
 Jim Hawkins
 jimhawk@uw.edu
 Michael G. Foster School of Business
 Seattle, WA 98105
 206 221 5734
 Students: 150
 Start Year: 2001
 Accreditations/Affiliations: AACSB
 Program Type(s): **UCE**
 The University of Washington Foster School's Jack and Ann Rhodes Professional Sales Program offers students a rewarding complement to an undergraduate degree. This nationally ranked program teaches students how to build and maintain business relationships, sell, manage, and lead. Students develop important career building connections through mentors, internships and a practicum to receive the knowledge and experience necessary to succeed in their career.

UNIVERSITY OF WISCONSIN, EAU CLAIRE

www.uwec.edu/academics/programs/undergraduate/marketing-professional-sales-emphasis
 Lenita Davis
 davislen@uwec.edu
 Eau Claire, WI 54701
 706 255 4800
 Students: 95
 Start Year: 2004

Accreditations/Affiliations: AACSB, USCA Full Member, PSE, GSSI, AMA
 Program Type(s): **UCE, UCO, UMJ**

The UW-Eau Claire sales program is a leader in sales education. Each year, UWEC hosts a national sales competition. Its curriculum is cutting-edge, combining AI with live sales role-play. Through coursework, students gain experience with managing to a quota and their sales pipeline; they gain experience cold calling and customer management through a real-life sales assignment. By using sales skills to help a non-profit they learn the positive impact that sales have on the larger community.

UNIVERSITY OF WISCONSIN, OSHKOSH

www.uwosh.edu/cob/sales/
 Heather S. Veerer
 veeserh@uwosh.edu
 Oshkosh, WI 54901
 920 841 0894
 Students: 25
 Start Year: 2012
 Accreditations/Affiliations: AACSB
 Program Type(s): **UCE**

UNIVERSITY OF WISCONSIN, RIVER FALLS

<https://www.uwrf.edu/SBE/Centers/CSE.cfm>
 Ozcan Kilic
 ozcan.kilic@uwrf.edu
 River Falls, WI 54022
 715 497 8915
 Students: 55
 Start Year: 2014

Accreditations/Affiliations: AACSB, USCA Associate Member
 Program Type(s): **UEM**

The Marketing-Professional Sales major at UWRF is student-centered, inclusive, and designed for academic excellence. Students use a state-of-the-art sales lab to obtain and fine-tune personal selling skills. They interact with professionals and business leaders to gain educational experience, enabling them to become sales professionals well-suited for a professional sales career. Thus, our graduates receive job offers before their graduation.

UNIVERSITY OF WISCONSIN, WHITEWATER

www.uww.edu/cobe/sales
 Andy Dahl & Pavan Chennamaneni
 dahlaj18@uww.edu
 chennamp@uww.edu
 Institute for Sales Excellence
 Whitewater, WI 53190
 262 472 1333
 Students: 270
 Start Year: 2012

Accreditations/Affiliations: AACSB, USCA Full Member, PSE, AMA
 Program Type(s): **UCE, UEM, UMN**

Dedicated to excellence in sales education and based in the UW-Whitewater College of Business and Economics, the Institute for Sales Excellence is recognized as one of the premier global information resources for the sales profession. The Institute offers all UW-Whitewater students the opportunity to participate in service and programming opportunities without regard to major or background. Opportunities include: Sales emphasis, minor or certificate, UW-Whitewater sales competitions, and more.

UNIVERSITY OF WYOMING

www.uwyo.edu/sales/index.html
 Mark Leach
 mark.leach@uwyo.edu

Laramie, WY 82071
 307 766 3724
 Students: 200
 Start Year: 2018
 Accreditations/Affiliations: AACSB, USCA Full Member
 Program Type(s): **UEM, UMN**

Backed by strong industry collaboration, the University of Wyoming Center for Professional Selling blends rigorous academics with real-world engagement to develop the sales talent today's employers demand. Corporate partners are central to this mission, enhancing student development through mentorship, networking, and applied learning. Faculty not only prepare students for high-impact careers but also advance sales as a discipline through publication of sales-related research.

UTAH STATE UNIVERSITY

<https://huntsman.usu.edu/clubs/pro-sales>
 Sterling Bone, Ph.D.
 sterling.bone@usu.edu
 Logan, UT 84322
 801 369 7171
 Students: 250
 Start Year: 2014
 Accreditations/Affiliations: AACSB, USCA Associate Member
 Program Type(s): **UCE, UMN**

Huntsman ProSales is a student-led, market-driven organization that connects top student talent with industry leaders through hands-on learning, national competitions, impactful networking opportunities, and transformative social impact activities. ProSales prepares students to lead with empathy and confidence, and to deliver results from day one.

VIRGINIA COMMONWEALTH UNIVERSITY

<https://business.vcu.edu/centers-institutes-and-labs/center-for-professional-selling/>
 Andy McGowan
 mcgowanaj@vcu.edu
 Richmond, VA 23284-4000
 804 828 7177
 Students: 150
 Start Year: 2017
 Accreditations/Affiliations: AACSB, USCA Associate Member, PSE
 Program Type(s): **UMN**

VIRGINIA POLYTECHNIC INSTITUTE AND STATE UNIVERSITY

marketing.pamplin.vt.edu/current-students/professional-sales.html
 Brian K. Collins
 collinbr@vt.edu
 Blacksburg, VA 24060
 804 399 3280
 Students: 300
 Start Year: 2012
 Accreditations/Affiliations: AACSB, PSE, USCA Full Member

Program Type(s): **UCO, UMN**
 The Professional Sales Program in the Marketing Department in the Pamplin College of Business is designed to prepare students for careers in professional, B2B sales. According to a study by the Chally Group, nearly "66 percent of all college and university graduates will enter a sales career." Furthermore, data shows that over 80 percent of all marketing graduates nationally will accept a sales position. So why not be prepared?

WEBER STATE UNIVERSITY

www.weber.edu/sales
 Dr. Brock Adams
 brockadams1@weber.edu
 Alan E. Hall Center for Sales Excellence
 Ogden, UT 84408
 801 626 6913
 Students: 500
 Start Year: 1984
 Accreditations/Affiliations: USCA Full Member, GSSI
 Program Type(s): **UCE, UEM, UMJ, UMN**

One of the foremost pioneering sales programs in the entire country, with a two-year degree beginning in 1968, and a four-year bachelor's degree in sales in 1984, Weber State University's Department of Professional Sales is ranked 4th for the most degrees granted by the institution. It is one of the premier sales programs at any level and has one of the most active Sales Center partner programs in the country.

WEST VIRGINIA UNIVERSITY PROFESSIONAL SALES INSTITUTE

business.wvu.edu/academics/marketing-department/marketing-professional-sales-institute
 Dr. David Brauer
 david.brauer@mail.wvu.edu
 Morgantown, WV 26505
 304 293 4092
 Students: 332
 Start Year: 2010
 Accreditations/Affiliations: AACSB, ACBSP, USCA Full Member, GSSI, AMA
 Program Type(s): **UCE, UCO, UEM, UMN, USP**

As part of the professional sales track, students can join the WVU Professional Sales Institute. Students in the institute add to their academic course through a variety of experiential activities. These include internships, attending sales meetings, "shadowing" a salesperson for a day. The Sales Institute at WVU offers a variety of "real world" activities including the opportunity to be a Student Account Executive for one of our sponsoring companies. The culmination of this is Certification.

WESTERN COLORADO UNIVERSITY

western.edu
 Stan Weil
 sweil@western.edu
 Gunnison, CO 81231
 914 649 6684

Students: 40
 Start Year: 2015
 Accreditations/Affiliations: PSE
 Program Type(s): **UMN**
 The Sales Program is taught by professors with over 40 years of sales expertise and experience in the competitive sales market place. Student learn the SPIN and LAER sales strategies, as well as utilize Covey's Seven Habits of Highly Effective People. Sales Executives from Fortune 1000 companies are regular guest speakers in the classroom. Both internal and external sales competition are common place throughout the semester.

WESTERN KENTUCKY UNIVERSITY

<https://www.wku.edu/business/center-professionalselling/wkucps.php>
 Dr. Lukas P. Forbes
 Lukas.Forbes@wku.edu
 Bowling Green, KY 42101
 270 745 2993
 Students: 270
 Start Year: 2007
 Accreditations/Affiliations: AACSB, USCA Full Member
 Program Type(s): **UCE, UMJ, UMN**
 We offer a sales major, minor and certificate and offer all classes in person or on-line. Our University is home to the Journal of Selling.

WESTERN MICHIGAN UNIVERSITY

wmich.edu/marketing/academics/sbm
 James Eckert
 jim.eckert@wmich.edu
 Haworth College of Business
 Kalamazoo, MI 49008
 269 267 0742
 Students: 285
 Start Year: 1999
 Accreditations/Affiliations: AACSB
 Program Type(s): **UMJ, ET**
 The Sales & Business Marketing Program at Western Michigan University doesn't just teach about sales; it teaches students how to sell using a highly coordinated, unified, and experiential approach that is embedded in both a competitive and supportive community comprising students, alumni, employers, and faculty. Founded in 1999 with over 280 students and a 98% placement rate, the SBM Program is one of the largest and most successful sales majors in the country.
 #sellingthewesternway

WILLIAM PATERSON UNIVERSITY

<https://www.wpunj.edu/ccob/rbisesales/index.html>
 Ian Michaelchuck
 michaelchucki@wpunj.edu
 Wayne, NJ 07470
 856 630 2011
 Start Year: 2003
 Accreditations/Affiliations: AACSB, USCA Full Member, GSSI
 Program Type(s): **UMJ, UMN**

The driving force behind any successful business is sales. The result of a partnership between the private sector and higher education, the Russ Berrie Institute for Professional Sales (RBI) at William Paterson University is more than a sales training company. As a University sales institute, we represent a unique learning resource for sales professionals and the companies they represent. Our comprehensive approach to sales education is based on years of educational and professional experience

WINONA STATE UNIVERSITY

www.winona.edu/academics/colleges/business/marketing-department/strauss-center-for-sales-excellence/
 Ryan White
 rwhite@winona.edu
 Winona, MN 55987
 507 457 5040
 Students: 50
 Start Year: 2013

Accreditations/Affiliations: AACSB, USCA Full Member
 Program Type(s): **UMN**

The Strauss Center for Sales Excellence offers students leading-edge preparation for successful sales careers. The core curriculum offers four courses, including Principles of Marketing, Introduction to Professional Selling, Sales Management, and Advanced Professional Selling, and the center includes role-play rooms designed for teaching fundamental sales skills. Sales students can also gain experience in the sales process through internships, national sales competitions, and corporate mentors.

XAVIER UNIVERSITY OF LOUISIANA

<https://www.xula.edu/division/division-of-business/business.html>
 Amanda Helm
 ahelm@xula.edu
 New Orleans, LA 70125
 504 520 5044
 Students: 25
 Start Year: 2000
 Accreditations/Affiliations: ACBSP
 Program Type(s): **UMJ, UMN**
 With dynamic and exciting departments, highly regarded faculty, award-winning Business students, and an alumni network across the globe, Xavier Business has earned its place among the top ten HBCU Business Programs. Our students intern with and get hired by top companies such as 3M, PWC, KMPG, Oracle, Ford Motor Co., J.P. Morgan Chase, Lockheed Martin, Deloitte, and Goldman Sachs. Your career is waiting for you.

YOUNGSTOWN STATE UNIVERSITY

<https://ysu.edu/williamson-college-business-administration>
 John Rossi
 jrossi@ysu.edu
 Youngstown, OH 44555
 330 941 3062
 Students: 100

Start Year: 2014
 Accreditations/Affiliations: AACSB, AMA
 Program Type(s): **UCO, UMN**
 Most professional careers require strong sales skills whether they're selling products and services to customers or ideas and expertise to clients. In many organizations, the performance of the salesforce is often the most critical to the overall success of the business enterprise. The Sales Program at the Williamson College of Business Administration empowers students with the knowledge and skills in B2B & B2B2C sales and sales management that will be incredibly useful regardless of industry.

NORTH AMERICAN COLLEGES

ALGONQUIN COLLEGE

www.algonquincollege.com/business-hospitality/program/business-development-and-sales/
 Patrick Charlton
 charltp@algonquincollege.com
 Ottawa, ON, Canada, K2G 1V8
 613 727 4723 x 2502
 Students: 280
 Start Year: 1995

Accreditations/Affiliations: CPSCA
 Program Type(s): **GCE**

The Business Development and Sales one-year Ontario College Graduate Certificate prepares you for a dynamic career in business-to-business sales of products, services, and ideas. Algonquin College is an accredited partner of the Canadian Professional Sales Association (CPSA) Develop your competency in the use of Big Data, a high-demand skillset, using the latest tools in data analytics. The program provides ample opportunity for collaboration with industry, forging connections to help create a seamless transition into a work environment.

BABSON COLLEGE

<https://www.babson.edu/undergraduate/academics/concentrations/sales/>
 Vincent (Vini) Onyemah
 vonyemah@babson.edu
 Babson Park, MA 02457
 857 383 1793
 Students: 120
 Start Year: 2024
 Accreditations/Affiliations: AACSB, NECHE, EQUIS
 Program Type(s): **UCO**

Entrepreneurship needs sales to sail. As the #1 school for Entrepreneurship, Babson College is uniquely positioned to put sales at the center of every entrepreneurship discourse and become a global leader for sales education. Our program addresses both traditional and

entrepreneurial selling/sales because of our leadership in Entrepreneurship. Thanks to our Boston location, many classes take place on company sites where students shadow salespeople and get exposed to latest sales technologies.

DOUGLAS COLLEGE

www.douglascollege.ca
Shannon Cox
Coxs@douglascollege.ca
New Westminster, BC, Canada
V3M 5Z5
604 527 5882
Students: 200
Start Year: 2008
Accreditations/Affiliations: ACBSP
Program Type(s): UCO, GCE
Professional Sales Skills can be acquired through a BBA Degree in Marketing with a sales concentration or a Post-Degree Diploma in Sales.

THE COLLEGE OF NEW JERSEY

tcnj.edu/
Dr. Eddie Inyang
inyanga@tcnj.edu
Ewing, NJ 08618
609 771 3027
Students: 60
Start Year: 2005
Accreditations/Affiliations: AACSB
Program Type(s): UMN
TCNJ is ranked by U.S. News & World Report as the number one public college in the northern region. The TCNJ School of Business is nationally recognized, ranked 58th in the nation by Poets & Quants. Students in the program have consistently excelled, earning top placements at both the Pi Sigma Epsilon Regional Sales Competition and PSE Nationals. The TCNJ Sales Program is one of the few programs in the country housed within a top-100 business school, offering students unparalleled opportunities.



OTHER NOTABLE PROGRAMS

The following universities and colleges provide some opportunities for students to obtain classroom training and/or practical experience specific to Professional Sales and/or Sales Management. Many are working with their universities to establish formal programs.

Note: All information provided is self-reported

ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS

www.aueb.gr
Vlasis Stathakopoulos
stathako@aub.gr
Athens, Greece 11252
+ 30210800000
Students: 150
Start Year: 1994
Accreditations/Affiliations:
Program Type(s): UCE
The only undergraduate program offered in Greece. The sales management course is very popular among all business majors.

Aurora, IL 60506
630 844 5527
Students: 45
Start Year: 2008
Accreditations/Affiliations: HLC
Program Type(s): UEM
The Aurora University sales program is two-fold. The AU- Professional Sales Association is the student sales team that regularly prepares for sales competitions and regularly interacts directly with leading sales organizations. Sales courses are also provided that apply strategic sales processes and sales management approaches.

AUGUSTA UNIVERSITY

<https://www.augusta.edu/>
Bill Rhodes
brhodes2@augusta.edu
Hull College of Business
Augusta, GA 30907
706 373 5931
Students: 100
Start Year: 2017
Accreditations/Affiliations: AACSB
Program Type(s): UCO
The Professional Sales course is required of all BBA graduates. Students can have a concentration in Professional Sales. They can graduate with more than one concentration.

BAYLOR UNIVERSITY S3E
<https://sites.baylor.edu/baylors3/themikecurb-s3e-program/>
Lane Wakefield
lane_wakefield@baylor.edu
Center for Sports Strategy and Sales
Waco, TX 76798
210 913 2727
Students: 50
Start Year: 2004
Accreditations/Affiliations: AACSB
Program Type(s): UEM
Baylor's S3E Center is the premier program for students preparing to work in sports and entertainment.

AURORA UNIVERSITY

<https://aurora.edu/academics/undergraduate/marketing/index.html>
Shawn Green, Ph.D.
sgreen@aurora.edu
Dunham School of Business

BOISE STATE UNIVERSITY
<https://www.boisestate.edu/cobe-marketing/>
Frank Veltri
Frankveltri@boisestate.edu
Boise, ID 83725
706 254 8200
Students: 140

Start Year: 2024
Accreditations/Affiliations: AACSB
Program Type(s): UCE, UEM
The Dykman Professional Sales Program at Boise State University is built on real-world selling. Students engage in live role-plays, national competitions, and sales simulations that mirror actual B2B and consultative selling environments. We work closely with industry partners to ensure our curriculum aligns with current market needs. Our students leave the program with the skills, tools, and confidence to immediately impact any sales organization.

EASTERN ILLINOIS UNIVERSITY

www.eiu.edu/business/
Farhad Sadeh
fsadeh@eiu.edu
Charleston, IL 61920
217 581 2627
Students: 20
Start Year: 2020
Accreditations/Affiliations: AACSB
This program provides comprehensive training in professional sales and negotiation, enriched by hands-on experiential learning. Students also benefit from numerous opportunities to engage with industry professionals and build valuable connections.

EASTERN MICHIGAN UNIVERSITY

<https://www.emich.edu/sales-institute/index.php>
Lewis B. Hershey
lhershe1@emich.edu
Ypsilanti, MI 48194
734 487 3323
Students: 75
Start Year: 1995

Accreditations/Affiliations: AACSB, USCA Associate Member
Program Type(s): UCO
Basic Sales Course required of all marketing majors. Sales concentration requires 3 sales courses plus one marketing elective.
EMBRY-RIDDLE AERONAUTICAL UNIVERSITY
<https://worldwide.erau.edu/colleges/business/department-business-administration>
Maria Petrescu, Ph. D.
petrescm@erau.edu
Boca Raton, FL 33428
954 667 7832
Students: 45
Start Year: 2015
Accreditations/Affiliations: ACBSP
Program Type(s): UEM

ESB Business School

<https://www.weiterbildung-reutlingen-university.de/academic-education/master/strategic-sales-management-ma/>
Dr. Tobias Schütz
Tobias.Schuetz@Reutlingen-University.de
Reutlingen, Baden-Württemberg, Germany 72726
0049 (7121) 271 3099
Students: 21
Start Year: 2012
Accreditations/Affiliations: AACSB, FIBAA Premium Accreditation
Program Type(s): GCE
The M.S Consulting & Sales Management aims at providing bachelor degree holders with a background in business, economics, computer sciences or engineering with a consecu-

Mu Kappa Tau

Honoring Excellence in Marketing and Sales

The only marketing and sales-specific honor society accredited by the Association of College Honor Societies (ACHS).

MISSION

To recognize academic excellence and professional promise in marketing and sales, and to foster a lifelong commitment to integrity, innovation, and leadership in these fields.

Recognized since 1966 for honoring excellence in marketing and sales.

National Recognition | Honor Society

Join a legacy of leadership, integrity, and innovation—where top students become tomorrow’s industry trailblazers!

Vision:

To be the premier honor society for students and professionals in marketing and sales—building a community that celebrates achievement, promotes ethical leadership, and advances the future of the profession.

Ready to stand out in marketing and sales.

Membership continues to elevate your profession!

Nomination

Membership in Mu Kappa Tau is by faculty nomination only.

MEMBERSHIP DETAILS

- National Recognition for academic and professional excellence
- Lifetime Membership with exclusive access to scholarships, events, and leadership opportunities
- Networking with top students, faculty, and industry professionals
- Chapter Affiliation on campuses nationwide



Join Mu Kappa Tau and Elevate Your future!

Contact: mukappatau@pse.org | (414) 328-1952





The Chally assessment is a FREE resource to all SEF professors to distribute to their students. It is a predictive talent tool that helps students discover their ideal sales roles, empowers professors with classroom-ready insights, and enables employers to hire with confidence. Chally bridges education and industry with data-driven clarity.

Students



Chally's personalized reports guide students toward sales roles that best match their unique strengths and motivations. By gaining clear insights into their competencies, students are empowered to confidently communicate their value to recruiters and employers.

Professors



Professors can seamlessly integrate Chally into their curriculum, enriching student development with data-backed insights. Supported by the SEF, they gain access to a robust platform and resources, all backed by decades of research from SEF and Chally.

Employers



Chally enables employers to identify candidates who are most likely to excel in specific roles, reducing hiring risks and improving retention. Its predictive assessment streamlines recruitment by matching candidates to positions based on validated competencies, helping organizations shorten time-to-hire and build stronger teams.

Learn more:
<https://salesfoundation.org/career-development-program/>

414-988-0095
 SalesFoundation@pse.org

role-play assignments for feedback and to assess the proficiency of selling skills acquired through the semester. Students work in teams of two for some self-directed learning. LinkedIn Learning courses are used for value add beyond classroom content.

GEORGIA COLLEGE & STATE UNIVERSITY

GCSU.edu
 Dr. Mary Rickard
 Mary.rickard@gcsu.edu
 Milledgeville, GA 31061
 478 445 2566
 Students: 70
 Start Year: 2018
 Accreditations/Affiliations: AACSB, SACSCOC
 Program Type(s): UCO

Our sales concentration is designed to equip students with practical skills and knowledge necessary to thrive in today's dynamic sales environment, with an emphasis on critical thinking, relationship building, and ethical decision-making in sales.

GEORGIA STATE UNIVERSITY

robinson.gsu.edu
 Carolyn Curasi
 ccurasi@gsu.edu
 J Mack Robinson College of Business
 Atlanta, GA 30303
 404 413 7650
 Students: 420
 Start Year: 2000
 Accreditations/Affiliations: AACSB
 Program Type(s): UCE
 Our Professional Sales Program is designed to provide students with a solid foundation in the fundamentals of professional selling. Our program will help students to build sales knowledge and to develop the skills needed to be successful in actual sales situations. Students complete hands-on assignments using sales technology, conduct sales presentations and participate in collegiate sales competitions. Instructors are prominent sales researchers and successful sales practitioners.

MCMASTER UNIVERSITY, DEGROOTE SCHOOL OF BUSINESS

www.mcmaster.ca
 Mandeep Malik
 malikm@mcmaster.ca
 DeGroote School of Business
 Hamilton, ON, Canada L8S 4M4
 905 525 9140
 Students: 30
 Start Year: 2001
 Accreditations/Affiliations: AACSB
 Program Type(s): USP

This senior year course focuses in B2B Selling using a consultative approach. Students are taught the SPIN Methodology for Needs Analysis. Live role-plays are used for assessment of learning. Students also submit video recorded

role-play assignments for feedback and to assess the proficiency of selling skills acquired through the semester. Students work in teams of two for some self-directed learning. LinkedIn Learning courses are used for value add beyond classroom content.

MIDDLESEX UNIVERSITY

https://www.mdx.ac.uk/about-us
 Dr. Christine Eastman
 caeastman39@hotmail.co.uk
 Rye, East Sussex, UK TN31 7LB
 07557300254
 Students: 14
 Start Year: 2012

Program Type(s): GF
 This is a Masters course offered to senior executives who are already employed by major international and national firms. The focus is on leadership and on producing plans to ameliorate practice informed by a wide range of scholarly writing on leadership and by the students' own experiences. The programme is unique in the UK and has won a plethora of awards.

NORTH CAROLINA A&T STATE UNIVERSITY

https://www.ncat.edu/cobe/academic-departments/marketing-and-supply-chain-management/bs-marketing-sales.php
 Kimberly McNeil
 krmcneil@ncat.edu
 Greensboro, NC 27411
 336 285 3391
 Students: 104
 Start Year: 1995

Accreditations/Affiliations: AACSB, AMA
 Program Type(s): UCO, UMN
 NCA&TSU is a Historically Black University offering a concentration and a minor in Professional Selling within the Bachelor of Science in marketing program. We teach sales through applied and professional learning experiences, relevant research, and community outreach. Our students compete in several sales competitions each year and are supported by a corporate partnership program and curriculum centered on practical skills and career readiness.

NORTHERN MICHIGAN UNIVERSITY

www.nmu.edu/business/home
 Corinne Bodeman
 cbodeman@nmu.edu
 Marquette, MI 49855
 906 227 1803
 Students: 30
 Start Year: 2010

Accreditations/Affiliations: AACSB
 We use Professional Selling to not only teach selling but it is embedded in the Entrepreneurship program to teach customer discovery. Customer discovery is critical in entrepreneurship and the stages of both selling and discovery start at the same place.

PENN STATE UNIVERSITY HARRISBURG

https://psec.psu.edu/
 Dr. Darrell Bartholomew
 deb62@psu.edu
 Middletown, PA 17057-4898
 717 948 6166
 Students: 20
 Start Year: 2020
 Accreditations/Affiliations: AACSB, USCA Associate Member
 Program Type(s): UMN

At Penn State Harrisburg we provide our students with the tools they will need to succeed in their future careers as sales professionals. The Penn State Professional Sales Education Center (PSEC) https://psec.psu.edu/ serves the region as a resource for professional sales education, leadership development, and research/scholarship support. Local companies serve on our advisory board, providing jobs/internships. Our students created and run the Pro Sales Club https://pennstateprosales.psu.edu/

ROLLINS COLLEGE

https://www.rollins.edu/
 Bill Kroll
 wkroll@rollins.edu
 Winter Park, FL 32789
 407 808 7086
 Students: 55
 Accreditations/Affiliations: AACSB
 Program Type(s): ET

Rollins College is a nationally recognized liberal arts college founded in 1885. The liberal arts tradition permeates all of our courses where students learn in small classes with a focus on interaction with faculty and their peers. Our campus is located in picturesque Winter Park, FL, a suburb of Orlando. We offer undergraduate business degrees in Business Management & International Business. The Crummer Graduate School of Business at Rollins College offers various MBA formats and a EDBA.

SENECA COLLEGE

https://www.senecacollege.ca/programs/fulltime/PSL.html
 Gord Smith
 gord.smith@senecapolytechnic.ca
 Pickering, ON, Canada L1W 3Z7
 416-992-3284
 Students: 10
 Start Year: 2022
 Program Type(s): GCE

ST. CLOUD TECHNICAL AND COMMUNITY COLLEGE

https://sctcc.edu/degrees-programs/marketing-sales-management
 Sharon Shofner-Meyer
 sharon.shofner-meyer@sctcc.edu
 Saint Cloud, MN 56303
 651 271 7169
 Students: 57
 Start Year: 1996
 Program Type(s): UCE, UMJ, USP
 The Marketing and Sales Management

program at St. Cloud Technical & Community College (SCTCC) prepares students to succeed in today's fast-paced business environment with a strong focus on applied learning, real-world experience, and career readiness. Students gain practical skills in professional selling, customer relationship management, digital marketing, market research, entrepreneurship, and business strategy.

TECHNOLOGICAL UNIVERSITY DUBLIN

https://www.tudublin.ie/
 Dr. Anthony Buckley
 anthony.buckley@tudublin.ie
 Dublin, Ireland A94X2N8
 870659608
 Students: 105
 Start Year: 2000
 Accreditations/Affiliations: AMBA
 Program Type(s): UEM, GF, ET
 Technological University Dublin is Ireland's second largest university and the only University with a significant Sales Education programme. We recently launched our 'Sales Academy' within the Faculty of Business to give greater emphasis to the Sales education domain. We are always interested in collaborative projects in the sales domain - particularly with like-minded Universities from North America. Please contact lesley.murphy@tudublin.ie with any enquiries.

UNIVERSITY OF CHARLESTON

https://www.ucwv.edu/academics/majors-degrees/professional-selling/
 Ross Murray
 rossmurray@ucwv.edu
 Charleston, WV 25304
 304 357 4808
 Students: 10
 Start Year: 2022
 Program Type(s): UCO, UMJ
 The Professional Selling program at the University of Charleston equips students with skills, certifications, and experience to succeed in sales. With an industry-driven curriculum, internships, and credentials in Salesforce, HubSpot, and more, students graduate ready to thrive in B2B and B2C environments. Double majors and concentrations enhance career opportunities, making UC graduates highly marketable and ethical sales leaders.

UNIVERSITY OF CONNECTICUT

https://marketing.business.uconn.edu/undergraduate-major/#
 William M. Ryan
 william.ryan@uconn.edu
 Storrs, CT 06269-1041
 860 951 1775
 Students: 75
 Start Year: 2001
 Accreditations/Affiliations: AACSB
 Program Type(s): UCO, UMN
 UCONN partners with leading companies across leading industries: medical device, insurance, consumer products, construction and technology to deliver

a sales curriculum that focuses on in-person, consultative and strategic selling; emphasizing the importance of relationship management, building trust and delivering value to customers. Our students are taught to emphasize Emotional Intelligence and critical thinking to bring maximum value to their customer interactions.

UNIVERSITY OF DELAWARE

<https://lerner.udel.edu/programs/undergraduate-programs/minors/minor-in-professional-selling-and-sales-management/>

Dan Alia
danalia@udel.edu
Newark, DE 19716

302 357 0410

Students: 190

Start Year: 2018

Accreditations/Affiliations: AACSB

Program Type(s): **UMN**

The minor is designed to introduce students to the concepts and language of personal selling and sales management. To encourage sales skill development, students are required to participate in a role play competition, an elevator pitch competition, a Shark Tank competition, and recruit students to the sales minor in different courses they are required to take in the program. All competitions are corporate sponsored.

UNIVERSITY OF MUENSTER

<https://www.marketingcenter.de/en/study/masters-degree-program>

Victoria Kramer
v.kramer@uni-muenster.de
Muenster, Germany DE-48143

Students: 50

Start Year: 2003

Accreditations/Affiliations: AACSB, GSSI

Program Type(s): **GF**

We offer a Master of Science in Business Administration with a focus on Marketing in which students can specialize in Sales Management.

UNIVERSITY OF SAN DIEGO

<https://www.sandiego.edu/>

Carlton O'Neal
coneal@sandiego.edu
San Diego, CA 92039

760 685 0855

Students: 85

Start Year: 2012

Accreditations/Affiliations: AACSB

Program Type(s): **UEM**

UNIVERSITY OF WISCONSIN, LA CROSSE

<https://www.uwlax.edu/>

Stacy Trisler
strisler@uwlax.edu
La Crosse, WI 54601

608 785 8790

Students: 65

Start Year: 2019

Accreditations/Affiliations: AACSB

Program Type(s): **UEM**

The UW-La Crosse offers two sales courses, a sales club, and a competitive sales team. The team competes at several national sales competitions each year. Our goal is to expand the program to offer micro-credentials and/or certificates.

WESTERN CAROLINA UNIVERSITY

<https://www.wcu.edu/learn/programs/marketing-bsba/index.aspx>

Dr. Julie Johnson-Busbin

jjohnson@wcu.edu

Cullowhee, NC 28723

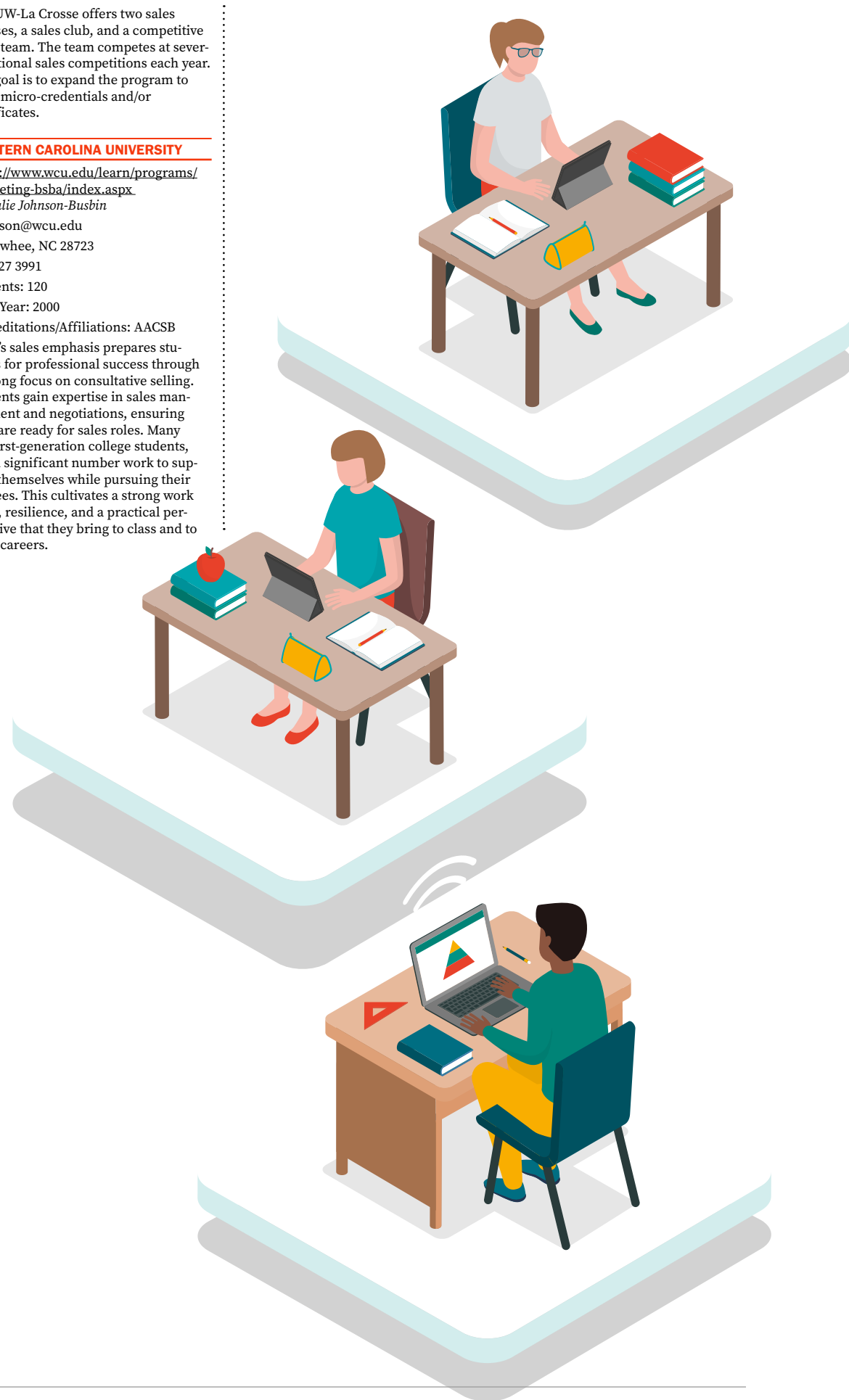
828 227 3991

Students: 120

Start Year: 2000

Accreditations/Affiliations: AACSB

WCU's sales emphasis prepares students for professional success through a strong focus on consultative selling. Students gain expertise in sales management and negotiations, ensuring they are ready for sales roles. Many are first-generation college students, and a significant number work to support themselves while pursuing their degrees. This cultivates a strong work ethic, resilience, and a practical perspective that they bring to class and to their careers.



KENNESAW STATE UNIVERSITY
COLES COLLEGE OF BUSINESS
Center for Professional Selling



Great sales programs prepare students to **sell**. Exceptional programs prepare them to **lead**, **contribute**, and **elevate** the profession itself.

That's why our curriculum blends:

- Professional selling fundamentals
- Advanced sales technology & analytics
- Client-focused, real-world selling experiences
- A culture of service, mentorship, & community engagement

As a result, our students are:

- High performers who are coachable & ready to excel on day one
- Professionals committed to continuous growth & lifelong learning
- Leaders who know that true professionalism includes serving others & giving back

At **Kennesaw State University** Center for Professional Selling (CPS), we believe sales education must extend beyond skill-building and job placement. It must include the full set of **stakeholders** that make our profession possible, including students, faculty, corporate partners, alumni, community organizations, and the broader public who benefit from educated, ethical sales leadership.

TRUE PROFESSIONALISM DEMANDS **PERFORMANCE, PURPOSE, ETHICAL BEHAVIOR, AND SERVICE**. WE'RE PREPARING THE PROFESSIONALS WHO WILL **SET THAT STANDARD**.

2026–27 Conferences for Sales Educators and Researchers

SALES EDUCATORS AND RESEARCHERS HAVE A WEALTH OF OPPORTUNITIES to expand their knowledge, collaborate with peers, and stay at the forefront of industry trends through a variety of conferences held throughout the year. From exploring the latest advancements in sales technology to diving into cutting-edge research on sales strategies, these events provide essential platforms for professional growth and the exchange of ideas. Whether you're interested in AI's role in sales, the future of sales education, or new methods for improving teaching practices, these conferences offer valuable resources and networking opportunities for individuals dedicated to advancing the field of sales education and research.

For more details about each event, including registration information, session topics, and specific event highlights, please visit the respective conference websites. These conferences represent a fantastic opportunity to connect with like-minded professionals and enhance your career in sales education and research. Don't miss the chance to engage with experts and peers who are shaping the future of the sales profession.

SALES EDUCATORS' ACADEMY (SEA)

Next Conference TBA

<https://salesedacademy.com/>

The Sales Educators' Academy (SEA) is an essential event for sales researchers and educators. It will focus on the latest trends in sales education, including AI, sales technology, social selling, and the evolving nature of inside vs. outside selling. The conference provides a platform for educators to engage with industry leaders and fellow educators through keynote sessions, plenary talks, and working groups aimed at improving sales curricula. It's a valuable opportunity to stay ahead of changes in the field and gain insights to enhance teaching practices and integrate innovative approaches into sales education. This event is generally held every 2 years.

THE THOUGHT LEADERSHIP ON THE SALES PROFESSION CONFERENCE

Next Conference TBA

<https://salesthoughtleadership.org/>

The Sales Thought Leadership event is designed to bring together top experts from both academia and practice to explore the future of sales. This includes deep dives into cutting-edge sales strategies, the impact of emerging technologies like AI on the sales profession, and discussions on how to drive success in the evolving sales ecosystem.

Participation in the Sales Thought Leadership event is typically limited, as it is an exclusive gathering designed

for professionals in the sales field, including educators, researchers, and top sales leaders. Given its focus on cutting-edge discussions and high-level insights, it often attracts a select group of attendees to ensure meaningful networking and in-depth conversations. For specific details regarding registration and participation, please check the event's official website or contact the organizers directly to get the most accurate information. This event is generally held every 2 years.

SUMMER AMA ACADEMIC CONFERENCE

Next Conference TBA

https://www.ama.org/events/?event_type=all

The Summer AMA Academic Conference is a premier event for scholars and educators in the marketing and sales fields, offering a platform for presenting and discussing the latest research, trends, and innovations. For sales researchers and educators, the conference provides an invaluable opportunity to engage with cutting-edge academic work, exchange ideas with peers, and explore new approaches to sales education. With a wide range of sessions focused on sales strategies, consumer behavior, and marketing theory, attendees gain insights that can directly inform their teaching and research agendas.

One key highlight of the conference is the AMA Sales Special Interest Group (SIG), which focuses specifically on advancing the field of sales research and education. The Sales SIG provides a dedicated space for sales scholars to share their

work, collaborate, and discuss pressing issues in the sales discipline. By attending, sales educators and researchers can deepen their understanding of emerging sales trends, build professional networks, and contribute to shaping the future of sales scholarship. This conference is an essential event for anyone looking to stay at the forefront of academic sales research and teaching.

MARKETING MANAGEMENT ASSOCIATION

(MMA) FALL CONFERENCE

September 23-25, 2026 (New Orleans, LA)

<https://www.mmaglobal.org/conference/mma-fall-educators-conference-in-person>

The MMA Fall Educators' Conference is an annual event designed for marketing and sales educators to collaborate, share ideas, and explore innovative teaching strategies. This in-person conference, features pre-conference workshops, a Doctoral Student Consortium, and a Teaching Innovation Competition. The conference is an ideal venue for sales educators and researchers to present their work, discuss the latest trends in marketing and sales education, and network with peers from academic and industry backgrounds.

Attending the MMA Fall Educators' Conference is particularly beneficial for sales researchers and educators looking to enhance their teaching methods, engage with new research, and contribute to the advancement of marketing and sales education. The event provides ample opportunities for professional development through workshops and sessions focused on innovative pedagogical practices. Additionally, educators can gain valuable feedback on their research, refine their curricula, and connect with like-minded professionals dedicated to shaping the future of sales education.

SALES RESEARCHERS' COLLABORATION

CONSORTIUM (SRCC)

Next Conference TBA

www.utc.edu/srcc

The Sales Researchers' Collaboration Consortium (SRCC) is an exclusive event aimed at fostering collaboration among early-career, pre-tenure sales researchers. This unique conference brings together junior faculty members, known as Fellows, to engage in structured networking, career mentoring, and research development. The SRCC features "speed introductions" sessions where participants present their research and establish valuable connections. Additionally, senior scholars provide career advice and research guidance, and the event includes a keynote address by a distinguished sales researcher.

For sales researchers or educators, attending the SRCC is beneficial as it provides an unparalleled opportunity to receive feedback on research, engage with mentors, and build relationships that can support career development. The conference is specifically tailored to those in the early stages of their academic careers, making it a critical platform for individuals looking to expand their network and enhance their expertise in sales research. The focused, collaborative environment fosters professional growth and helps participants refine their academic work in the field of sales. This event is generally held every 3 years.

SOCIETY FOR MARKETING ADVANCES (SMA)

CONFERENCE

November 4-7, 2026 (Orlando, FL)

www.societyformarketingadvances.org/sma-conference

The SMA Annual Conference brings together marketing educators and researchers to explore the latest trends in marketing and sales. For sales researchers and educators, it provides a platform to present and discuss cutting-edge research, engage in workshops, and exchange ideas with peers in the field. The conference offers valuable opportunities to stay updated on new sales strategies, research methodologies, and teaching innovations.

Attendees can gain insights into the latest developments in sales education and research, collaborate with other professionals, and access resources like the Journal of Marketing Theory and Practice and Marketing Education Review. This event is ideal for those looking to enhance their research, refine their teaching practices, and expand their professional network in the sales discipline.

WINTER AMA CONFERENCE

February 13–15, 2026 (Madrid, Spain)

<https://www.ama.org/events/academic/2026-ama-winter-academic-conference/>

The 2026 AMA Winter Academic Conference, held in Madrid from February 13–15, will focus on the theme *Bridging at the Frontiers: Marketing for a World in Transition*. This event will explore the evolving role of marketing in a world shaped by geopolitical challenges, environmental concerns, and rapid technological advancements, particularly AI. For sales researchers and educators, this conference offers a unique opportunity to engage with cutting-edge research on topics like sustainability, AI in marketing, and the intersection of local and global marketing strategies. Attendees can gain valuable insights into how these shifts are impacting customer journeys and the broader sales landscape, making it an ideal setting for learning, networking, and developing innovative teaching methods and research.

NATIONAL CONFERENCE IN SALES MANAGEMENT (NCSM)

Dates: March 25–27, 2026 (Norfolk, VA)

<https://pse.org/ncsm/>

The National Conference in Sales Management (NCSM) offers sales educators and researchers the opportunity to network and gain valuable insights from the latest sales research, and learn best practices from top educators in the field. The event provides a platform for professional development through research presentations and classroom techniques focused on emerging sales strategies, leadership, and sales technologies. It's also a great venue for collaborating with peers, exploring new research opportunities, and refining your teaching methods.

In addition to these opportunities, NCSM recognizes excellence in sales education and research through various awards, including the Teaching Moments and Teaching Applications awards, as well as the Best Doctoral Paper Award and Best Paper Award, each offering cash prizes and plaques. These recognitions make the conference particularly valuable for those looking to gain recognition and further their influence in the field of sales management. Whether you're looking to enhance your research, refine your teaching, or be recognized for your contributions, NCSM is an event not to be missed.



CORINNE NOVELL is an Assistant Professor of Teaching of Marketing at Pepperdine University. She received her PhD from the University of Florida. Her research draws on marketing and psychological theories—especially surrounding ‘mindsets’—to investigate people’s motivations and decisions in consumer and sales contexts. Her teaching approach centers on immersive learning and experiential activities to help students translate their knowledge and skills to real world environments.

Field Practice!

EXPERIENTIAL PROSPECTING and SPIN Selling

ONE PEDAGOGICAL INNOVATION I HAVE implemented in my Introduction to Professional Selling class is a fun, experiential “cold call activity” that allows students to practice prospecting and building perceived value for customers. The activity is split into two cold call sessions at different points in the semester. The basic premise of each session is the same: sales students must approach random, unknown students on campus during class-time to inquire about their interest in taking a sales class and then reflect on their interactions in a journal entry afterward. However, the instructions of each session change to successively build students’ sales skills.

Session 1 occurs early in the semester right after we cover prospecting. In Session 1, the sales students have to interview two students and then complete their journal entries. The typical outcome is that the sales students experienced some discomfort and nerves when approaching students they did not know, and they tend to have short, uninformative conversations that usually end with the interviewee saying they had little interest in sales as a career or taking a sales class.

In their post-Session 1 journal reflections, one student noted: “I discovered that situations only become awkward when you make it awkward. I found I needed to push past my fear of seeming weird and be confident.” Another student realized: “In one conversation, I rushed my questions and paid the

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Support the Sales Education Foundation

The Sales Education Foundation accomplishes its ongoing mission to “*elevate the sales profession through university education*” with a number of ongoing initiatives. You can help us in our mission by donating to “*Friends of SEF!*”

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WE THANK YOU FOR YOUR SUPPORT!



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price as the rest of the interview made me feel like I had less direction and impact with what I was saying.” A third student reflected: “When approaching strangers, I learned that having a warm and inviting tone is important to asking people for their time. I learned my method of breaking the ice is through a joke or a fun tone.”

Thus, Session 1 achieves a few important objectives: first, it exposes students to the potential fear of rejection and disappointment that salespeople may encounter while cold calling. Second, the sales students gain some insights about their initial methods and approach. Lastly, it establishes a baseline to compare against for their growth during Session 2.

The students repeat the cold call activity later in the semester after they learn SPIN selling to understand the buyer and customize solutions based on their needs. In Session 2, students have to approach three new, random students—however, they additionally have to apply SPIN selling questions to learn about the students with whom they were talking to develop a stronger conversation. In their Session 2 journal entries the sales students also have to assign a ‘lead score’ to each interviewee after assessing their interest in taking a sales class. To facilitate excitement for and support during Session 2, I stay in the area on campus where the students conduct their cold calls to provide ‘sales ride-along’ tips and encouragement if they need.

The sales students love the challenge the second time around. After gaining comfort with the task itself from Session 1, the students embrace the heightened difficulty. Most sales students end up being able to show students who never saw value in sales prior to the conversation to agree that a sales class would be relevant to their education and career. In other words, the sales students learn how to build perceived value.

The following is one student’s detailed journal description of her Session 2 approach which captured the goal of the assignment:

“I asked if they had a minute for me to ask a few questions, and they agreed. I started by asking what their majors were, and they responded with film and screen arts. I followed up by asking what motivated them to choose those majors. They both gave similar answers—they wanted to produce their own content. I then asked them if, in the future, they would want to sell their content to different types of companies or audiences. They immediately agreed and said that was the plan...Finally, I transitioned into asking whether they would ever be interested in taking a sales class that could teach them the best ways to sell their content. They responded with an

enthusiastic “of course!” However, I was faced with an objection. They mentioned that they would only take the class if they had room in their schedules. Before ending the conversation, I asked if they would ever consider taking the class if time wasn’t a constraint—and once again, they said “of course.”

This student’s reflection reveals the progression of the conversation based on the SPIN method from class. She even noted that she was able to handle an objection, not get flustered when she received the objection, and continue on to gain a commitment. Other students reflected similar positive experiences after Session 2. One female student said: “I made sure to apply nonverbal cues such as nodding, eye contact, and open posture. Similarly, I made sure to actively listen to what the student told me. Based on their majors, I customized the interview to their interests and applied it to the real world.” A male student noted: “I recognized that this was someone who felt like they did not need what the course offered as much, so I reoriented my questions to agree with him while simultaneously bringing up alternative types of sales that the class teaches about such as B2B sales.” And another male student added: “You cannot treat the student like a robot. The same approach does not work for every student. I made sure to get to know each student individually, understand their interests, and then tailor my line of questioning to fit each student. The students were willing to talk to me because I was bringing them into the conversation.”

The growth and maturity in these students’ approaches are both impressive and a testament to the importance of experiential learning in preparation for the real world.

This cold call activity has implications for educators, parents, and students alike. This assignment weaves in multiple formal sales skills—cold-call prospecting, SPIN selling, building value, and objection-handling—while also building other transferable skills of active listening, communicating confidence, adaptiveness, and resilience. While this activity is initially intended for sales education, it can be adapted to incorporate or highlight additional skills to help students prepare for sales competitions, interviews, or any other profession that involves communicating value. This innovation underscores the effective combination of learning techniques in the classroom and a practical, experiential follow-up activity that asks students to go beyond their comfort zones to increase their selling ability.



JON DUNKELBERGER serves as Region Business Director for Ricoh’s Dealer Division where he’s focused to helping dealers develop their sales organizations and grow their business. Jon is committed to the development of the next generation of sales professionals and teaches sales classes as an adjunct professor at the University of South Carolina’s Darla Moore School of Business. Jon lives in Hilton Head Island, South Carolina, with his wife, Linda (and rescues Rhys and Lizzie). He enjoys time with his sons, Jacob and Dylan, golfing, fishing, and reading.



A Journey with Purpose: How Sales Internships Unite the University Sales Education Community

MY JOURNEY WITH THE UNIVERSITY SALES Education Community began around 2010 when, as a B2B sales leader, I interviewed a couple students from the Indiana State University sales program. They had the presence of experienced sales professionals, and they answered sales process questions better than some of our tenured sales reps.

Motivated by that experience, I began connecting with university sales programs, offering to mentor, participate in sales events, support competitions, and speak to classes – the type of activities that many sales professionals contribute every day to universities across the country. When asked by colleagues “How did you start and how can I get involved?” – the simple answer, find a program (the SEF Online Directory is a great resource), connect, and offer to contribute to the students’ sales learning experience.

Next for me was the big step from being just an advocate and occasional contributor to being a serious, committed member of the Community. In 2019, on a drop-in to the marketing department of the Darla Moore School of Business at the University of South Carolina, Beth Renninger invited me into her office for a chat about sales education. Following more discussions with Beth, and involvement with Moore’s Center for Sales Success, I was offered the opportunity to teach a sales strategy class.

Five years later, I’m very grateful to Beth, who is now the Executive Director for the Center for Sales & Marketing Leadership at Moore. I’m hooked—we’re planning for me to teach three classes in the spring. There’s a symmetry that I enjoy, I’m teaching next-gen sales professionals that will be selling to next-gen influencers and decision makers. The sales process will be the same, but different. It will be more about human connection than ever before, which seems counterintuitive, but sales professionals must have personal value to succeed. Technology, AI specifically, will be a curse and a blessing for them—they’ll use it as a tool, and they’ll compete with it for their jobs.

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Now for the purpose I've found—sales internships. At Moore, I've learned about partnering our university sales program with corporate sales organizations. I've also received some valuable mentoring from Rob Hammond at the University of South Florida and Richard Tate at James Madison University. Sales internships are important to the students as a learning experience and as a unique step towards a productive sales career. And sales internships are important for business partners to evolve their sales organizations and engage their next generation of sales professionals.

There is nothing more University Sales Education Community than a sales internship—sales student, university sales program, and corporate sales organization—together, establishing the next generation of sales professionals. Early this semester I asked my strategy class “Who has done, or plans to do, a sales internship?” Practically every hand went up— they get it (and it's not just marketing majors; there are students from every business discipline in the class). This represents a dramatic progression over recent years—it certainly reflects the impact of the sales faculty and the Carolina Sales Institute, but there is more to it.

It's also something that the market is demanding—employers will offer very good entry-level sales jobs, if the grads are well prepared with real-world sales experience. Recently I did an informal, unscientific study of my former students (I surfed LinkedIn) and found numerous that are off to strong starts in their sales careers. They're working for interesting organizations, they've been promoted, some multiple times, and most did internships while they were at Moore. Their success is the result of their efforts, and I'd like to think that I contributed to the quality of their efforts.

I'm now experiencing a “circle of life” sort of thing that has caused me to stop and consider the impact we have as university sales faculty. For my teaching peers that have been at it longer than me, I'm sure you've enjoyed many experiences like this. In October, I had a former student, Summer Faby, present to current students in my Intro and Strategy classes. Summer is a Senior Business Development Rep and Team Lead at AlphaSense in NYC. She was an excellent, active contributor in her years as a South Carolina Gamecock and she had three successful internships, so it's no surprise that she's doing very well in her career. The experiences she shared with the classes and the career advice she gave will be invaluable for them. Welcome to the Community, Summer.

In August we finished the third year of our Ricoh Dealer sales intern program. We continue to learn and adjust to land on best practices as an employer. Here are some of our valuable lessons learned and future objectives:

Hire summer interns by winter break (the best programs make their internship offers by the middle of fall

semester). But also, internships don't need to be limited to summer—I'm seeing more during-the-semester and year-round internships offered.

Start sales interns with customer success or service engagements that are safer and illustrate desired business outcomes. Then progress to a lead-gen and business development role for them to experience the most challenging part of the sales process.

Make it a Gen Z experience. We added the creation of customer-facing, personal, short-format videos to our intern responsibilities. Encourage the use of AI and coach to create a balance with personal connection and professional selling.

Plan specific activity and expectations for every day. A twelve-week internship means sixty days planned. For a lead-gen responsibility, plan with mini-marketing-campaigns—list managed targeting with buyer persona, prospect research, multi-touch outreach with LinkedIn, video, email, phone/voicemail, and webinars.

At the end of the internship, for rising seniors, have a contingent offer for graduation, and offer a part-time role to continue the learning and engagement through senior year. It reduces risk for all involved and ensures you both reach your objectives.

We've been improving our internship approach with guidance from university sales programs, but more importantly we've been learning from our interns. You might expect Gen Z to prefer working by themselves remotely, but we've found the opposite—they want to be with the sales team in the office and visiting customers. Their peers are becoming the next-gen influencers at our customer organizations, and we need to adjust our sales processes for them—how we prospect, discover, solution, and close. Your sales interns can help with the changes you will need to make; they're not afraid to test them out and give you feedback. This closed loop will show your interns that you care about their contribution and opinions, a key for recruiting and retaining Gen Z sales professionals.

What's the next step in my journey with the Community? Short-term, I'm excited about this year's Selling With The Bulls at USF, our Ricoh USA dealer organization will be title sponsor, and the sales case will be based on selling our differentiating IMC-SD device. Bigger picture for me? This Community has given me a great opportunity for impact, and I want to give it more of my time and focus. A bit vague, I know, but consider it a teaser, and watch my LinkedIn for more details. As Eric Thomas tells us, “When you find your why, you don't hit snooze anymore. You find a way to make it happen.”



Since 2002, **DANA MYERS** has held numerous positions within PSP 1, LLC and currently serves as its Director of Operations for both divisions. The divisions (Personal Selling Principles and Personal Skills & Principles) focus on critical communications, priority management, skillsets, role-based assessments, leadership development and ultimate goal attainment. Since 2006, her most rewarding role and title within PSP1 has been “Program Director” for the Media Sales Institute. Dana continues to hold several volunteer positions within the community: Her most impactful and meaningful role being a District Eagle Scout Advisor for Boy Scouts of America. Dana has been married to Jeffrey Myers for 39 years and has three sons, J. Paul, Jordan and Jarrett... All the love of her life.



JEFFREY MYERS has been intimately involved in human capital management for over 40 years with a focus in media, sales management and general management. Both his internal and external motivations have created winning entrepreneurial and corporate staffs and sales & marketing teams in both radio and television. Jeffrey has been married to Dana Myers for thirty-nine years and has three sons: J. Paul, Jordan and Jarrett. The Myers family has been involved in scouting for over 30 years, and their three sons have each obtained the rank of Eagle Scout in Boy Scouts of America (BSA). Jeffrey has proudly served as BSA Unit Commissioner since 2005.

Creating Media Sales Professionals FOR TODAY & TOMORROW

WE ARE A PART OF THAT COMMUNITY, FOR IT spotlights our vision on the necessity of ongoing education.

For over 25 years, our company, Personal Selling Principles, LLC, and its foundation The Media Sales Institute, Inc. have worked to improve media's “educational” environment.

The lack of training and diversity has been a challenge recognized throughout the ranks of the media industry for years, while acknowledging that the shortest path to senior management is through advertising sales.

This is supported by the radio, television, cable and print trade associations all stating the need for “sales development” programs.

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CREATING MEDIA ... from page 59

Followed by The National Association of Broadcaster (NAB) and The Radio Advertising Bureau (RAB) who both acknowledge there is an 83% turnover in “media sales” on a bi-annual basis.

Noteworthy is the fact that all radio, television, cable, digital, and newspaper companies are challenged in finding trained candidates to staff their sales departments.

Lastly, The National Association of Black Owned Broadcasters Foundation (NABOB) and Personal Selling Principles, LLC (PSP) believe that media’s past and current “on-boarding” processes for sales, operations and marketing is...flawed!

Recognizing there is NO media sales “educational” program in industry or at the college or university levels... necessitates a “Media Sales Department” (MSD)© curriculum.

This goal has been an on-going initiative in partnership with The National Association of Black Owned Broadcasters Foundation (NABOB) and The National Association of Broadcasters (NAB) since 1999. Their support of our vision of the Media Sales Institute (MSI) is now a reality.

Our current program, The Media Sales Institute is an “intense” 10-day media sales and operations training program designed to properly expose and prepare candidates for employment. The curriculum is tailored to today’s fast-paced media landscape; and through a combination of in-depth classroom instruction (by adjunct professionals) and hands-on training, the MSI provides an individual the opportunity to offer solutions to a “real-world” sales scenario, in front of top media recruiters from both large and small media companies. The MSI’s curriculum includes all media with instructions on how to monetize digital and interactive assets in sales and operations.

The MSI launched at Howard University in 2000 and expanded to include Florida A&M University in 2006. It has also been hosted at the University of North Texas, Arizona State University, and Ohio University. Since 2016, the Atlanta University Center (AUC) which includes Clark Atlanta University (CAU), Morehouse, and Spelman Colleges, has been the institute’s host.

Since 2000, this partnership, has launched over 1000 careers in media sales departments nationwide. We prepare individuals for a career in radio, television, cable, print, digital and interactive sales. Our immersive ten-day program has equipped recent graduates, career changers, and veterans with the skills and opportunities to succeed in a media sales department.

On June 15, 2023, at the 8th annual NABOB/MSI graduation at Morehouse College with its “inaugural” Media Sales Department (MSD)© curriculum partner, Gray Media, Inc. and the CAU—School of Business unveiled the plans to develop the first MSD collegiate curriculum, in the country!

On November 15, 2023, Media Executives and Clark Atlanta University (CAU) officially announced their support in developing the MSI, Inc’s first “Media Sales, Operations & Marketing” collegiate curriculums. The concentration is being modeled after the already successful MSI curriculum, which consist of over 40 sessions conducted by industry professionals, not educators.

Starting in the Fall of 2026, students at the Atlanta University Center (AUC) will be eligible to complete their four-year degree with a concentration in “Media Sales, Operations & Marketing” equipping them with the skills needed to succeed in the media sales industry.

Recently, promoting diversity and inclusion has become a major focus of government, large businesses, corporations, and the media.

Our foundation’s VISION is to establish 6 Media Sales, Operations and Marketing “campuses” nationally, by expanding the MSD and MSI curriculums into a national model with industry and education... as partners.

As they say in the wonderful world of broadcasting... Stay Tuned!

For more visit www.themsi.net and www.themsd.net



FRANK VELTRI serves as the Director of the Dykman Family Professional Sales Program and teaches in the Marketing Department at Boise State University. Now entering its second year, the program continues to build momentum through experiential learning, corporate partnerships, and student success. Prior to his time at Boise State, he taught marketing and sports marketing at the University of Oregon, where he developed his passion for professional sales.

Who is the UNIVERSITY SALES EDUCATION COMMUNITY?

WHEN PEOPLE HEAR “SALES EDUCATION,” they often think only of the sales program itself that includes the director, the competitions, and specialized courses. But the truth is that an entire business school faculty stands behind every sales program, playing a vital role in preparing students for their next step in life.

The University Sales Education Community is not just the sales faculty, it is a network of colleagues across accounting, marketing, management, finance, supply chain, and communication who all contribute to the development of career-ready students. Together, they form a sales partner community, working with students in the classroom and bridge theory and practice. The training and skill-building these university sales programs offer helps students learn basic professional sales fundamentals, understand natural strengths and learn the importance of choosing the right sales position after college.

FACULTY AS SALES PARTNERS

Sales program faculty may lead the charge, but they don’t work in isolation. Business school faculty partner with sales educators to provide students with the breadth and depth of knowledge needed to thrive in today’s complex business environment.

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WHO IS THE UNIVERSITY SALES ... from page 61

- From Principles of Marketing to Consumer Behavior marketing professors sharpen students' understanding of sales.
- Finance and Accounting faculty teach future sales leaders how to understand the numbers, budgets, and ROI, that are usually part of every sales deal.
- Management and leadership faculty prepare students to lead teams, motivate others, and manage change.
- Communication and business writing faculty give students the ability to craft clear, persuasive messages and understand how to negotiate.

Together, this cross-disciplinary approach ensures that students not only with strong selling skills but also with business applied skills.

MENTORING STUDENTS TO BE THEIR BEST

Across the business school, faculty act as mentors and coaches. They meet students in office hours, guide them through career questions, and encourage them to think beyond their comfort zones. For sales students, this mentorship often extends into support for competitions, job interviews, and career exploration.

The role of mentor is not limited to feedback on role-plays. Faculty celebrate students' successes, challenge them to raise the bar, and, most importantly, help them see themselves as future professionals capable of leadership and growth.

ENCOURAGING INVOLVEMENT BEYOND THE CLASSROOM

Business school faculty also encourage students to broaden their education through co-curricular involvement:

SALES CLUB: Professors promote student participation in Sales Club activities, where students connect with peers, alumni, and industry partners. These experiences build confidence and expand networks.

SALES TEAM: Faculty coaches prepare students to compete on regional and national sales competitions. They conduct practice sessions, provide feedback, and model resilience. The coaching approach mirrors athletic training that can be deeply rewarding for the students and the faculty.

CERTIFICATE PROGRAMS: Faculty actively encourage students across majors to pursue the sales certificate, highlighting its career-boosting value. They advise students on course selection and connect them with opportunities to apply their learning in internships and corporate projects.

THE BENEFITS OF A SALES CERTIFICATE

The sales certificate has become one of the most visible ways faculty across business school help prepare students for the next step in life. Its benefits are significant:

CAREER READINESS: Employers report that students with a sales certificate are immediately productive in entry-level roles. They know how to prospect, ask questions, deliver presentations, and close deals. According to Morgan (2025) many students struggle with the transition from college to the workforce, since employers want new hires to come up to speed and be career ready. But when students take jobs in sales, they will be on the fast track to professional development and a steppingstone to leadership responsibilities. When companies hire career-ready graduates, they see the difference quickly with new employees ramp up 50% faster, stay with the company longer (with 30% lower turnover), and can save an estimated \$200,000 per hire in the first year and a half.

ACCESSIBLE TO ALL MAJORS: Faculty emphasize that sales are not just for "salespeople." Whether a student pursues marketing, entrepreneurship, or supply chain, sales skills make them more effective communicators and problem solvers. Many Professional Sales Program is intentionally designed to be accessible to all students across campus, offering a professional sales certificate that is flexible, interdisciplinary coursework that that can fit in their elective course work. By partnering with faculty across departments, the program ensures that students from all academic backgrounds gain exposure to real-world applications of professional sales that can provide personal success.

PROFESSIONAL DIFFERENTIATION: With competition for jobs increasing, the sales certificate signals to employers that a graduate has gone above and beyond by acquiring skills that directly translate to revenue generation and customer success. Unlike traditional academic programs sales students graduate not only with academic credentials but also with established corporate relationships, career ready in role play, a sales portfolio, and verified experience in client facing interactions.

NETWORKING AND OPPORTUNITY: Certificate programs often connect students directly with corporate partners and advisory boards. Faculty are the ones making these introductions and helping students leverage them into internships and full-time roles. Through the Professional Sales Program, students engage with more corporate partners annually via classroom visits, sales club meeting, career fairs, and competitions.

FACULTY COLLABORATION BEHIND THE SCENES

The University Sales Education Community is also unique in how collaboratives across departments:

- Write and review case analyses together.
- Judge and coach competitions.
- Share teaching strategies and assessment tools.
- Connect students with corporate partners.

This culture of collaboration models for students the very teamwork and partnership that sales careers demand. It shows them that success is never the result of one individual, but of a community working toward a common goal.

Professional Sales Program has a unique opportunity to serve as a collaborative hub connecting business, communication, engineering, health sciences, and other academic disciplines for high-impact careers sales relationship management, and customer engagement. With the development of a sales certificate program to all majors across campus, the Sales Program not only broadens its student impact but also creates natural pathways for faculty collaboration across colleges.

Faculty members in business school and across campus play a vital role in developing high-quality sales students by cultivating and defining professional excellence. Faculty across campus understand that employers consistently emphasize the need for graduates who are career ready with strong communication and interpersonal skills. Faculty members that incorporate real-world application, critical thinking, and problem-solving into their teaching, help students understand how to analyze solutions thoughtfully and communicate value with clarity and confidence.

A well-designed certificate program combined with a structured mentorship initiative can significantly enhance students' development and career readiness in sales. When paired with a mentorship program that connects students with experienced sales professionals, alumni, and faculty coaches, learners gain personalized guidance, networking opportunities, and real-world perspective that deepen their classroom learning. The certificate and mentorship programs create a powerful network of support that builds confidence, enhances professionalism and long term success.

PREPARING STUDENTS FOR THE NEXT STEP IN LIFE

Ultimately, what unites business school faculty in support of the sales program is a shared commitment that can prepare

students to be career ready. Whether that step is graduate school, an entry-level sales role, or a leadership position down the line, faculty help ensure that students leave not just with knowledge, but with confidence, practical skills, and a network of mentors. Graduates with sales skills receive an average of 2.8 employment offers before they graduate

The future of professional sales education at Boise State or other institutions is brighter than ever. We're building a model that blends classroom learning, real-world sales experience, career ready experiences, and cutting-edge technology, that prepares graduates for life's next journey.

What excites us most is how quickly the landscape is evolving: artificial intelligence, customer analytics, and relationship automation are reshaping the sales profession. Boise State is positioning itself at the forefront of that evolution. With the launch of our Sales Certificate in Fall 2025 and the Sales Major in Fall 2026, we're not just teaching students how to sell, we're developing the next generation of ethical, tech-enabled business leaders who will drive innovation and impact across industries.





LORI RICHARDSON uses data to solve sales problems like: build a stronger team of sellers; understand who can work well remotely; analyze if Sales Managers have the will (not just skill) to lead a sales team and if they will hold reps accountable. She teaches Negotiation, Consultative Selling, and Referral Rich program coaching sales team members on how to leverage strategic referrals for revenue. Using AI prompts and other modern selling techniques, Lori speaks, writes, and trains how to build successful sales.

An Important Part of the Sales Education Community—Women

IN THE 1980'S WHEN I INTENTIONALLY CHOSE TO LEAVE teaching to try out a B2B sales career, the odds were against me.

Business to business selling was not for women. It was a male majority field, and throughout my career I was often “the only”—

The only woman in the room.

The only woman in a training event.

The only woman (or one of a few, in bigger companies) at President's Club award trips.

Many women didn't even know what B2B sales was. I happened to have grown up in my grandmother Mimi's women's apparel stores, so I saw her as a role model, and I absolutely knew that I knew how to sell.

Today with over 200 university sales programs around North America, we know that these sales program grads excel in corporate sales roles. They are prepped, rehearsed, poised, and ready.

Including women.

Since 2020, The Sales Education Foundation has offered *The Barbara Giamanco Memorial Scholarship Award* to between 8–12 women annually who are enrolled in university sales programs.

Recently I did some research into seeing where the women were that were past award recipients—did they go into a sales role after graduation? Where are they now?

Out of 36 past recent scholarship winners, all but 3 were in current sales roles. This is important to note, because B2B sales is STILL, in 2026, a male-majority profession.

Why?

Stories told about the sales profession, in movies and shows streaming haven't caught up to the reality of what sales really is.

Sales once was for “road warriors” with a “killer mentality” to “crush the competition” or in other words, an unappealing option for most women who look for a career where they can collaborate and ultimately help others.

That changed over time, and today, in a business world where AI agents are being created to perform some of the sales tasks, there has never been such a great opportunity for both women and men to learn about sales. No matter how AI develops in the future, currently human sellers are bringing empathy, communication skills, collaboration skills, critical thinking, curiosity, and creativity to our buyers and future customers.

The bottom line is that selling is helping. In complex sales specifically, where there are multiple conversations over time, with multiple people, we need strong, helpful sellers to guide the progress and help buyers buy.

As we celebrate our newest Barbara Giamanco Memorial Scholarship winners, my hope is to see more women rising from sales roles into sales management and ultimately sales leadership.

Sales can be a hard job—it is not for everyone. You need to learn to not take rejection personally, and you must be willing to learn and grow to master the top core sales competencies.

When you do build these top skills—you have a career for life, and you have skills to help you in any interpersonal relationships—with family, friends, or at work. If you choose to leave the corporate world or small business in order to strike out on your own, well you will be able to sell your products or services as an entrepreneur.

Here are three ways to see our sales teams become more diverse:

Highlight a top female seller or sales leader in your company on social channels like LinkedIn. Often, we see lists of “Best People to Follow in Business” or “Best Business Podcasts” and they are all dudes. Instead, shine a light on more diverse voices who bring good ideas and help them be more visible.

When hiring and getting mostly male sales candidates, reach out to people who know of dozens or hundreds of female sellers and female leaders for ideas and advice.

Understand that the more diversity you have on your sales team, the greater assortment of possibilities is present. Diverse team members bring more ideas and viewpoints which can double or triple revenues in addition to helping shorten your sales cycle.

Let's take all of the top graduates in our sales programs and help them all get into a great B2B sales career and rise to the top—giving businesses more success and financial rewards.

Lori Richardson is an SEF Advisory Board Member and oversees the Barbara Giamanco Memorial Scholarship which has given out over \$50,000 to students since 2020. She is also the host of the podcast, “Conversations with Women in Sales” with over 200 interviews with amazing women in sales roles. Reach her at lori@scoremoresales.com





ROSS MURRAY received his Ph.D. in Marketing from the University of Texas Rio Grande Valley. His research and teaching interests focus on sales and marketing, particularly how customers interact with technology and artificial intelligence. Before pursuing a life in academia, Ross spent over 10 years in sales and marketing in the transportation industry. He currently teaches courses in personal selling, negotiations, and digital marketing at the University of Charleston in West Virginia, where he lives with his family. Outside of academia, Ross enjoys exercising and cheering on his children in their current sports season.

EW, SALES?

Think Again—Sales Skills Are Life Skills

IT'S UNDERSTANDABLE. YOU MAY FEEL that obtaining a sales major in college will lead to a life selling unnecessary, overpriced goods or services using high-pressure tactics and engaging in unethical behavior. The sales industry gets a bad rap—plagued with years of negatively portrayed movie characters that will do anything to sell a product. Scenes of sales employees lying, cheating, and laughing all the way to the bank at the expense of gullible customers are common in movies and television. Television debuted in 1927 and has been a part of consumers' lives ever since, cultivating our perceptions (Appel, 2008; Gerbner et al., 1986). Sales are often portrayed as a win-lose scenario, where the customer loses frequently and the sales representative wins by cunningly outmaneuvering the customer into purchasing an inferior or unneeded product. Although a sales major in college has long been relegated to a dark, cubbyhole labeled “the unwanted major” through years of media influence, this article seeks to change that view, revealing how sales skills are essential life skills that everyone should study to succeed.

While sales courses will include nuanced topics specific to a sales career, they will also teach topics applicable to all students regardless of the chosen major, such as managing relationships, understanding verbal and non-verbal communication, salary negotiation, interview techniques, resume building, handling difficult people, presentation skills, emotional intelligence, collaboration skills, cultural awareness and sensitivity, and building trust and credibility. These skills apply across industries and throughout life. Sales skills are life skills. Although a sales major may not be suitable for all students, sales skills are essential life skills that benefit everyone. While many people are very “book smart,” they may lack the

soft skills needed to manage a successful career, one where they progress in expertise and leadership. Employees can hit a glass ceiling as they lack sales skills, remaining stuck in workhorse roles due to an inability to actively listen, manage conflict, motivate others, sell ideas, maintain relationships, or lead. As sales skills are life skills, their absence spills over into all aspects of life. People may be lonely, overpay for goods and services, be overlooked for promotions, misunderstood, experience lower self-confidence, and miss opportunities. Developing life skills (classified as “sales skills” by colleges) is arguably a major crux of living a fulfilling, meaningful, and successful life.

PARENTS AND STUDENTS: VIEW IMPROVING SALES SKILLS AS A LIFELONG ADVANTAGE

Many people are glued to their phones, which contributes to social isolation, anxiety, fewer face-to-face interactions, depression (Noori et al., 2023), dependence (Kuss et al., 2018), and phone addiction (Kuss and Griffiths, 2017). Sales courses can improve interpersonal skills that are often underdeveloped in today's technology-driven world. These skills help individuals navigate the human experience, which involves emotions, communication challenges, company politics, and differing motivations.

While not every student needs to major in sales, all students can benefit from developing their sales skills to reach their full potential. Learning sales skills helps students in all aspects of not only their career path, but also their lives outside of work. As students navigate a career, family life, finances, and personal relationships, they can benefit from developing sales skills. The inability to have difficult conversations or effectively sell an idea can follow a person throughout their life. Highly skilled employees can still be overlooked for promotions, hindered by company politics, or criticized for poor teamwork. Medical doctors can be labeled as superb diagnosticians with horrible bedside manners and an inability to listen to patients. Some computer programmers may write great code, but they often require a technical liaison to communicate effectively with end users or the business team. Scientists and researchers may be brilliant in the lab, but they may struggle to present their ideas effectively at conferences. Some lawyers may know the law very well, but can't convince a jury or tell a convincing story. Architects may have visionary designs, but may fall short in convincing the clients. Expert employees may feel overlooked their entire career, as if recognition passes them by for reasons they cannot pinpoint. Meanwhile, colleagues who seem to thrive may be more skilled in the subtle arts of communication and influence—equally, or even less, competent in their specific job tasks, but through polished verbal, non-verbal, and interpersonal abilities, they become more influential, better liked, and more adept at

navigating company politics. For some, these feelings of being slighted or invisible can persist throughout their entire career, despite their technical skills and dedication. Ceteris paribus, if two candidates are competing for a promotion that requires skills such as managing subordinates, motivating others, presenting at conferences, or communicating, the one with stronger sales skills will likely be chosen.

Even if a sales major is not the path for all students, some may be encouraged to combine disciplines to gain a competitive edge. For instance, a student here at a local university with a biology major and a biomedical sciences concentration recently changed to a sales major—a case that reflects a recognition of the value of integrating sales education with other academic disciplines. His goal after graduation is to be a pharmaceutical representative. With a life sciences background and sales acumen, he will be well-positioned to understand the technical aspects of the pharmaceutical industry and develop sales skills to build and maintain relationships, find problems, and close deals. More broadly, a sales minor pairs well with any major and gives students lifelong advantages. Any major coupled with a minor in sales can demonstrate business savvy and potential for growth and expansion into management in any selected career, as employers seek employees with social skills from all college majors (Hemelt et al., 2021). Students may consider finding the major they love and taking a few sales classes as electives to maximize their potential.

While a sales major may not be for everyone, as we need great employees in all different majors, studying sales will teach students skills to navigate the complexities of life. Envision a world with more understanding made possible through better communication taught in sales classes. Envision sales skills as life skills; envision sales as life.

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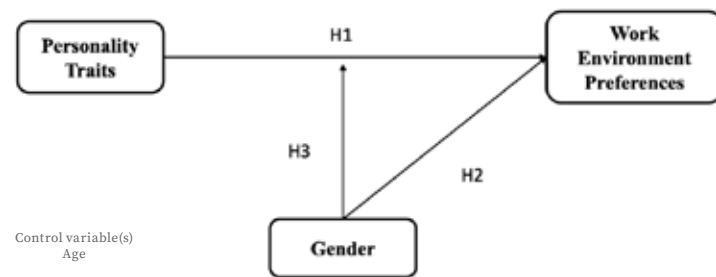


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IS IT A GOOD FIT?

In Search of Gen Z Sales Talents Model of Person-Environment Fit

Figure 1: Conceptual Model



AS GENERATION Z (BORN 1997–2012) BEGINS TO populate the workforce, organizations are challenged to rethink recruitment and workplace design. Shaped by digital connectivity, economic uncertainty, and heightened social awareness, Gen Z employees bring fresh expectations—autonomy, authenticity, and inclusion—to professional selling. Traditional sales cultures emphasizing structure and hierarchy may not resonate with these new entrants.

This research explores how Gen Z's personality traits and gender interact to shape their preferred work environments in sales. Drawing on the Person-Environment (P-E) Fit Theory, the study identifies the personality-workplace "sweet spots" that can help educators and employers better prepare, attract, and retain Gen Z sales talent.

Figure 2: Moderating effect

Variable	Mean	SD	α
Neuroticism	3.45	0.78	.77
Extraversion	4.12	0.92	.61
Openness to Experience	3.89	0.85	.80
Agreeableness	4.65	0.67	.73
Conscientiousness	4.32	0.74	.89
WE Preferences	4.98	0.95	.65
Gender (0 = Male, 1 = Female)	0.45	0.50	

Table 1: Results

Variable	Coefficient (β)	p-value	Interpretation
WE Preferences			
Conscientiousness	-0.35	< 0.05	High Conscientiousness associated with preference for more structure/feedback-based work environment.
Openness to Experience	0.21	< 0.05	High Openness to Experience associated with preference for greater autonomy.
Agreeableness	0.45	< 0.01	High Agreeableness associated with preference for greater autonomy.
Neuroticism	-	> 0.05	No significant relationship with autonomy preferences.
Extraversion	-	> 0.05	No significant relationship with autonomy preferences.
Gender	0.25	< 0.01	Gender predicts a preference for more autonomy.
Moderation Effect			
Conscientiousness x Gender	-0.21	< 0.05	Negative moderation: Gender influences the impact of Conscientiousness on work environment preferences. High Conscientiousness has a more pronounced negative impact on autonomy preferences for females.

THEORETICAL BACKGROUND: PERSON-ENVIRONMENT FIT

The P-E Fit Theory (HOLLAND, 1985) posits that individuals seek harmony between their personal attributes and the characteristics of their work environment. When the "fit" is right, both employee and employer benefit—through higher engagement, productivity, and satisfaction. Misfit, on the other hand, leads to stress, disengagement, and turnover.

In this study, fit is considered across two work-environment dimensions:

1. Autonomy – the freedom and discretion employees have in performing tasks.
2. Job-based feedback (structure) – the extent to which performance outcomes are clearly defined and evaluated.

The researchers examined how Big Five personality traits—Openness, Conscientiousness, Extraversion, Agreeableness, and Neuroticism—predict preferences for these environments, and how gender moderates these relationships.

WHO IS GEN Z?

Gen Z, comprising about 84 million Americans, is the most diverse and digitally fluent generation yet. They value inclusivity, sustainability, and personal growth. Studies suggest that Gen Z tends to have:

- High openness to experience, fostering curiosity and adaptability.
- Strong conscientiousness, driving goal orientation and structure.
- A desire for autonomy and authenticity at work.

However, they also show shorter attention spans and expect dynamic, feedback-rich communication. For sales educators and managers, these traits demand a rethinking of how to motivate, train, and retain future professionals.

RESEARCH DESIGN

The study surveyed 57 undergraduate sales students at a Midwestern public university using the OCEAN-20 personality inventory and established job characteristics measures (OLDHAM & HACKMAN, 2010). Participants indicated their preferences for autonomy and job-based feedback environments.

Using Partial Least Squares Structural Equation Modeling (PLS-SEM), the researchers tested hypotheses linking personality traits to work environment preferences and examined gender as a moderating variable.

KEY FINDINGS

1. Personality Matters

Four of the five Big Five traits significantly influenced Gen Z's workplace preferences:

Openness → Autonomy Preference (Supported)

Gen Z individuals high in openness preferred environments that emphasize flexibility, creativity, and self-direction.

Conscientiousness → Job-Based Feedback Preference (Supported)

Highly conscientious individuals favored structured feedback environments with clear expectations.

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Table 2: Descriptive Statistics

Variable	Mean	SD	α
Neuroticism	3.45	0.78	.77
Extraversion	4.12	0.92	.61
Openness to Experience	3.89	0.85	.80
Agreeableness	4.65	0.67	.73
Conscientiousness	4.32	0.74	.89
WE Preferences	4.98	0.95	.65
Gender (0 = Male, 1 = Female)	0.45	0.50	

Table 3: Correlations Analysis

Variable	1	2	3	4	5	6	7
Neuroticism	1.00	-0.22	-0.08	-0.15	-0.11	0.12	0.14
Extraversion	-0.22	1.00	0.17	0.21	0.25	-0.08	-0.26
Openness to Experience	-0.08	0.17	1.00	0.12	0.09	-0.06	-0.18
Agreeableness	-0.15	0.21	0.12	1.00	0.16	0.11	-0.22
Conscientiousness	-0.11	0.25	0.09	0.16	1.00	0.14	-0.20
Gender	0.12	-0.08	-0.06	0.11	0.14	1.00	-0.34
WE Preferences	-0.19	0.20	0.15	0.25	0.18	0.27	-0.42

*p<0.05; **p<0.01 WEP= work environment preferences

Extraversion → Job-Based Feedback Preference (Supported)
Extroverts thrived in environments that offered social engagement, teamwork, and visible performance indicators.

Agreeableness → Job-Based Feedback Preference (Supported)
Those high in agreeableness preferred collaborative, feedback-rich environments emphasizing harmony and cooperation.

Neuroticism → No Significant Relationship
Contrary to expectations, emotional stability (or instability) did not predict any specific work environment preference.

2. Gender Shapes Preferences

Gender differences added an intriguing layer:

- Females showed a stronger preference for autonomy than males—challenging conventional assumptions that women prefer structured, collaborative settings.
- Gender moderated the effect of conscientiousness: conscientious women leaned more toward structured, feedback-driven environments, while conscientious men showed no strong directional preference.

DISCUSSION AND IMPLICATIONS

FOR EDUCATORS

Sales educators play a critical role in preparing Gen Z for success by recognizing and leveraging individual differences. Classroom activities that balance autonomy (e.g., self-directed projects) with structure (e.g., clear evaluation rubrics) can enhance readiness.

FOR EMPLOYERS AND SALES MANAGERS

1. Design flexible roles for high-openness employees.
2. Build structured feedback systems for conscientious and extraverted employees.
3. Adopt gender-sensitive approaches to workplace design.
4. Leverage digital tools that align with Gen Z's comfort with technology.

FOR STUDENTS

Understanding one's personality helps inform career choices and long-term satisfaction.

CONCLUSION

This study underscores that the “fit” between personality and environment remains central to employee satisfaction—especially for Gen Z sales professionals entering a rapidly evolving marketplace. The findings demonstrate that:

- Personality traits significantly shape work environment preferences.
- Gender continues to moderate these dynamics in nuanced ways.
- Autonomy and feedback structure remain key levers for engagement.

FUTURE RESEARCH DIRECTIONS

The study's limited sample suggests opportunities for replication with larger, more diverse groups. Future research could explore how these dynamics evolve across cultures and industries, particularly as digital transformation continues to reshape the sales profession.

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Salespeople Who Speak AI: Building GenAI Fluency Into Sales Education So Students Can Sell With It, Not Against It

The FBI Framework for AI Prompts

Master GenAI conversations with three simple steps that transform vague requests into powerful results.

- F - Format**
Organize ideas with bullets, sections, or markdown. Structure helps AI understand priorities.
- B - Background**
Share context: your role, goal, customer situation, and desired output. Context is king.
- I - Instructions**
Be specific about what you want and don't want. Guide tone, length, and style.

Real Example: Sales Call Prep

- 1 Format**
Used hashtags and bullets to organize: #Deal Stage, #Buyer Role, #Meeting Goal
- 2 Background**
Provided company website, prospect's role, deal stage, AI's role as researcher
- 3 Instructions**
Research current sources, identify hot buttons, prepare three questions, analyze 10K report

"After learning FBI, she felt confident. Her questions flowed naturally. She closed a five-figure deal that grew 10x."

Stop treating AI like magic. Start working with it like a partner using FBI.

EVERY MODERN SELLER HOLDS two conversations before the close. One is AI and the other is with the customer. If that first conversation goes wrong (Example: if AI gives weak research, clumsy writing, or an off-target proposal), everything that comes after that suffers. Yet most faculty, students, and even many sellers, have never been taught how to “talk to AI.”

Rather than learning to code, they need to learn how to think, write, and coach an AI partner the same way they would a teammate.

At Bryant University, we decided to do that.

TURNING AI FROM A SHORTCUT INTO A SKILL

When ChatGPT first exploded into classrooms, some saw it as a threat. We saw an opportunity.

In our Hauck Sales Performance Lab, students were already practicing human conversations in breakout rooms with each other and with experts, as well as through RNMKRS AI role plays, which are simulated buyer interactions that build confidence and skill.

We noticed something new was happening outside of the lab: students were turning to GenAI to research prospects, draft follow-ups, and even brainstorm objections for their AI and in-person conversations.

And we quickly discovered that frequent use does not equal skill.

Their prompts were random and vague. The results reflected it.

So I built a framework that makes AI talk sense: **FBI**.

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THE FBI FRAMEWORK: A SIMPLE WAY TO GET SMART AI OUTPUT

My FBI advice makes it easy to get great results using GenAI.

F is for **Format**.

Organize your ideas and requests so that AI can understand you. You can do this by using short sections, bullets, or mark-down instead of one long paragraph. This helps AI see what matters most.

B is for **Background**.

Give context like your role, your goal, the customer situation, and the kind of output you want. Remember: *context is king*. If you don't share it, AI guesses, and often guesses wrong.

I is for **Instructions**.

Be clear about what you want *and* what you don't want.

Say things like:

“Write this as a short email.”

“Use a friendly, professional tone.”

“Do not use filler words or sound like AI.”

Once students, sellers and faculty learn FBI, the difference is dramatic. They stop treating AI like a magic trick and start working with it like a partner.

WHAT IT LOOKS LIKE IN ACTION

One of my former undergraduate students who is now an account executive came back to take the AI in Sales class online, it is a 5-week certificate program. She was a little nervous about using AI when she started the class and she wasn't sure how much she would actually get out of it. She didn't trust GenAI, she thought it would make her sound fake after seeing the results of other people writing emails, and posting on social media when they were obviously using GenAI.

As she learned the FBI method and other strategies we teach in the course, she became more confident with her new skills. She used AI to prep for a sales call with a prospect she struggled to lock down for a meeting. She organized her format with hashtags, fed it plenty of background (the stage of the deal, buyer's role, company website, goal for the meeting, role of the AI as a researcher), and the instructions (research valid and current sources with confidence levels, identify hot buttons, prepare three questions to uncover need and read the 10K report to provide insights relevant to her company's value, among other instructions). The AI helped her feel ready to go into the meeting.

When she opened the zoom meeting, she had insights, talking points, questions and background about the prospect at her fingertips.

Her questions flowed naturally. Her follow-up felt thoughtful. And when she ended the call, she had a deal in the pipeline that would later grow by more than 10x.

That's what AI fluency looks like in real life: confidence and clarity that translate directly to performance and revenue.

FOR EDUCATORS: A PRACTICAL WAY TO INTEGRATE AI

You don't have to rewrite your curriculum to start. Add small, real-world moments for AI use.

I like to ask students to manually complete sales tasks like prospecting or research and then show them how AI can help skyrocket their efficiency. Here are some ideas:

Use AI for **call preparation**: compare what it suggests with what students come up with on their own.

Encourage students to upload their tasks with due dates, and ask AI to help them plan their day using the Eisenhower matrix. Ask them to test it out.

Have them **coach the AI** using FBI to improve a bad draft.

Ask students to reflect: “What did AI miss that a human would catch?”

These exercises build judgment. Students learn to spot when AI helps and when it hinders, which is a skill that matters more every day.

FOR EMPLOYERS: HIRING GRADUATES WHO ARE READY

Employers tell us the same thing: “We need hungry sellers who are proficient in AI and have strong interpersonal skills.”

Graduates who can prompt AI, interpret it, and still build trust with a buyer have a huge head start. They're faster in research, more precise in messaging, and better prepared for complex conversations. AI is taking over some sales tasks and sellers who know how to use AI will be able to do more than they ever could before. On average, the sales professionals who take our AI in Sales class gain more than 20% of time back into their week by the end of the 5-week class by learning how to talk to AI effectively.

FOR STUDENTS AND PARENTS:

THE NEW FOUNDATION OF SALES SKILLS

When we talk about the core skills of selling like building trust, questioning, active listening, negotiation and adapting, we now add one more: **AI fluency**.

GenAI can multiply effort and effectiveness. The students who learn to communicate effectively with both people and machines will always stay ahead.

A NEW KIND OF CONVERSATION

In our Sales Institute, we tell students: “Every AI interaction is a reflection of how well you think.”

The better the input, the smarter the output, and the stronger the seller.

That's the future of sales education: not just teaching students to talk *to* people, but to talk *with* AI.

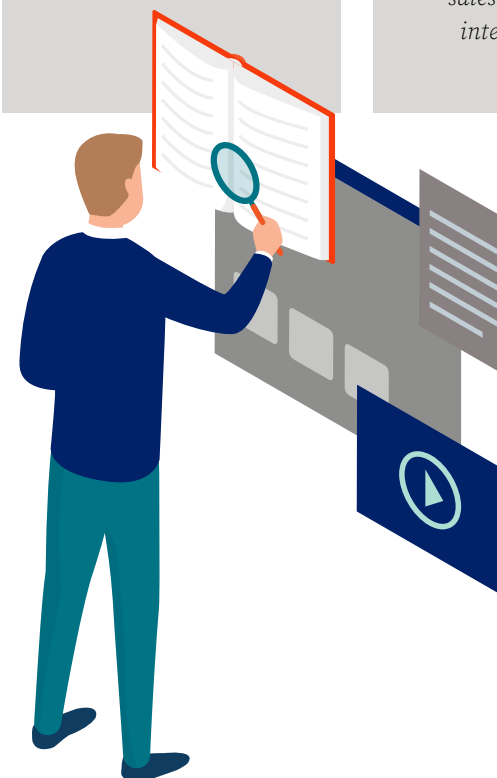
Because when they can master both conversations, they sell better, and they will lead the next generation of business.



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SALES COMPETITIONS AS A *pedagogical* tool FOR SALES EDUCATORS

SALES COMPETITIONS HAVE BECOME AN INTEGRAL part of many marketing and sales curricula. Although originating from the U.S., more sales competitions are seeing daylight in Europe, Caucasus, and Asia. These competitions are structured around working life-based case scenarios, where participants are given a time limit to conduct sales interactions with a buyer.

Sales competitions have a high focus on skill development and training. Typically, the competitors are trained by their teachers or instructors beforehand, potentially as part of dedicated sales skill courses. The other role-playing participants, like judges and buyers, are trained by the competition organizers.

Sales Competitions represent an ideal experiential learning format, offering concrete experience along with feedback from participants and potential instructors. According to Kolb's experiential learning theory, learning is “the process whereby knowledge is created through the transformation of experience. Knowledge results from the combination of grasping and transforming experience”. Learning can be seen as a cycle involving four stages: experiencing, reflecting, thinking, and acting.

The key element for development is the role of feedback, which can accelerate the development and add value to the learning experience. Often feedback is incorporated into the judging process, where both the judges and the buyer are invited to provide their assessments related to the competitors. Feedback

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is then shared with the competitors in formats like overall score, detailed evaluation of individual items, or free-form comments from the judges.

To study the pedagogical value of role play-based experiential learning in sales education and especially sales competitions, we have collected a lot of empirical data. Different formats like online vs. onsite competitions, local, single university-led competitions vs. national or international sales competitions have been studied.

ONLINE VS. ONSITE EVENTS INCREASE OPPORTUNITIES

Over the last years, online competitions have gained prominence as they allow participants to stay close to home or home university and participate in a competition. While the experience is different, both online and offline events allow students to gain skills. In an interview-based study of participants from two sales competitions, Unger et al. compared the impact and perceived benefits of online and offline formats on skills development by interviewing participants, educators, and judges. They identified six sales-relevant skill-related areas that can be affected by sales competitions: “communication skills, intercultural skills, personal and social skills, professional demeanor, sales acumen, as well as utilization of tools in sales”. Some participants perceived online formats to be inferior, particularly in terms of communication and intercultural skills as in-person experiences are lacking. However, in terms of personal skills, the online format appeared to be advantageous for more reserved, shy students, as it enabled them to remain in a familiar environment rather than face real-life settings.

We know from past research that competitions also create valuable opportunities for networking, even offering job interviews on the spot or building professional relationships. This is mostly limited to on-site events and a major disadvantage for online events, which must be taken into consideration. One solution for this is hybrid set-ups where competitors first perform online, and the winners then meet on site for the final rounds. This allows for larger audiences, the development of skills for online negotiations, and at the same time combining advantages of on-site events for the last rounds.

When conducting online sales competitions, the training measures should also include teaching differences of on-site and online meetings to prepare students.

INTERNATIONAL PARTICIPANTS CREATE CULTURAL UNDERSTANDING

A second factor to consider in the design of a sales competition is its scope: local/national versus international events. Herlache et al. conducted a cross-cultural negotiation role-play activity in which the negotiation phase lasted 20 minutes where they witnessed “increased student knowledge of sales and negotiations while simultaneously improving attitudes toward, and confidence in, international collaboration”.

International events can boost the self-confidence of participants as the participants experience how they mastered the actual negotiation, especially if they are conducted in a foreign language. Lappalainen et al. reported that “interpersonal skills were strongly highlighted by students as core learning outcomes” in their study of Asian participants in a sales competition. Notably, learning how to negotiate given different cultural backgrounds was also mentioned.

One way to organize international events could be to conduct these events fully online as this would be an easy way of exposing students to international competitions. Including buyers from abroad would lead competitors to have international experiences. It has gained popularity to arrange online phases for qualification rounds and then conduct the final round on site, addressing modern omni-sales channel interaction and enabling international competitors’ participation.

Over the last years we could see sales competitions being conducted at local, regional, national, and worldwide levels in different sizes and formats. Sales Competitions offer enhanced competency development, increased student motivation, and improved employability. Therefore, sales educators should utilize and make use of them. Even intra-collegiate and online formats can add value potentially and would add an element of intercultural interaction and understanding.

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SCALING SALES PROGRAMS WITH AI AND HUMAN INSIGHT:

Blending Custom GPTs, AI Simulations, and Coaching to Meet Student Demand

WHAT HAPPENS WHEN A university sales program grows faster than its ability to coach?

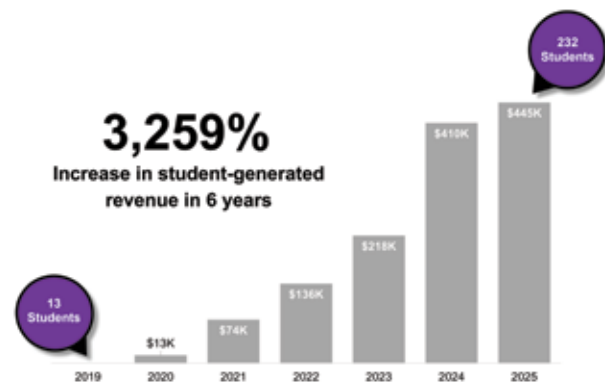
At the TCU Sales Center, we found out. In six years, our enrollment grew by nearly 1,700%, increasing from 13 students to over 250. This exponential growth created an urgent challenge: How could we meet exploding student demand while still preserving the educational experience?

Unwilling to lower our standards, we reimagined our approach. This article shares how we leveraged peer coaching, custom AI tools, and scalable simulations to develop a blended model of personalized sales education. For educators facing similar constraints, our model may offer a scalable path to growing what works without losing what matters.

LAYING THE FOUNDATION

The TCU Sales Center wasn’t built overnight. From 2010 to 2018, we laid the groundwork with SPIN Selling, Customer-Centered Selling, and general role plays. In 2019, the formal program launched with just 13 students and a bold idea: real selling, real goals, and real coaching.

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That model came with a cost: faculty time, coordination, and facilities to support hundreds of live conversations, mock objections, and selling activities each semester. But it worked.

By 2020, enrollment jumped to over 100 students, generating more than \$13,000 in real revenue. By 2025, that number grew to \$445,100. To sustain the growth, we added structure: paid student employee coaches grew from 5 to 35.

In Fall 2025, we surpassed 270 students, each trained like a full-cycle rep (BDR/SDR, AE, AM, and KAM). We now run a sales organization.

STUDENT COACHES AS FORCE MULTIPLIERS

As enrollment grew, we faced a challenge familiar to many programs: how do you maintain coaching quality and the educational experience when hundreds of students need personalized support?

Our answer was to build internal leadership. At the TCU Sales Center, student coaches act as first-line sales managers, supporting their peers with meeting prep, feedback, and strategy before they engage with faculty or external partners. This peer-to-peer layer improves responsiveness while preserving a high-touch, developmental culture.

Each coach completes over 200 hours of paid, hands-on experience that includes a crash course in sales management:

- Coaching peers through role plays
- Leading small-team meetings
- Delivering constructive peer feedback
- Managing opportunities in Salesforce
- Facilitating live deal strategy sessions

This structure turns peers into leaders and lowers the barrier for students entering the program.

“Starting in sales can be very intimidating for students. Peer coaches create a low-pressure, high-feedback environment that helps students overcome early self-doubt. I’ve seen students who didn’t believe they could sell then transform through 1:1 coaching tailored to their style and challenges.”

— EMMA BONKE, Former TCU Sales Coach and current Account Strategist, Google Customer Solutions

This peer-led system doesn’t just multiply our program’s reach. It breaks down the intimidation factor that keeps students from engaging fully. Coaches help normalize tough calls and early failures. They provide a roadmap for pushing through discomfort, modeling what success can look like.

For programs looking to scale without overextending faculty, this peer coaching model offers a replicable, high-impact solution.

AI-POWERED COACHING WITH CUSTOM GPTS

Even with 35 coaches, we couldn’t meet every student’s need for timely support, especially outside class hours. As we grew, so did the volume of questions around expectations, frameworks, systems, and communication.

To meet that need, we built a custom GPT: an AI assistant trained not just on sales frameworks, but on faculty tone, program structure, and instructional materials. It reflects over 40 pages of internal content including class summaries, product information, grading policies, and process guides.

The result is a responsive, 24/7 “virtual faculty member” that students can consult anytime. It’s not generic AI—it’s tailored to the TCU Sales Center experience.

Students now use it to:

- Navigate our Salesforce guide
- Clarify course expectations, deadlines, and frameworks
- Reference strong examples of email and LinkedIn messaging
- Use a built-in email scoring tool that leverages research and Salesforce history to improve outreach in seconds

The impact has been significant. Coaches report a 29% reduction in repetitive tasks. Faculty saw email volume drop by 50–60% in the first three months that freed time for teaching and mentoring.

This AI layer doesn’t replace coaching; it extends it with consistency, accuracy, and scale.

AI ROLE PLAY SIMULATIONS: PRACTICE THAT SCALES

With over 200 students managing real sales meetings, role plays, and job interviews, the human element of coaching can only stretch so far. Students need more reps than most classrooms can offer. That’s where simulation comes in.

We partnered with Avarra AI, an avatar-based simulation platform that replicates high-stakes conversations through lifelike, spoken interaction

In three months, we’ve used it to simulate 1,947:

- Discovery and value-based sales calls
- Cold calls and intro meetings
- Job interviews (screening, STAR-based, mid-stage)
- Product knowledge and objection handling

A key feature is its customizability and speed. In under 20 minutes, we can create a tailored simulation for a student’s actual upcoming meeting, complete with role-specific questions and rubric-based feedback. Students receive immediate AI feedback aligned with our program’s language and frameworks.

This enhancement fits into a larger instructional cycle:

TEACH → SIMULATE → COACH → TEST → APPLY → REPEAT

That rhythm has unlocked 50+ extra “at bats” per student and the results are measurable. Students show up more confident because they’ve already practiced those moments.

For any program short on live practice, this approach makes meaningful reps scalable.

REAL-WORLD BENCHMARK:

SNOWFLAKE’S AI COACHING AT SCALE

The TCU Sales Center isn’t alone in scaling coaching through AI. Enterprise leaders are doing the same. Recently, Snowflake streamlined its global sales coaching program using Yoodli AI Roleplays, eliminating ~1,215 hours of manager grading time per quarter, saving nearly \$700K annually (based on Yoodli’s estimated hourly rate of \$145), while getting nearly 3,000 sellers pitch-ready within minutes using self-paced, AI-powered training.

Reps mastered key messaging and objection handling quickly and independently,

“Internally at Snowflake, we’re embracing AI to drive our teams to be highly efficient and achieve productivity faster. By utilizing tools like AI role-playing, our Account Executives are equipped to show up with informed opinions on delivering customer value and are ready to handle objections. We recently deployed Yoodle to certify our Go-to-Market teams’ pitch readiness. To lead by example, I personally used the tool to certify myself and role-model our adoption of AI,” explained

— MARK FLEMING, SVP of Enterprise Sales, Snowflake.

Snowflake’s success affirms what we’ve seen at TCU: AI role plays accelerate readiness, scale feedback, and foster independence at any level.

CONCLUSION: SCALING WITH PURPOSE AND PRECISION

As demand for sales education grows, so does the pressure to scale. But growth shouldn’t mean sacrificing the personalized coaching, real-world rigor, and role-play intensity that make these programs effective.

We’ve learned that scale is possible—but only when you rethink structure. Our model combines:

- Peer leadership through paid student coaches
- AI-enabled coaching via a custom GPT aligned with our curriculum
- AI role play simulations for scalable, feedback-driven practice

Together, these layers allow us to support 250+ students annually without lowering expectations or overextending people.

Looking ahead, we’re refining how students develop sales judgment through AI-enhanced practice, experiential coaching, and real-time feedback. We’re also exploring how these tools can accelerate onboarding and close the gap between coursework and career readiness

For educators facing scale challenges, our experience suggests that the solution isn’t more work—it’s better systems. The future of sales education belongs to those who combine pedagogy, technology, and trust in students as leaders.



ROMAIN FRANCK is Associate Professor of Sales & Marketing at IESEG School of Management (France), where he directs the core Sales Techniques course for all bachelor students. A former IT sales professional turned Ph.D., he is passionate about bringing innovation into sales education, with a special focus on artificial intelligence as a learning accelerator. He trains diverse audiences, from undergraduates to executives, in developing their negotiation and selling skills.

NEGOTIATING WITH AI: Preparing Students for Tomorrow's Sales World

How virtual buyers are transforming sales education at scale



WHAT HAPPENS WHEN MORE THAN 1,200 BUSINESS students are asked to negotiate with a virtual buyer—before they've even taken a sales class? At first, there is silence, hesitation, and stress. But then something remarkable begins to happen: students start to gain confidence.

At our campuses in Lille and Paris, we integrated muchbetter.ai, an AI-powered negotiation tool, into the bachelor-level sales techniques course. This is particularly significant in France, where sales education is only beginning to gain academic legitimacy. By embedding AI into the curriculum, we are not only teaching techniques but also elevating the perception of sales as a rigorous, modern discipline.

THE CHALLENGE: TRADITIONAL ROLE-PLAYS HAVE THEIR LIMITS

For decades, sales education has relied on role-plays. Students take turns acting as buyers and sellers, while instructors observe, coach, and grade. These exercises are valuable, but they come with constraints. Coordinating hundreds of students in multiple classrooms is complex. Instructors have limited time to give personalized feedback. And while role-plays help, they rarely simulate the high-pressure reality of facing a buyer who will not “play nice.”

Repetition is another issue. Many students graduate with only a handful of selling experiences. As one student confessed: “I knew the theory, but I froze the moment the buyer pushed back.”

In France and much of Europe, perception is also a challenge. Sales is often seen less as a professional career path than as a skill learned on the job. This affects both students and parents, who may underestimate its complexity. AI-based simulations help professionalize sales education in Europe, showing that negotiation can be taught and mastered just like finance or marketing.

THE SOLUTION: BRINGING AI INTO THE SALES CLASSROOM

In September, our program took a bold step forward. More than 1,200 students were introduced to muchbetter.ai. On day one, they sat across from a virtual buyer with no preparation. Most struggled. Scores were low, conversations hesitant, and stress palpable.

But that was exactly the point.

Each weekly class then focused on one of the seven key steps of selling: prospecting, qualification, discovery, pitching and storytelling, objection handling, and closing. After learning the concept, students returned to the AI tool to practice the same negotiation—this time better prepared. The avatar buyer remained consistent across sessions, allowing progress to unfold visibly.

Within a few sessions, students began testing different approaches and engaging more deeply. What began as stress turned into a game of improvement: “I wanted to beat my previous score,” said one student. Another added, “At first, I thought negotiation was scary. Now I see it’s just a skill—and skills can be learned.”

Most importantly, AI enabled consistency across two campuses and more than 1,200 students. Every learner engaged with the same virtual buyer, the same metrics, and the same feedback—something almost impossible to deliver at this scale without technology. For large European institutions, this represents a breakthrough.

RESULTS AND LEARNING OUTCOMES

The transformation was visible within weeks. Students who began with hesitation quickly turned into motivated learners. After surviving their first AI negotiation, they grew eager to try again.

Confidence was the most noticeable change. Students discovered that negotiation, once intimidating, could be broken

down into simple, learnable steps. “The more I practiced, the more natural it became,” one reflected. This shift in mindset was also reflected in overall course evaluations: student satisfaction for the Sales Techniques course increased by 0.5 points (on a 5-point scale) compared to the previous academic year, following the adoption of AI-based simulations.

Performance data further supported these perceptions. During the initial “cold” negotiation, the average score across the 1,200 bachelor students was 26.5%, highlighting both the difficulty of the task and students’ lack of prior experience. However, after completing the full learning sequence, students were asked to negotiate a new case, different from the one used throughout the course. In this comparable scenario, the cohort reached an average score of 70%, suggesting a strong transfer of skills beyond simple familiarity with the initial simulation.

Faculty also noticed a shift in how students approached learning. Personalized dashboards tracking speech pace, filler words, open-ended questions, and positivity of language allowed instructors to move from general advice to targeted, data-driven coaching. Instead of correcting mistakes after the fact, teachers could guide students during their learning journey.

The impact extended beyond the classroom. Several parents expressed interest in the tool and encouraged their children to practice independently. Employers who learned about the initiative reacted positively, recognizing that graduates exposed to repeated, realistic negotiations may enter the workforce better prepared and more confident. Negotiating with AI felt close enough to reality to foster genuine engagement while remaining a safe space for experimentation.

For educators outside the United States, these results highlight the potential of AI-enabled training in a European context characterized by large cohorts, diverse student backgrounds, and limited prior exposure to sales. For employers, they signal graduates who have already faced dozens of structured negotiations. For students and parents, they demonstrate that confidence in sales can be built progressively—even from a standing start.

CHALLENGES AND LIMITATIONS

On the technical side, rolling out an AI tool to more than a thousand students revealed the usual hurdles: devices, internet connections, and logins. Once resolved, the system ran smoothly and became part of students’ weekly rhythm.

Pedagogical limits remain. AI can simulate objections, vary tone, and track behavior with accuracy—but it cannot repli-

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cate the non-verbal cues of human interaction. Eye contact, gestures, and cultural nuance remain essential. In European classrooms, where diversity is high, these human dimensions are critical.

Still, the benefits outweigh the limits. Students gain unlimited opportunities to rehearse, experiment, and receive data-driven feedback—something impossible at scale without AI. Combined with coaching from professors and peers, the tool accelerates learning and deepens skills. AI provides practice; teachers provide meaning.

CONCLUSION: FROM EXPERIMENT TO STANDARD PRACTICE

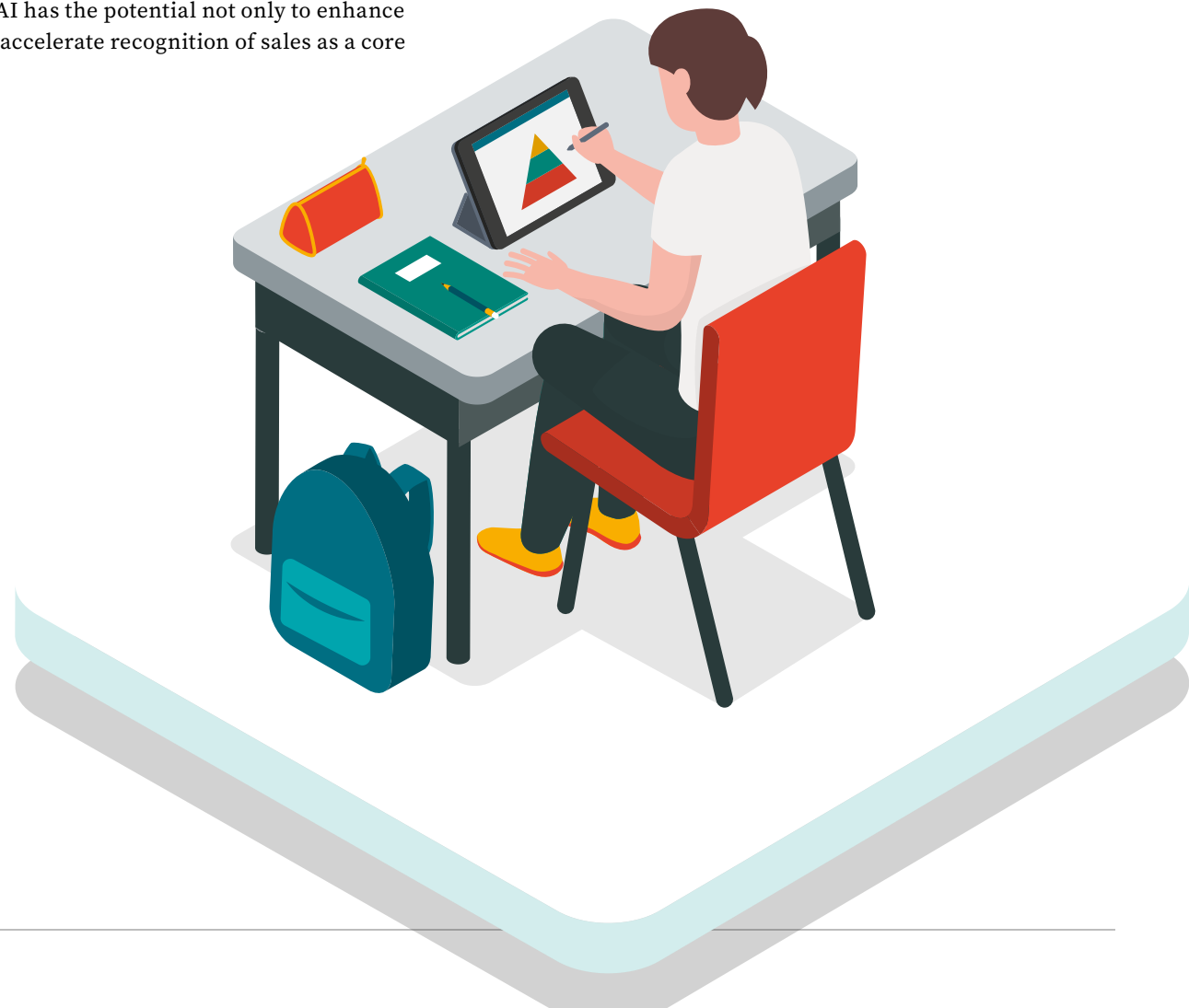
Our first month with AI-powered negotiations has already reshaped the way students experience sales education. What began as an experiment is quickly becoming a cornerstone of our teaching approach. Faculty are preparing to extend the tool into other courses and levels, from advanced sales training to even mock HR interviews.

Looking ahead, Europe offers a unique perspective on AI in sales education. While U.S. programs are often specialized, European institutions tend to embed sales within broader business curricula. AI has the potential not only to enhance training, but also to accelerate recognition of sales as a core

academic discipline. AI platforms that adapt across languages and cultures may position Europe as a hub for global adoption.

The message is clear: artificial intelligence is not replacing human teaching—it is multiplying our impact. By enabling repeated practice and instant feedback, AI helps transform fear into competence.

As members of the university sales education community, we all face the same challenge: how to prepare our students for a sales world evolving faster than ever. AI is not the only answer, but it is a powerful ally. By sharing European experiences alongside U.S. innovations, we can strengthen the global community of sales educators—and ensure our students are ready for tomorrow’s sales world.



Competitions Showcase Talent Found at University Sales Programs Worldwide

University sales competitions provide opportunities for professional sales students to showcase their talents while networking with potential employers and students from other universities. Competitions can be virtual, hybrid, regional, or international. These events are supported by sponsoring companies who bring recruiters for career fairs and employees who serve as buyers and judges.

SEF’s 2026 feature lists “major” sales competitions provided worldwide. SEF defines a major competition as open to students from other universities. Use the listing to discover events held throughout the year. Visit the websites and email the contacts. University Sales competitions are “the” premier venues for top Sales organizations to meet the future generation of Sales professionals and see them in action.

NOTE: All information provided is self-reported.

COMPETITION NAME	UNIVERSITY HOST	VIRTUAL/HYBRID	FACE-TO-FACE	TEAM	SPEED SELLING	CAREER FAIR	NETWORKING EVENT	AWARDS/RECEPTION
ARIZONA COLLEGIATE SALES COMPETITION (ACSC)	Arizona State University		▲	▲		▲	▲	▲
CANADIAN NATIONAL SPORTS SALES CHAMPIONSHIP (CUSC)	Toronto Metropolitan University		▲	▲	▲	▲	▲	▲
DANISH SALES COMPETITION (DSC)	Joint venture between universities in Denmark	▲	▲	▲			▲	▲
EUROPEAN SALES COMPETITION (ESC)	Kristiania University of Applied Sciences		▲	▲		▲	▲	▲
GLOBAL BILINGUAL SALES COMPETITION (GBSC)	Florida International University	▲	▲	▲	▲	▲	TBD	▲
INTERNATIONAL COLLEGIATE SALES COMPETITION (ICSC)	Florida State University		▲	▲	▲	▲	▲	▲
KU/KING’S HAWAIIAN SALES COMPETITION	The University of Kansas		▲	▲	▲		▲	▲
NATIONAL COLLEGIATE SALES COMPETITION (NCSC)	Kennesaw State University		▲	▲	▲	▲	▲	▲
NATIONAL COLLEGIATE SPORTS SALES COMPETITION (NCSSC)	Baylor University S3E Program	▲	▲	▲	▲	▲	▲	▲
NATIONAL SALES CHALLENGE (NSC)	William Paterson University		▲	▲	▲	▲	▲	▲
NATIONAL TEAM SELLING COMPETITION (NTSC)	Indiana University, Kelley School of Business		▲	▲			▲	
NATIONAL TECH-SALES COMPETITION	Middle Tennessee State University		▲	▲		▲	▲	▲
NORTHEAST INTERCOLLEGIATE SALES COMPETITION (NISC)	Bryant University		▲	▲	▲	▲	▲	▲
RNMKRS SALES COMPETITION	Bryant University	▲			▲		▲	▲
SELLING WITH THE BULLS	University of South Florida		▲	▲	▲	▲	▲	▲
STEEL CITY SALES CHALLENGE (SCSC)	Duquesne University	▲			▲	▲	▲	▲
UNIVERSITY OF TOLEDO INVITATIONAL SALES COMPETITION (UTISC)	University of Toledo		▲			▲	▲	▲

ARIZONA COLLEGIATE SALES COMPETITION (ACSC)
ARIZONA STATE UNIVERSITY
<https://wpcarey.asu.edu/marketing-degrees/arizona-collegiate-sales-competition>
 Detra Montoya, Detra.Montoya@asu.edu
 ACSC includes a tournament-style sales role play and a team competition with 15 participating universities. The 2026 sponsor is Canon USA.

CANADIAN UNIVERSITY SALES COMPETITION (CUSC)
TORONTO METROPOLITAN UNIVERSITY
<https://www.torontomu.ca/tedrogersschool/trlc/canadian-university-sales-competition/>
 Karen Peesker, karen.peesker@torontomu.ca
 The Canadian University Sales Competition (CUSC), returning for its second year on January 16, 2026, is Canada’s premier national undergraduate sales competition, hosted by the Ted Rogers Sales Leadership Program at Toronto Metropolitan University. It brings together top sales students from across the country for a high-impact day of role play, speed selling (in English and French), career development, and networking with leading industry professionals. CUSC continues to elevate sales education and bridge the gap between academia and industry.

DANISH SALES COMPETITION (DSC)
JOINT VENTURE BETWEEN UNIVERSITIES IN DENMARK
<https://intenz.com/danish-sales-competition-2026/>
 Karina Burgdorff Jensen, kbje@ucn.dk
 DSC is a joint venture between universities in Denmark. Students prepare as part of their classes and take part of the role-play competition. All judges are company executives. The framework for selling is VBS. The winners get a trip to ESC.

EUROPEAN SALES COMPETITION (ESC)
KRISTIANIA UNIVERSITY OF APPLIED SCIENCES
<https://www.europeansalescompetition.com/>
 Erik Mehl, Ph.D., esc26@kristiania.no
 The European Sales Competition is designed to encourage university sales students from across Europe to benchmark their international selling skills in an educational environment. European Sales Competition has been arranged annually since 2015.

**GLOBAL BILINGUAL SALES COMPETITION (GBSC)
FLORIDA INTERNATIONAL UNIVERSITY**

<https://www.fiu-gbsc.com/>

Gaby Alpizar, galpizar@fiu.edu

With over 599 million Spanish speakers worldwide, bilingual sales training creates countless opportunities and puts business professionals at a great advantage globally. The Global Bilingual Sales Competition (GBSC) is the only sales competition of its kind in the world, bringing student competitors from across the globe to compete in both English and Spanish!

**INTERNATIONAL COLLEGIATE SALES COMPETITION (ICSC)
FLORIDA STATE UNIVERSITY**

<https://icsc-fsu.com/>

Shannon Young, styoung@fsu.edu

The Collegiate Word Cup of Sales is the ultimate measure of a university sales program's focus on overall business revenue generating skills. Our motto: Work Hard, relationship development skills in a Role-play Competition; Sales management problem solving skills in a Sales Management Case Competition; Presentation and speech skills in a Speed Selling Competition; Play Hard, after working hard participants are treated to an Orlando Theme Park; Give Back, Social Legacy Project in support of Second Harvest Food Bank of Central Florida.

KU/KING'S HAWAIIAN SALES COMPETITION

THE UNIVERSITY OF KANSAS

<https://business.ku.edu/undergraduate-programs/degree-programs/certificate-professional-selling/kings-hawaiian-sales-competition>

Kristen Helling, khelling@ku.edu

Sponsored and judged exclusively by King's Hawaiian, the competition is open to all universities, with four undergraduate students and one sales coach representing each university. Components of the competition include Individual Speed Selling Round; 90-second elevator pitch to get King's Hawaiian a meeting with a potential grocery store chain buyer; Team Case Competition: Three-round tournament-style case competition on a real-life business situation for King's Hawaiian.

**NATIONAL COLLEGIATE SALES COMPETITION (NCSC)
KENNESAW STATE UNIVERSITY**

<https://ncsc-ksu.org/>

Dr. Scott A. Inks, sinks@kennesaw.edu

The National Collegiate Sales Competition (NCSC), one of the largest and longest-running collegiate sales events, connects elite student competitors with leading employers in an immersive, four-day showcase of talent and opportunity. For students, it's a career-launching experience; for companies, it's a front-row seat to the future of sales.

**NATIONAL COLLEGIATE SPORTS SALES
CHAMPIONSHIP (NCSSC)**

BAYLOR UNIVERSITY S3E PROGRAM

<https://sites.baylor.edu/ncbc/national-collegiate-business-championships/sports-sales-usa/>

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The NCSSC is held at the jaw-dropping State Farm Arena in Atlanta, GA, and is the premier competition for students aspiring to work in sports and entertainment. The Atlanta Hawks host the event with Baylor University's S3E program. In addition to the in-person Championship, online competition includes: "Showcases" of head-to-head competitions between schools with a professional judge provided by NCSSC, the "Super Showcase" held on November 12, 2026, with a cash prize of \$500, and an asynchronous competition held through the 1Huddle app (use code NCBC).

**NATIONAL SALES CHALLENGE (NSC)
WILLIAM PATERSON UNIVERSITY**

<https://rbisaleschallenge.wpunj.edu/>

Michael Gatlin, gatlinm@wpunj.edu

The National Sales Challenge (NSC) is a Premier Collegiate Sales Competition hosted by the Russ Berrie Institute for Professional Sales, William Paterson University. International and national sales students compete in this annual event. Corporate companies participate in recruiting and hiring professional sales talent. Our mission is to encourage excellence in sales. We aim to promote the sales profession by providing students the opportunity to demonstrate their skills and capabilities in a series of sales challenges.

**NATIONAL TEAM SELLING COMPETITION (NTSC)
INDIANA UNIVERSITY, KELLEY SCHOOL OF BUSINESS**

<https://kelley.iu.edu/faculty-research/centers-institutes/global-sales-leadership/national-team-selling-competition/index.html>

Sonya Dunigan, skduniga@iu.edu

The National Team Selling Competition (NTSC) is a prestigious sales competition that brings together top undergraduate students from leading universities who

aspire to excel in high-level, complex sales careers. Participants compete in two dynamic role-play rounds, culminating in a final presentation pitch from the top three teams. Cash prizes are awarded to the top performers. The event also features two exclusive networking receptions, offering valuable opportunities for students to connect with industry professionals and peers.

**NATIONAL TECH-SALES COMPETITION
MIDDLE TENNESSEE STATE UNIVERSITY**

<https://professional-selling.mtsu.edu/national-tech-sales-competition/>

Thom Coats, thom.coats@mtsu.edu

This competition mirrors the collaborative spirit of tech-sales teams in today's professional landscape. Teams will be composed of one technology student and one sales student from each university, coming together to develop their skills and showcase the impact of teamwork on sales success. Your students will engage directly with corporate sponsors, practice invaluable interpersonal and professional selling skills, and compete for team and individual prizes.

**NORTHEAST INTERCOLLEGIATE SALES COMPETITION (NISC)
BRYANT UNIVERSITY**

<https://nisc.bryant.edu/>

Dr. Stefanie Boyer, sboyer@bryant.edu

Celebrating its 15th year, the Northeast Intercollegiate Sales Competition at Bryant University brings together 40+ universities for one of the largest and most competitive sales events in the world. Students advance through multiple elimination rounds in tournament-style role plays and multilingual (English and Spanish) speed sells, gaining real-time feedback from sales professionals and access to top employers in the 5,000 SQFT. Hauck Sales Performance Lab. Universities may bring up to 10 role-play competitors and unlimited speed sellers to compete for cash prizes, awards, and career opportunities.

**RNMKRS SALES COMPETITION
BRYANT UNIVERSITY**

<https://rnmkrs.com/faculty/>

Tanya Greenfield, tanya.greenfield@rnmkrs.com

RNMKRS is a roleplay-based platform that allows students to practice four different sales scenarios: Cold Call, Standard Roleplay, Advanced Roleplay, and Speed Sell unlimited times through the app on their phones or computer. Students participate in networking and recognition events while faculty track real-time performance data for individuals and classes. The competition is free, open to all students, and held each April and November.

**SELLING WITH THE BULLS
UNIVERSITY OF SOUTH FLORIDA**

<https://www.usf.edu/business/centers/marketing-sales-innovation/sales-competitions-intercollegiate.aspx>

Rob Hammond, rwhammond@usf.edu

Selling with the Bulls has a well-deserved reputation as "The Toughest Test in Sales Education". All competitors compete in all events that span the entire sales process including prospecting (email, LinkedIn, Gmail, Phone Call), networking, discovery, and sales meeting—all in 30 hours. The event is hosted by the Center for Marketing and Sales Innovation each February and takes place on the Tampa, Florida campus of the University of South Florida.

**STEEL CITY SALES CHALLENGE (SCSC)
DUQUESNE UNIVERSITY**

<https://www.duq.edu/academics/colleges-and-schools/business/events-and-competitions/steel-city-sales-challenge.php>

Andrea DiBernardo, drehera1@duq.edu

The Steel City Sales Challenge (SCSC) is an exciting way to represent your School, earn prize money, and showcase your sales skills to top employers. The competition is presented by the Center for Leadership in Professional Selling at Duquesne University's Palumbo-Donahue School of Business and Ally Financial. Forbes ranks Ally Financial 6th out of 400 on its 2024 list of America's Best Employers for New Graduates.

**UNIVERSITY OF TOLEDO INVITATIONAL SALES COMPETITION (UTISC)
UNIVERSITY OF TOLEDO**

<https://www.utoledo.edu/business/essps/utisc/>

Deirdre Jones, Deirdre.Jones@utoledo.edu

UTISC is the nation's first and only national sales competition to focus exclusively on juniors, sophomores, and freshmen and to be certified by the USCA. UTISC hosts 36 universities and has a Junior Division and a Sophomore/Freshman Division so the competition and recruitment are transparent and fair. This year's juniors are next year's seniors; FIND-THEM-FIRST! UTISC also includes a Social Media Competition, sponsor led Development Blocks, and Coaching/Interviewing Sessions. Resumes and contacts sent two weeks in advance.



JEFF SEELEY is Owner and CEO of Carew International, the exclusive content and training provider for Pi Sigma Epsilon and its Pro-Am Sell-a-Thon® competitions since 2014. Under his leadership, Carew has trained over 5,000 collegiate sales competitors using the Dimensions of Professional Selling® framework. For more information, visit www.carew.com.

Forging Tomorrow's Sales Leaders: Lessons from Twelve Years of Industry-Academic Partnership

HOW OUR COLLABORATION WITH PI SIGMA EPSILON reveals what's possible when industry expertise meets academic passion.

Over my decades working with sales organizations, one truth has become clear: excellence isn't accidental. It's the result of intentional partnerships, strict standards, and ongoing commitment. This principle lies at the heart of Carew International's twelve-year partnership with Pi Sigma Epsilon (PSE), a national professional fraternity for sales, marketing, and management students.

Since 2014, Carew has served as the exclusive provider of content and training for PSE's Pro-Am Sell-a-Thon® competitions, training over 5,000 students. What started as a training partnership has grown into a model for how industry and academia can work together to enhance collegiate sales education and strengthen the profession.

THE PROFESSIONAL IMPERATIVE

In professions like accounting, medicine, or engineering, formalized training and standards are non-negotiable. Yet in sales - one of the highest earning career paths - students often enter the workforce without a shared foundation of professional preparation. Our collaboration with PSE addresses this

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gap by introducing students to professional frameworks like Carew's Dimensions of Professional Selling®, reinforcing that sales is a discipline requiring methodology, practice, and continuous learning.

BRIDGING TWO WORLDS

When we partnered with PSE in 2014, we recognized a challenge facing university sales education: academic programs offered strong theory, while industry training focused on product and/or company knowledge and application in the appropriate industry - each valuable but rarely integrated effectively. Our collaboration created a model where academic integrity is preserved while students gain exposure to industry-proven practices, resulting in a smoother transition from student to professional.

WHAT WE'VE LEARNED: RESULTS THAT MATTER

Over twelve years, we've observed meaningful outcomes:

Student Career Success: Through PSE's Corporate Member Program, students gain more than theory; they gain access. They're connecting with hiring managers, exploring in-demand roles, and joining companies that already understand their training foundation. The National Educational Foundation invests up to \$60,000 annually in scholarships to support the next generation of sales professionals.

Student Growth: Students report feeling more confident, capable, and self-aware - skills that prove transferable beyond traditional sales roles. Emma Keeny, now pursuing her MHA at Johns Hopkins Bloomberg School of Public Health, found that PSE training prepared her for healthcare administration: "I have been impressed during my first two months at Hopkins on how PSE prepared me with certain skills even though I am in a more unique field of study. Most of my fellow classmates do not have any background in these concepts." Whether competing at the Pro-Am Sell-a-Thon® or networking with hospital CEOs, these frameworks provide advantages students recognize immediately in graduate programs and early careers.

Employer Confidence: Companies recruiting through PSE see these differences immediately. They judge competitions, observe selling simulations, and recognize PSE as "an invaluable resource" for early-career professionals who understand consultative selling and can contribute from day one.

These outcomes demonstrate that consistent, professional-grade training within academic programs produces graduates with both confidence and competence.

FOR EDUCATORS: PRACTICAL STEPS YOU CAN TAKE

Based on our PSE experience, here are concrete practices other programs can implement:

Adopt a Structured Methodology: Choose or develop a comprehensive selling framework that is systematic and repeatable. Avoid letting students piece together unrelated techniques. Ensure your approach aligns with modern consultative selling and clearly outlines necessary skills.

Create Performance-Based Assessments: Go beyond traditional written exams. Incorporate role-play scenarios, video-recorded sales calls, simulated business cases, and peer competitions that reflect real-world situations. The Pro-Am Sell-a-Thon® model demonstrates how competition speeds up learning while offering measurable assessment.

Build Long-Term Industry Partnerships: Seek partners who will commit to multi-year engagement with consistent content, not one-off guest speakers. Document partnership expectations, deliverables, and success metrics from the outset.

Standardize Core Competencies: The PSE model works across diverse institutions because core content remains consistent while allowing local adaptation. Define competencies all students must demonstrate, create modular content, and build a community of practice among participating programs.

Integrate Experiential Learning: Include practical opportunities at every stage - foundational skills for freshmen, intermediate skills with assessments for juniors, advanced demonstrations for seniors, and continuous development for alumni.

FOR EMPLOYERS: MAXIMIZING YOUR TALENT PIPELINE

Employers can leverage programs with professional standards more effectively:

Engage Early: Don't wait until senior year career fairs. Serve as competition judges, provide real business cases, offer micro-internships, and sponsor program development. Engaging early helps you identify talent before competitors do.

Recognize Transferable Competencies: Students trained in structured methodologies possess skills that accelerate onboarding, such as consultative questioning, systematic qualification, professional relationship-building, and objection handling. These frameworks reduce training time and improve early performance.

Offer Clear Career Pathways: Students in rigorous programs see sales as a viable career. Attract them by highlighting development opportunities, showing commitment to continuous learning, and outlining advancement paths based on skills.

Share Feedback with Programs: Report which competencies new hires demonstrate effectively, identify skill gaps, share emerging trends, and celebrate graduate success stories. This feedback loop strengthens programs and improves future pipelines.

THE FUTURE: EMERGING TRENDS WE MUST ADDRESS

As we look ahead, several trends will shape how we prepare the next generation:

Artificial Intelligence: AI is transforming sales from prospecting to analytics. Students need to understand how AI enhances human selling skills, leverage technology while maintaining authentic relationships, and remain adaptable as tools evolve. Our frameworks must incorporate technology integration at every stage.

Hybrid Selling: The shift to virtual and hybrid selling is permanent. Future training must include virtual selling scenarios, digital relationship-building, remote discovery challenges, and multi-channel engagement strategies.

Global Markets: As businesses operate across borders, sales education must address cross-cultural communication, global business norms, inclusive approaches, and international contexts. Professional frameworks must adapt across cultures.

Consultative Complexity: Informed buyers expect higher-value interactions. Future professionals need deeper business acumen, stronger analytical capabilities, solution co-creation skills, and the ability to orchestrate team-based sales efforts.

Continuous Development: Change happens too quickly for one-time training. Partnerships should create pathways for ongoing learning, develop alumni networks sharing emerging practices, and offer micro-credentials for new skills.

WHAT MAKES COLLABORATION WORK

Reflecting on twelve years, several principles have proven essential:

Sustained Commitment: Effective collaboration demands ongoing effort, not occasional involvement. Both partners need to focus on building the relationship.

Aligned Standards: Partners must agree on what defines professional excellence and consistently hold students to those standards.

Mutual Benefit: Successful partnerships benefit both parties. PSE receives professional-grade training, Carew gains access to emerging talent and insights into academic needs.

Willingness to Evolve: What worked in 2014 needs updating for 2025. Both partners must adapt as the profession and student needs change.

Meaningful Measurement: Track outcomes beyond participation numbers—such as career placement, employer satisfaction, and student confidence—to reflect real value.

THE PATH FORWARD

The university sales education community faces both challenges and opportunities. As business becomes more complex, the demand for professionally trained sales talent continues to grow. Programs that adopt professional standards today will shape the sales leaders of tomorrow.

Our partnership with PSE demonstrates that industry-academic collaboration can succeed on a large scale, maintain quality consistency across various institutions, and deliver measurable results. This isn't the only approach, but it provides lessons others can apply to their own situations.

The question isn't whether we should professionalize sales education—it's how quickly we can establish professional standards as the norm. The students entering programs today will lead sales organizations tomorrow and deserve preparation that matches that responsibility.

Industry partners and academic programs both play essential roles. Together, we can transform university sales education from fragmented approaches to unified commitment to professional excellence. Excellence requires more than good intentions. It requires deliberate partnerships, consistent frameworks, and a shared vision for elevating the profession.



JOAN ROGALA is a graduate of the PSE Beta Zeta chapter at the University of Louisville and began her journey with Pi Sigma Epsilon as a student member. She later served in multiple roles at the PSE National Headquarters before returning as Chief Executive Officer. Between her earlier tenure at PSE and her appointment as CEO, Joan founded and led a successful association management company for 25 years, supporting dozens of nonprofit organizations in governance, strategy, and operational excellence. She holds the Certified Association Executive (CAE) credential and earned the Institute for Organization Management (IOM) designation through the U.S. Chamber of Commerce. She has also completed the Dimensions of Professional Selling certification through Carew International, further strengthening her connection to professional sales education and industry practice. Joan brings a unique blend of practitioner insight, association leadership expertise, and deep institutional knowledge to her role leading Pi Sigma Epsilon.

PI SIGMA EPSILON: *Advancing Talent, Elevating Professional Readiness, and Strengthening the University Sales Education Community*

SINCE 1952, PI SIGMA EPSILON (PSE) HAS PLAYED a meaningful role in helping students prepare for careers in sales, marketing, and business leadership. PSE is the only national, co-ed professional fraternity that serves students of *all majors* who are interested in developing real-world business competencies. Today, PSE is an integral contributor to the university sales education community, offering a distinctive model that blends early exposure, hands-on experience, and nationally supported professional development.

EXPANDING ACCESS TO SALES EDUCATION FOR STUDENTS ACROSS CAMPUS

One of PSE's defining strengths is its ability to reach students far beyond sales classrooms. Membership is open to all academic disciplines, enabling freshmen through seniors to discover sales early in their academic journey. Senior lecturer and faculty advisor to the Eta Upsilon chapter at Metropolitan State University of Denver, April Schofield, agrees, stating that PSE strengthens students' academic and professional development "by giving students from all majors hands-on experience, exposure to industry leaders, and opportunities to apply what they're learning in meaningful ways" (2026). Many students join long before they have selected a major, giving them a strong foundation of selling and communication skills that support their academic path, even if they do not initially envision themselves pursuing a sales career.

PSE chapters deliver regular programs that introduce students to the fundamentals of professional selling, customer engagement, ethical decision-making, and workplace expectations. The result is a broader and more diverse population of students who understand the value of sales as both a career and a core business function. This early engagement creates a natural connection between students, faculty, and sales education programs.



THE PSE CHAPTER MODEL: RUNNING A BUSINESS, NOT JUST A CAMPUS/STUDENT ORGANIZATION

The PSE Franchise Guide, created to standardize chapter excellence across the Fraternity, outlines a chapter experience that mirrors real business operations. Each chapter functions like a student-run enterprise with:

- A formal organizational structure

- Defined executive officer roles aligned to business functions

- An EIN and governing requirements

- Annual operating plans

- A managed P&L and financial accountability

- Departmental responsibilities (finance, marketing, HR/talent, sales, administration, etc.)

- Strategic KPIs and performance expectations

Through this model, students gain practical experience in:

- The fundamentals of selling

- Revenue generation and business development

- Financial management and budgeting

- Operational planning and execution

- Team leadership and professional accountability

- Human resources and talent development

- Communication, negotiation, and decision-making

Students learn, firsthand, what it means to operate with sales at the center of a business. The phrase often used within PSE—"nothing happens until someone sells something"—shapes how chapters think, plan, lead, and deliver value. It also equips students with the business vocabulary and professional maturity that enables them to confidently engage with employers at every level.

DEVELOPING SELLING SKILLS THROUGH NATIONAL TRAINING AND COMPETITION

Professional skill development is a cornerstone of the PSE experience. At the national level, PSE provides training programs, leadership development resources, and competitive experiences that reinforce classroom learning and expand students' practical capabilities. Dr. April Field Kemp (2026), Southeastern Professional Sales Program Coordinator and faculty advisor to the Eta Tau chapter at Southeastern Louisiana University agrees, saying:

"PSE complements the formal curriculum by bridging academics, industry, and experiential learning. This integration advances student talent, elevates professional readiness, and strengthens the university sales education community as a whole, creating graduates who are prepared not just to participate, but to lead."

A signature element of this programming is the Pro-Am Sell-A-Thon®, hosted annually and welcoming more than 300 student competitors. The Pro-Am is intentionally designed for students with varying levels of experience - from beginners exploring sales for the first time to advanced competitors preparing for professional roles.

PSE partners with Carew International, a globally respected leader in sales training, whose methodology emphasizes relationship building, consultative dialogue, and delivering customer value. Carew's involvement strengthens the Pro-Am by providing a unified, professional-grade framework for teaching and evaluating selling skills. Carew CEO, Jeff Seeley, and his team are deeply committed to preparing emerging sales talent, and their partnership has helped the Pro-Am become one of the most comprehensive and developmentally rich competitions of its kind.

Beyond competition, the Pro-Am serves as an early catalyst for students who are discovering sales, offering them a structured, supportive entry point into the discipline.

STRENGTHENING THE TALENT PIPELINE THROUGH EMPLOYER ENGAGEMENT

A defining strength of Pi Sigma Epsilon is its deep and long-standing connection with employers, who play an active role in developing and mentoring students throughout their college careers. Corporate partners engage directly with chapters through workshops, coaching, competitions, recruitment events, and year-round interaction—meeting students where they are and building meaningful, trusting relationships over time.

This consistent engagement serves both students and employers. Students gain early exposure to professional expectations, industry perspectives, and supportive mentoring that accelerates their development. Employers, in turn, build authentic relationships with emerging talent long before they enter the interview process, enabling a more informed and mutually aligned hiring decision. Dr. Rand Wergin (2026), an associate professor and faculty advisor to the Delta Mu chapter at the University of South Dakota, puts it perfectly:

"PSE helps develop young people into professionals. It is a leadership organization that is more than a club or a

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fraternity; it is like minded individuals wanting to benefit their community, their families, and themselves. PSE students are the students hiring authorities and recruiters want to meet. These are the students who understand leadership begins with self-leadership. These are the students that have a vision of their future lives and are actively seeking professional opportunities to facilitate that vision.”

PSE’s employer partners routinely report that graduates who come through PSE ramp up faster into quota-bearing roles, demonstrate stronger business acumen, and stay longer within the organization. These outcomes—faster time to productivity and higher retention—represent a significant return on investment for companies that engage with PSE as corporate members and invest in the professional growth of its students.

A NATIONAL NETWORK THAT SERVES STUDENTS, FACULTY, AND EMPLOYERS

PSE’s impact is strengthened by a family of affiliated organizations that support research, recognition, scholarship, and professional growth throughout the university sales education ecosystem:

PSE National Educational Foundation (NEF): The NEF supports scholarships, leadership development, educational initiatives, and chapter sustainability. Its philanthropic mission directly benefits both students and the broader sales education community.

Sales Education Foundation (SEF): SEF highlights the value of university sales programs and the growing discipline of sales education. Its *SEF Annual* publication brings visibility to program innovation, research, and best practices across the United States and internationally. SEF and NEF also provide grant funding for sales research.

Journal of Personal Selling & Sales Management (JPSSM): JPSSM is the premier academic journal in the field, advancing peer-reviewed research in sales and sales management. Its rigorous academic contributions help inform teaching, practice, and curriculum development. JPSSM distributes globally.

Mu Kappa Tau (MKT): MKT, the national honor society for sales and marketing students, recognizes academic excellence and professional integrity. Its motto, *“Excellence in Scholarship, Integrity in Service,”* reinforces the values MKT seeks to cultivate.

National Conference in Sales Management (NCSM): Held each spring alongside the PSE National Convention, NCSM brings together faculty and researchers for scholarly exchange, teaching innovation, and academic collaboration. This parallel

structure creates a unique environment where scholars, students, and employers intersect in meaningful ways.

Together, these entities form a comprehensive platform that supports the entire lifecycle of sales talent development—from research and teaching to student readiness and employer partnership.

BENEFITS FOR THE UNIVERSITY SALES EDUCATION COMMUNITY

PSE’s model aligns naturally with the goals of sales educators, sales centers, and the corporations that recruit from them. Benefits frequently observed by faculty and employers include:

- Earlier identification of talent among freshmen and sophomores
- Greater readiness for internships and full-time roles
- Increased student engagement in sales coursework and academic programs
- Stronger leadership and communication skills
- Higher professional maturity and business literacy
- Structured opportunities for employers to engage students year-round

Students who participate in PSE often demonstrate faster professional ramp time and heightened awareness of how business decisions are made, contributing positively to their academic programs and their employers.

CONCLUSION: A STEADFAST PARTNER IN DEVELOPING TOMORROW’S SALES LEADERS

Pi Sigma Epsilon has long played a significant role in the development of university sales talent, and its contributions continue to grow. Through its chapter structure, national training, competitive experiences, leadership development model, and affiliated organizations, PSE provides students with comprehensive preparation for careers in sales and business.

At its core, PSE believes that students who understand sales, leadership, and business fundamentals are better equipped to succeed—not only in sales roles but in any professional setting. As the demand for highly skilled, business-ready graduates increases, PSE remains committed to collaborating with educators, researchers, and employers to elevate the profession and shape the next generation of sales leaders.



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PREPARING TOMORROW’S LEADERS to Ascend: The Power of Student-Led Sales Training



A CROSS THE COUNTRY, MANY COLLEGIATE SALES programs rely heavily on faculty-led training. However, here at the University of Wisconsin-Whitewater, our Pi Sigma Epsilon chapter has taken a different approach.

“Runs like a business, feels like a family” is the motto of the Beta Gamma Chapter of Pi Sigma Epsilon. Pi Sigma Epsilon (PSE) is a national, professional, co-ed business fraternity focused on developing sales, marketing, and business leaders through real-world training and competition. Founded in 1952 with 46 chapters nationwide, PSE prepares students for success through campus, regional, and national events.

Over the past five semesters, the Beta Gamma chapter has consistently been one of the top-performing chapters in PSE’s Pro-Am Sell-a-Thon® sales competition. With this level of

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success, we are often asked how we prepare. Surprisingly, our chapter's sales training is entirely student-led.

This approach wasn't built overnight. With support from our faculty advisor, we created a training environment that was approachable, more hands-on, and closely aligned with how students learn. Our model empowers students to coach, lead, and hold each other accountable, and the results have been remarkable.

BENEFITS OF STUDENT-LED TRAINING

So what makes student-led training effective? Here are some of the key benefits we've seen firsthand:

- **Approachable:** A peer-led environment can feel more relaxed and approachable, which makes joining the sales team far less intimidating for new members.
- **Better accountability:** When students run training, everyone feels responsible for each other's progress, which naturally creates stronger accountability.
- **Opportunity for more repetition:** Because students are more readily available to step into buyer roles, practice isn't dependent on faculty availability, allowing for more frequent role-plays. This leads to stronger skills development and keeps practice sessions running efficiently.
- **Builds leadership skills:** Leading practices and coaching peers gives students hands-on experience guiding others, communicating clearly, and taking ownership of a team's success.
- **Differentiating leadership experience:** Student-led coaching is uncommon, and being able to speak to teaching, evaluating, and developing other sellers helps candidates stand out to recruiters looking for future managers, not just entry-level representatives.

The PSE-Beta Gamma Training Regiment Our chapter's sales team meets weekly for one hour for 7–8 weeks leading up to a competition. These meetings are led by one or two of our lead Sales Trainers. The first 4–5 weeks of our sales trainings include:

- Case and Grading Rubric
- Intro, Rapport, and Agenda
- Needs Identification
- Presentation
- Objection Handling & Closing

Our sales "captain" breaks down each section of the sales process in detail so the team has a full understanding of what to

do and why we do it. We also hold collaborative sessions where the entire team brainstorms needs-identification questions, the company's key goals and challenges, and the objections we anticipate. This approach ensures that every member has ownership in the process because they are actively shaping the questions, strategies, and objections we prepare for, not just listening to someone else's approach.

After breaking down the sales process, our sales meetings focus on full practice run-throughs to apply what we've learned. Members partner up and do a practice run-through of the competition to get comfortable with the flow of the sales process, identify questions to ask, and learn how to overcome objections. In addition to these weekly meetings, we have optional sales practices every day for the week leading up to the competition. This allows our members to conduct live role-plays with different buyers and experience overcoming a wide range of objections. For our chapter, repetition is key to our success.

We also hold small group sales meetings for 2–3 weeks leading up to the competition. Each small group has 5–6 members and is led by one of our more experienced student competitors. This allows every member of our sales team to get detailed feedback in a smaller setting from someone confident in providing feedback and experienced in the competition.

RESULTS AND STUDENT RESPONSE

Our chapter's training regiment was originally developed in 2022 by Beta Gamma alum, Jack Dummer, with guidance from Faculty Advisor, Dennis Kopf. In its early years, our student-led model went through plenty of trial and error as we figured out what truly drove mastery and what did not. Over time, those lessons shaped the refined system we've now relied on for the past three school years.

And the results? Over the past three years, our chapter has consistently demonstrated strong performance in the PSE Pro-Am Sell-a-Thon® across both the semester-based and year-long competitions, competing against fields of 150–200 students from universities nationwide. More important than individual placements, many of our members advance to the final rounds of competition, reflecting a depth of preparedness across our members rather than reliance on a few standout performers. These results suggest that our student-led training model helps students further develop the core skills that will help them to be successful (like discovery, presenting, and handling objections). While every sales program is different, our experience shows that empowering students, with the support of caring faculty, can produce both competitive success and reinforcement of learning.

Beyond the trophies and recognition, what defines our program is how it transforms students. One member, Jonah

Panning, had this to say, "Coming into PSE, I had no passion for sales, nor did I believe I was good at it. Our student training format helped me ease into the idea of sales without the intimidation of working with a professor or boss. I quickly found myself having fun with the process and doing well. With just two semesters of student-led training, I was able to place 4th in the national Pro-Am Sell-a-Thon® and had an amazing summer of door-to-door sales."

RECOMMENDATIONS FOR OTHER PROGRAMS

Student-led sales training is more achievable than you might realize. Below are a few practical recommendations for schools looking to incorporate these elements into their own training structure.

1. **Encourage peer feedback:** Foster a culture where students regularly critique each other's role-plays and provide specific, actionable feedback, creating a more comfortable environment that supports faster improvement for everyone.
2. **Use experienced students as small-group leaders:** Assign top performers to lead smaller groups, enabling more personalized coaching, additional practice, and direct learning from experienced peers.

3. **Use students as assistant coaches –** Involve experienced students early in case preparation to help analyze the case, identify key challenges, and shape the script. This gives students ownership of the process while allowing faculty to focus on higher-level strategy.

4. **Trust students to lead when ready:** When a student clearly understands the process, allow them to take the lead in training with faculty support in the background. This provides real leadership experience while reducing reliance on faculty-led coaching.

Student-led sales training shows what is possible when students are trusted with real responsibility and supported by engaged faculty. Student ownership fosters strong sellers, confident leaders, and a more unified team, while peer learning and coaching deepen skills development in ways that feel authentic and motivating. Together, this partnership highlights how the future of sales education can be both collaborative and highly effective.





The *SEF Annual* magazine is published by the SALES EDUCATION FOUNDATION in cooperation with the Pi Sigma Epsilon National Educational Foundation. The *Annual*® is a registered trademark of the Sales Education Foundation.

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