

SEF
2023

Annual

SALES EDUCATION FOUNDATION

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



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17 YEARS

SALES EDUCATION FOUNDATION

Elevating the Sales Profession Through University Education

SEF thanks the members of our **Advisory Board** who continue to provide insights and support for our efforts.

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Sales Mastery

ANDREA ZAVAKOS

University of Dayton



OUR MISSION:

Elevating the sales profession through university education

OUR FOCUS

SEF supports university and collegiate Sales education programs by providing educational opportunities, research grant funding, worldwide exposure and scholarships. SEF helps raise public awareness about the benefits of Sales careers and financially supports Sales-focused events and conferences.

OUR GOALS

- . Provide resources for universities and colleges interested in teaching Professional Sales and/or starting a Sales program
- . Encourage and support new Ph.D. candidates to research and ultimately teach Professional Sales
- . Increase the number of students seeking a Sales career
- . Support Sales specific research through grant funding
- . Provide educational resources for Sales student's career development
- . Strengthen relations between industry and academia by increasing the awareness of university and collegiate Sales education

STATISTICS OF INTEREST FROM 2023 TOP SALES PROGRAMS LISTING



94+% Job Placement Rate Average



DEGREES OFFERED

34 Sales Majors / 102 Sales Minors



WORLDWIDE REPRESENTATION

United States: 43 States + Washington, D.C.

Countries: Austria, Canada, Chile, Denmark, Finland, France, Germany, Greece, India, Ireland, Italy, Netherlands, Norway, United Kingdom

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Our 17th Edition Theme—Sales Renaissance



MARTY HOLMES
Executive Director



SALLY C. STEVENS
SEF Co-Founder

*The Sales Education
Foundation is hosted by:*



University of Dayton
**School of Business
Administration**

Our 2023 edition focuses on the Renaissance taking place in Sales—whether in education or the corporate world, one thing stands out—we are in the midst of another renaissance. We know this term’s definition: a revival of or renewed interest in something. Our something is—SALES.

Our featured guest authors’ article, *A Sales Renaissance Requires Change . . . Are You Ready?* traces some of the advancements during the first and second renaissance and asks you to consider whether you are prepared for the Sales Renaissance. Other articles from our guest authors look at the renaissance taking place in Sales scholarship, Sales management, and trends and technology. We are fortunate to have several experts writing on these subjects.

But this edition goes beyond just one subject. Other guest authors look at Gen Z, Sales as a new discipline and what Value really looks like. You’ll find articles on creating a high school Sales competition and insights into the next Sales Educators’ Academy. Our popular Sales Myths Debunked feature includes myths from professionals and educators.

The focus of our SEF Annual has never changed—the list of universities and colleges offering Sales education opportunities to their students. Our very first publication in 2007 listed 27 universities. Fast forward to 2023’s listing featuring over 235 universities and colleges. Our SEF Annual survey allows us to collect, analyze, and share the data self-reported by these institutions who provide high-quality professional sales education to their students. Explore the information and connect with the individuals listed to learn what each unique program is doing to elevate the sales profession.

We thank those involved in professional sales education—whether an educator, administrator, professional or corporate sponsor. We continue to see tremendous growth in the sales education space and are excited to be a part of “elevating the sales profession through university education.”

We hope you enjoy our 17th edition! Δ

MARTY HOLMES

SALLY C. STEVENS

A Sales Renaissance Requires Change



ROBERT M. PETERSON, Ph.D.
Northern Illinois University



BARRY TRAILER
Sales Mastery

The Renaissance was a period of significant cultural, artistic, and intellectual development that took place in Europe from the 14th to the 17th century. During this time, major advancements in the arts, science, and philosophy had a profound impact on the way people thought and lived (see below).

RENAISSANCE CREATIONS

HUMANISM: Political Philosopher Niccolò Machiavelli

ART: Leonardo da Vinci with the Mona Lisa and Michelangelo painting Sistine Chapel

SCIENCE: Refracting telescopes, Johannes Kepler works on Planetary Motion; Galileo's telescope discovery of the earth revolving around the sun; Luca Picioli bookkeeping and accounting; Isaac Newton laws of motion; gravity; and calculus.

NAVIGATION: Christopher Columbus voyaging the seas, and returning

SCIENTIFIC METHOD: Sir Francis Bacon outlining a system of process logic based on the René Descartes publication *Discourse on the Method*

MEDICINE: Vesalius' *Trestise on Human Anatomy*; William Harvey discovery of blood circulation to the brain, heart, and body

MUSIC: Printing made wide scale distribution possible

RELIGION: Martin Luther's Reformation gave rise to different Christianity followings

*It's not the strongest
of the species that
survives, nor the most
intelligent. It's the
one most adaptable
to change...*

—DARWIN

are you ready?

As NASA's Artemis 1 mission was launched, circled the moon on a 26-day mission and returned to earth just before year's end, it could be argued this is just another example of technologies and other advancements being part of a second Renaissance (see below).

2ND RENAISSANCE INNOVATION SINCE 1900

AIR CONDITIONING

ARTIFICIAL
INTELLIGENCE

AUTOMOBILES

COMPUTERS

DNA MAPPING

DRIVERLESS CARS

ELECTRIC
REFRIGERATION

MRI

INSULIN

LASERS

NUCLEAR POWER

PENICILLIN

POLIO + OTHER VACCINES

RADAR

RADIO

SMARTPHONES

SPACEFLIGHT

TELEVISION

TRANSISTOR

WIRELESS TECHNOLOGY

XEROGRAPHY

Many of these breakthrough technologies, for example xerography, have already been eclipsed by newer technologies, such as scanned documents, electronic signatures, etc. As innovation initiatives and start-up companies continue to push the envelope of what's now possible, it's easy to become somewhat complacent about the level and rate of change occurring all around us.

Are we in a second Renaissance? If so, what are the implications of this now and going forward?

RENAISSANCE 2.0

Just as there were enormous cultural shifts in the earlier Renaissance—how people worked, how they moved around and communicated, impacts on lifestyle and life expectancy—we see similarly significant impacts with current discoveries and practices.

Quantum computing and gene therapy promise another jump in how, and how long, we live and work. However, these and other promising areas of innovation/exploration are just over the horizon. Many of these new capabilities are here today, already impacting daily lives. Our focus is much simpler and narrower: **SALES**. What changes/innovations have already occurred and how are these impacting sellers today?

continued on page 6

Clearly, the breadth and scope of trade today is vastly different from R1. Companies now compete globally, not just locally or regionally. Goods and services can come from anywhere, not just nearby. Transactions are conducted online, rather than in person. Posters, flyers and letters have been replaced by websites, online communities and social media.

And yet, basic elements remain unchanged, even if the method of establishing these elements has changed. Trust needs to be established and maintained throughout the buy-sell process.

“He’s a man way out there in the blue, riding on a smile and a shoeshine...”

—DEATH OF A SALESMAN

Arthur Miller’s play was written in 1949. What is today’s equivalent of “a handshake and a smile”? What is the equivalent of a firm handshake and solid eye contact, in an increasingly remote, high-speed, Internet-connected world? Authenticity and genuine understanding are two elements that have not gone out of style. How these are established and conveyed in today’s and tomorrow’s markets remain at the heart of sales success.

A solid track record of performance, ease of doing business, and reputation are other elements on the road to sales success. Are you easy to find? Do you accept online payments? Do customer reviews/testimonials support your online presence? Does your omnichannel approach exist, and does it truly support the buyer’s non-linear decision-making process?

One seasoned sales representative recently remarked, “I have not met 80% of my current clients F2F.” This is literally unheard of in most industries, until now. Customers can have 3 competitive bids faster than any time in business history. Reps don’t have the window to “wine and dine”. Yet, perhaps it might be slightly easier to get your foot in the “Zoom” door since it’s faster than most F2F meetings. Remote meetings tend to be more content rich, although trust building is probably more difficult to obtain.

Once the call is ended, there’s no walk to the front door or elevator, it’s just click and gone. Some of the trust building has shifted out of the salesperson’s hands. Trust will

undoubtedly be formed through firm websites as buyers like to self-educate before engaging. The additional marketing content, demonstration/ROI videos, templates, or corporate mission/vision clarity will certainly play a role in trust building. Are you and your firm ready for this marketplace reality?

When telephones and rapid transportation came to be, the sales profession moved away from the Willy Loman (The Death of a Salesman) type of traveling sales”man” with defined routes to visit. Until recently, informational technology helped with processing of communications and data, the decision-making was human. Now, computer technology is also making decisions.

Machine learning and artificial intelligence can harness large volumes of disparate data to create call lists for reps. The process of starting with a written order has certainly given way to ordering on the internet. Going further, cyber systems are changing how humans interact with machines. It’s truly Terminator 2 with young John Connor interacting with the Cyborg (Arnold Schwarzenegger). In fact, humans can even be left out of the equation with the Internet of Things (IoT) where machines interact with machines.

CONCLUSION

If you dislike change, you are going to dislike irrelevance even more, especially since it seems we are in the midst of another Renaissance. Growth usually involves risk and both seem to be accelerating. Darwin said it best, “it’s not the strongest of the species that survives, nor the most intelligent. It’s the one most adaptable to change”. Very true, yet also true is this old saying, “change is inevitable, except from a vending machine.” But who uses coins in a machine anymore? While vending still exists, the method for interacting has evolved, has your customer engagement kept up? Is trust measured the same way from your customer’s perspective today?

So many questions! The answers will be determined by your intentions and the direction of your actions. Yes, Sales is evolving because how we interact with others as well as with machines is evolving. For better or worse, good or ill, things change. Here is the thing to keep before you:

Change is inevitable, growth is optional.

The question isn’t whether you will experience change, the question only you can answer is:

Will you grow? ▲



SEF Research Grants Continue to Yield Practical Insights



JASON JORDAN
Director of Research, SEF

Since 2011, the Sales Education Foundation has awarded more than \$150,000 in grants to leading sales researchers around the globe. Each year 15 to 20 research proposals are reviewed by both university professors and a group of practicing salespeople and leaders. Our goal is to promote sales research that not only contributes to the academic body of knowledge, but also provides actionable insights for sellers and their managers.

We would like to congratulate 2021 grant recipients **Bruno Lussier** (HEC Montreal University), **Nawar Chaker** (Louisiana State University), **Nathaniel Hartmann** (University of South Florida), and **Deva Rangarajan** (IESEG School of Management), who recently published their research paper *Lone Wolf Tendency and Ethical Behaviors in Sales: Examining the Roles of Perceived Supervisor Support and Salesperson Self-Efficacy*.

The researchers studied 135 business-to-business salespeople to determine whether salespeople with ‘lone wolf’ tendencies were more susceptible to lapses in ethical behavior. They characterize lone wolves as sellers who “prefer to work independently, prioritize their own interests, and are prone to focus on outcomes rather than on process.” They hypothesized that this working style leads to looser internal relationships, less supervisory influence, and ultimately an increased temptation to behave less ethically.

They conclude that while lone wolf sellers are not inherently unethical, their organizational independence and strong drive for success does foster behaviors that can harm customer relationships and create negative consequences for their employers. So, what can you do as a sales leader to keep your lone wolves in line with the pack?

Foremost, the researchers suggest that sales managers generally should be aware that high levels of sales rep independence require more monitoring to guard against unethical actions. Second, managers should proactively coach lone wolves and set clear guidelines regarding acceptable behaviors. Third, managers should include these salespeople in team-based events to increase socialization and reinforce company norms. And finally, sales managers should scrutinize the activities of their sellers who work more independently, particularly as it relates to ethical conduct.

Congratulations again to this global research team on the publication of their work. We look forward to sharing more actionable insights from our SEF research grant recipients in next year’s update! △

SEA 2023 Asks How We Teach Sales “In a Highly Disrupted World”



LEFF BONNEY, Ph.D.
Florida State University

Sales education has taken some dramatic steps forward since the inaugural Sales Educators' Academy program in 2011. Everything from the topics that are covered in university sales courses to the way we deliver sales education has been in a constant state of flux in an effort to improve sales student learning and development. With this in mind, the goal of the Sales Educators' Academy has always been to provide a forum for collegiate sales educators to spend time evaluating and refining sales education. But now that the world is emerging from COVID-19, the mission of the Sales Educators' Academy event is more important than ever before.

Recently, a special issue of the *Journal of Personal Selling and Sales Management (JPSSM)*, was devoted solely to studying the impact of COVID-19 on the sales function. The findings of the studies in this special issue present major implications for sales practice and sales education in the years to come. For example, one article investigated lasting changes in B-2-B purchasing habits based on corporate reactions to the global pandemic by interviewing and surveying almost 275 corporate purchasing managers. One of the key changes noted in the study is that organizational purchasing will be more complex in the aftermath of COVID-19. Buyers in the study noted that there will be formal guidelines in B-2-B purchasing, more senior leader involvement in major purchase decisions, and that these decisions will take much longer to make. The study also found that corporate buyers believe that they will be pushed to work more closely with suppliers that they have used in the past versus entering relationships with new, unfamiliar vendors.

REFERENCE:

Dover, Howard (2022), *The Sales Innovation Paradox*, Green Leaf, Austin Texas.
Nardin, Nancy (2023), <https://nancynardin.com/salestech-resources/>

Another study in the special issue explored the impact of technology on sales organizations following the pandemic and found that the sales force's ability to learn and adapt to new technology played a critical role in weathering the COVID-19 storm. The study goes on to point out that these capabilities are likely to play a much larger role in sales team success going forward. Yet another article in this issue of *JPSSM* explored the importance of shifting leadership styles as a source of sales team performance and calls into question our assumptions of what effective sales leadership looks like.

Of course, disruption and change were not limited to sales practitioners. Sales academics went through their own unique shift in the way that they deliver sales curriculum in their respective universities. Sales competitions went virtual overnight, the term "hybrid" classes became common across class schedules, and "ZOOM" role-plays became normal practice.

It's these types of paradigm shifting insights that the SEA 2023 conference will use to explore the theme of "Sales in a Highly Disrupted World". All throughout the COVID-19 pandemic, there was a great deal of conjecture about what the state of sales would be like in the years following the massive shock to the business community. Likewise, many of us sales academics wondered what the future of sales teaching would look like. Now, the dust is beginning to settle and it's time to assess what changes to professional selling were temporary and which new ways of selling are here to stay. And more importantly, what changes are needed to ensure that sales educators are teaching future sellers relevant skills in the new sales world?

Sessions at the "Sales in a Disrupted World" installment of SEA will focus on changes to the role of salespeople and how we should adjust our course curriculum and delivery methods to account for these changes. Like past years, SEA '23 will tackle the "Sales in a Highly Disrupted World" theme through three types of sessions. First, keynote speakers will discuss their views on what they believe to be the future of sales. Conference plenary sessions will feature speakers who demonstrate creative ways they teach certain sales topics fol-

lowed by a group discussion around best practices for teaching that topic. Finally, SEA 2023 will bring back workshops where small teams of participants will be assigned a sales or sales management topic and then tasked with developing a class session for the topic that will be modeled in simulated teaching sessions.

For those unfamiliar with the Sales Educators' Academy, it is the only conference dedicated solely to the improvement of sales teaching in colleges and universities around the world. The program was started in 2011 by Leff Bonney from Florida State University and Greg Marshall and Mark Johnston at the Crummer School of Business at Rollins College. Now, Geoff Parkes at Aston University in the UK has joined as a co-chair of the conference and the SEA program is held at Rollins College in Orlando, FL in odd years and Birmingham, UK in even years. The 2023 Sales Educators' Academy will return to an in-person format and will be hosted on Rollins College's beautiful campus located just outside of Orlando in Winter Park, FL. ▲



<https://salesedacademy.com/>

BARBARA GIAMANCO MEMORIAL SCHOLARSHIP

Scholarship created in memory of Barbara Giamanco to financially support and encourage current female undergraduate sales students

The Sales Education Foundation is proud to partner with the many friends and family of BARBARA GIAMANCO in announcing the 2022 Barbara Giamanco Memorial Scholarship recipients. Fifty-eight applications were received from female students studying Professional Sales at over thirty 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, "This year's selection team had a tough time because of all of the great submissions. All who applied are winners in our minds. We want these women to know we support their efforts and that there is a community of support to help them reach their goals."

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. Tragically, Barb passed away in May 2020.



Announcing the eight Barbara Giamanco Memorial Scholarship recipients for 2022.

Clarisse Chatfield, Florida State University

Czerise Villiers, University of Central Florida

Emma Milbert, University of Central Florida

Matea Floryance, Baylor University

Natalie Williams, The University of Kansas

Nicole Boylan, The University of Alabama

Virginia Cheng, The University of Texas at Dallas

Wellsley Cohen, Elon University

These young women are the future! They attend university sales programs, study the science of Professional Sales and excel in their various courses.



HOW TO DONATE?

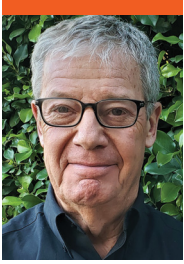
Donations to the Barbara Giamanco Memorial Scholarship are needed to continue this scholarship program. You can make a difference! No donation is too small and all donations go directly toward awarding scholarships.



Visit the SEF webpage to donate: www.salesfoundation.org/barbara-giamanco-memorial-scholarship-fund/

Sales Myths

DEBUNKED



BARRY TRAILER
Sales Mastery

THE MYTH:

The Newest “Silver Bullet” will solve everything.

THE TRUTH: Every couple of years, there appears a new Silver Bullet that will solve recurring sales challenges: closing more deals in less time; building overflowing sales funnels; attracting new clients and renewing existing clients at unprecedented levels; and so much more. “Silver Bullet” refers to a fix-all that somehow magically solves any/all problems. For those who don’t know, silver bullets were the trademark of a television/movie character, The Lone Ranger, and a memory Boomers will flash on every time they hear the *William Tell Overture*.

Like the Lone Ranger, Silver Bullet solutions are equally mythical. There are no shortcuts, and get rich quick scenarios are as much in your favor as the odds of winning the lottery. Yes, it can happen. No, it probably won’t. You have to do the work. When innovation is introduced, it is first for the rich. Think air travel, cell phones, EVs. Those that can afford these things in the early stages do; most cannot. Similarly, innovation happens at a higher selling level, but as higher order problems become routine, more common, they will move lower in the grand scheme of things and, at some point, be better handled by constantly improving technologies.

The point is not for you to become a robot in some giant selling machine, but to constantly be elevating your game, up-skilling your abilities, pushing the envelope. Said another way, staying ahead of technology!

There are no silver bullets. Do the work of growing, elevating, improving, exploring as a seller, and serving your buyers. ▲

THE MYTH:

Farmers, Hunters and Killer Sales Reps

THE TRUTH: A company recently approached us to work with their elite sellers, their “hunters.” Estimating that 85%–95% of their salesforce were “farmers,” they wanted us to focus on up-skilling their hunters. The point here is not to dismiss the notion of focusing on your top performers, it’s the labeling myth we want to bust here.

The terms hunters versus farmers and, even, “ranchers” are familiar to anyone who’s been involved in sales for even a short time. Hunters being the reps that can bring in new logos, new customers, while farmers grow existing relationships. “Killer” sales reps are, presumably, the primo hunters, the top 10% of the hunter group.

This is a typical scenario for Sales Management 1.0. Get ‘em young, keep ‘em hungry, turn ‘em loose on the market, the strong will survive. This is also perfect baloney. Think about it, first, from the buyer’s point of view. Do you really want to be “hunted?” Knocked down and dragged back to the seller’s firm as a trophy? Probably not.

And second, from a new generation of sellers (think: Gen Z and Millennials), does this sound like the purpose-driven, socially responsible profession they aspire to join and excel within? If you’ve worked with people in these groups, you know the answer.

Sellers that are able to identify suspects, qualify prospects, educate leads, progress opportunities and close new accounts are always highly valued. The time is now to lose those labels and free the hunters to become relationship builders, developers and, even, challengers. There’s much more appeal in a job that enables you to grow relationships and sustainable business, than a legacy of being a hunter with a collection of trophies. ▲

NOTE

You’ll find more Sales Myths Debunked in this issue—read on!

2023 SEF TOP UNIVERSITIES AND COLLEGES FOR PROFESSIONAL SALES EDUCATION

TOP NORTH AMERICAN UNIVERSITIES

	ONLINE COURSE	SPECIALTY AREA	SALES INTERNSHIP REQUIRED	TOTAL FACULTY	% OF JOB PLACEMENT	SALES LAB
Appalachian State University				4	90	▲
Arizona State University			▲	5	90	
Arkansas State University	▲		▲	3	100	▲
Auburn University	▲			6	65	
Aurora University		▲		3	50	
Ball State University	▲			5	90	▲
Baylor University			▲	5	100	▲
Bemidji State University	▲			3	N/A	▲
Bentley University			▲	2	100	
Bloomsburg University			▲	3	95	▲
Bowling Green State University	▲			4	95	▲
Bradley University			▲	2	100	▲
Brigham Young University				5	60	
Bryant University		▲	▲	1	100	▲
Butler University		▲		2	95	
California Polytechnic State University, San Luis Obispo		▲		N/A	95	
California State University, Chico		▲		3	100	▲
California State University, Fullerton	▲			5	80	
Campbell University	▲	▲		3	N/A	
Catholic University of America (The)		▲	▲	4	98	
Central Michigan University	▲			4	65	▲
Clemson University	▲	▲		5	100	▲
Cleveland State University				3	65	▲
Colorado State University		▲		5	95	▲
DePaul University		▲		6	80	
Duquesne University	▲			14	62	▲
East Carolina University	▲			5	80	
Eastern Kentucky University	▲	▲	▲	4	95	▲
Eastern Michigan University		▲		6	N/A	
Elon University		▲		3	N/A	▲
Fairleigh Dickinson University				2	N/A	
Ferris State University	▲	▲		4	80	
Florida Gulf Coast University	▲			1	N/A	▲
Florida International University	▲			6	90	▲
Florida State University			▲	5	100	▲
Georgia College & State Univeristy				2	90	▲
Georgia Southern University				3	90	▲
Georgia State University	▲			3	60	
High Point University		▲		11	80	▲
Illinois State University	▲			4	98	▲
Indiana State University	▲	▲		3	98	▲
Indiana University				3	100	▲
Indiana University Southeast	▲	▲		3	90	▲
Iowa State University				4	100	▲
James Madison University		▲		6	98	▲
Kansas State University	▲			8	99	▲
Kennesaw State University	▲			7	99	▲
Kent State University	▲	▲	▲	5	100	▲

TOP NORTH AMERICAN UNIVERSITIES continued

	ONLINE COURSE	SPECIALTY AREA	SALES INTERNSHIP REQUIRED	TOTAL FACULTY	% OF JOB PLACEMENT	SALES LAB
La Salle University		▲	▲	4	100	▲
Liberty University	▲			1	N/A	
Louisiana State University		▲		6	100	▲
Marshall University				2	N/A	▲
Manchester University		▲	▲	3	100	▲
Marian University			▲	2	100	▲
Marquette University	▲			2	100	
Metropolitan State University of Denver	▲			5	99	▲
Michigan State University	▲		▲	6	100	▲
Middle Tennessee State University	▲			5	100	▲
Missouri State University	▲			4	90	▲
Nicholls State University		▲		1	80	▲
North Carolina A&T State University	▲	▲		3	90	▲
North Dakota State University		▲	▲	4	100	▲
Northern Arizona University		▲		9	100	
Northern Illinois University	▲			5	90	
Northern Kentucky University	▲		▲	3	50	
Northwest University			▲	N/A	100	
Ohio University			▲	6	100	▲
Oklahoma State University	▲	▲	▲	6	98	▲
Old Dominion University				2	N/A	▲
Oregon State University	▲			3	100	
Pace University		▲		3	100	▲
Penn State University Harrisburg				3	N/A	▲
Plymouth State University	▲	▲		3	90	▲
Point Park University	▲			4	90	▲
Purdue University		▲	▲	8	100	▲
Purdue University Northwest				3	N/A	▲
Robert Morris University				2	90	▲
S3 @Baylor University		▲	▲	2	100	▲
Saint Cloud State University	▲			4	99	▲
Salisbury University			▲	5	95	▲
Samford University			▲	2	100	▲
Sonoma State University				1	N/A	
Southeast Missouri State University				3	N/A	▲
Southeastern Louisiana University				3	95	▲
Southern New Hampshire University		▲		6	100	▲
St. Ambrose University	▲	▲	▲	4	100	▲
St. Catherine University		▲	▲	4	100	
Stetson University				4	100	▲
Susquehanna University				2	95	
Temple University				2	N/A	
Texas A&M University	▲	▲		6	99	▲
Texas Christian University				7	100	▲
Texas State University			▲	5	100	▲
The Citadel				6	95	▲
Toronto Metropolitan University (formerly Ryerson University)		▲		3	93	
Tuskegee University				1.5	85	

TOP NORTH AMERICAN UNIVERSITIES continued

	ONLINE COURSE	SPECIALTY AREA	SALES INTERNSHIP REQUIRED	TOTAL FACULTY	% OF JOB PLACEMENT	SALES LAB
University of Akron	▲	▲	▲	4	100	▲
University of Alabama	▲			4	100	▲
University of Alabama Birmingham	▲	▲		6	90	▲
University of Arkansas at Little Rock	▲			3	90	▲
University of Central Florida				5	100	▲
University of Central Missouri	▲			2	N/A	▲
University of Central Oklahoma	▲		▲	6	90	▲
University of Cincinnati		▲		11	99	▲
University of Colorado-Boulder	▲	▲		2	93	
University of Connecticut	▲		▲	2	90	
University of Dayton		▲		5	100	▲
University of Delaware				6	95	
University of Denver		▲		4	N/A	
University of Florida	▲		▲	2	100	
University of Georgia		▲	▲	2	98	▲
University of Houston	▲	▲		10	98	▲
University of Idaho	▲	▲		2	90	
University of Kansas				4	95	
University of Louisiana at Lafayette		▲	▲	1	100	▲
University of Louisville	▲			3	N/A	▲
University of Minnesota		▲		2	90	
University of Minnesota Duluth				3	98	
University of Mississippi	▲	▲		10	95	
University of Missouri			▲	22	100	▲
University of Nebraska - Kearney	▲			5	100	
University of Nebraska - Lincoln				5	95	▲
University of Nebraska - Omaha	▲			5	N/A	▲
University of New Hampshire		▲	▲	3	100	
University of New Mexico (The)				3	90	
University of North Alabama	▲			3	97	▲
University of North Carolina Greensboro	▲			2	90	
University of North Carolina Wilmington				3	50	▲
University of North Dakota	▲	▲	▲	3	90	▲
University of North Georgia	▲			2	99	▲
University of North Texas			▲	4	100	
University of San Diego (The)		▲		2	100	
University of South Carolina (The)		▲		4.5	95	▲
University of South Florida (The)	▲			6	N/A	▲
University of Southern Mississippi (The)	▲	▲		3	90	▲
University of Tampa			▲	3	90	▲
University of Tennessee - Chattanooga	▲	▲		5	100	▲
University of Tennessee - Knoxville				4	N/A	▲
University of Texas at Arlington	▲			1	N/A	▲
University of Texas at Austin		▲		6	N/A	
University of Texas at Dallas		▲	▲	4	95	▲
University of the Fraser Valley	▲		▲	3	90	
University of Toledo	▲	▲	▲	7	96	▲
University of Washington			▲	2	98	
University of Wisconsin - Eau Claire				2	99	▲
University of Wisconsin Oshkosh				2	55	
University of Wisconsin - Parkside	▲	▲		3	80	▲
University of Wisconsin - River Falls	▲			3	98	▲

TOP NORTH AMERICAN UNIVERSITIES continued

	ONLINE COURSE	SPECIALTY AREA	SALES INTERNSHIP REQUIRED	TOTAL FACULTY	% OF JOB PLACEMENT	SALES LAB
University of Wisconsin - Whitewater	▲	▲		4	100	▲
University of Wyoming				4	95	▲
Utah State University	▲	▲		3	95	▲
Virginia Commonwealth University	▲	▲		2	75	▲
Virginia Polytechnic Institute & State University	▲			4	100	▲
Washington State University - Pullman and Vancouver				5	95	
Weber State University	▲		▲	14	100	▲
West Virginia University	▲	▲		4	100	▲
Western Carolina University	▲			2	80	▲
Western Colorado University				2	80	
Western Kentucky University	▲			4	N/A	▲
Western Michigan University		▲		5	99	▲
Widener University				4	97	
William Paterson University	▲			8	100	▲
Winona State University			▲	4	100	▲
Xavier University of Louisiana	▲			2	N/A	▲
Youngstown State University	▲	▲		3	98	▲

TOP NORTH AMERICAN COLLEGES

	ONLINE COURSE	SPECIALTY AREA	SALES INTERNSHIP REQUIRED	TOTAL FACULTY	% OF JOB PLACEMENT	SALES LAB
Algonquin College	▲	▲		20	N/A	
British Columbia Institute of Technology			▲	5	95	
College of New Jersey (The)				2	95	
College of Saint Rose (The)			▲	4	N/A	
Conestoga College	▲			7	88	▲
Douglas College	▲	▲		11	90+	
Granite State College	▲			2	100	
Hocking College				3	N/A	▲
Morehouse College				3	100	
Seneca College	▲			15	N/A	

TOP INTERNATIONAL SALES SCHOOLS

	ONLINE COURSE	SPECIALTY AREA	SALES INTERNSHIP REQUIRED	TOTAL FACULTY	% OF JOB PLACEMENT	SALES LAB
Aalborg University Business School	▲	▲	▲	12	90	
Aalen University of Applied Sciences	▲	▲		15	99	▲
Athens University of Economics and Business		▲		3	80	
Copenhagen Business School	▲			17	100	▲
Cranfield University				5	95	
EM Strasbourg Business School			▲	5	90	
ESB Business School		▲		14	100	
Euridis Business School	▲	▲		10	100	▲
Haaga-Helia University of Applied Sciences	▲	▲	▲	13	95	▲
HAN University of Applied Sciences	▲	▲		14	95	▲
Justus Leibig University	▲			7	95	▲
Kristiania University College				15	85	
Middlesex University	▲			2	100	
Tampere University of Applied Sciences	▲	▲	▲	14	100	
Technological University Dublin	▲	▲		7	N/A	▲
Turku University of Applied Sciences		▲	▲	11	95	▲
Universidad del Desarrollo	▲			9	95	
Università Bocconi				3	90	▲
University Clermont Auvergne	▲	▲	▲	16	80	
University of Applied Science in Wiener Neustadt	▲	▲		11	95	▲
University of Applied Science in Upper Austria		▲	▲	38	25	▲

SEF **TOP SALES PROGRAMS**

REQUIREMENTS FOR TOP UNIVERSITY AND COLLEGE SALES PROGRAM LISTING

The following university and college programs prepare students for careers in professional selling. To be listed, sales programs must: a) offer a minimum of three sales-specific courses; b) receive accreditation from an external source; c) have university recognition of the program.

PROGRAMS:

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

AALBORG UNIVERSITY

www.aau.dk/uddannelser/kandidat/economics-and-business-administration/marketing-and-sales

Karina Burgdorff Jensen
burgdorff@business.aau.dk
Aalborg Ø, Northern Jutland 9220
004520768279

Students: 50
Start Year: 2020
Accreditations/Affiliations: GSSI

Program Type(s): **GC**
Focus Option(s): Technology

The study program prepares students for a career within sales and marketing. The program provides a broad insight into the marketing field and a specialized set of skills related to marketing and sales.

AALEN UNIVERSITY OF APPLIED SCIENCES

www.hs-aalen.de/de/courses/25-leadership-in-industrial-sales-and-technology

Arndt Borgmeier
arndt.borgmeier@hs-aalen.de
Aalen, Germany 73430
++49 7361 576 2210

Students: 20
Start Year: 2010
Accreditations/Affiliations: Board of Akkreditierung - BaWü Germany

Program Type(s): **UMJ, USP, GC, GF, ET**
Focus Option(s): Communication, Broadcast, or Media Sales, Entrepreneurship, Industrial Distribution, International Business, Technology, Other areas of focus in our program Sales Engineering + Service Products

The institution provides Interdisciplinary (Techno-Commercial know-how) that is unique in Europe. Also, a Bachelor Program (B. Eng.) as well as Master Program (M. Eng.) is offered. Hidden Champions provides a Strong Practical as well as Research Orientation.

APPALACHIAN STATE UNIVERSITY

marketing.appstate.edu/professional-selling

Bonnie Guy, Ph.D.
guybs@appstate.edu
Boone, NC 28608
828 262 7828

Students: 120
Start Year: 2016
Accreditations/Affiliations: AACSB, PSE
Program Type(s): **UCO, UMN**

The Professional Selling program at Appalachian State offers mentored and experiential in-class and extracurricular assignments and activities. Each student in the foundational selling course works one-on-one with a sales mentor. Students often do sales internships as part of their curriculum, and network closely with a significant number of corporate partners. The program participates in multiple sales competitions annually and the vast majority of students earning the Professional Selling concentration or one of the minors have 2-4 job offers prior to graduation.

ARIZONA STATE UNIVERSITY

wpcarey.asu.edu/sales
Detra Montoya, Ph.D.
Detra.Montoya@asu.edu
W. P. Carey School of Business

Tempe, AZ 85287
480 965 6325
Students: 330
Start Year: 2014

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

The Professional Sales Program emphasizes a comprehensive sales model that is implemented across all sales courses and sales competition training. The Professional Sales Advisory Board provides valuable input into curriculum and programming and is highly engaged with students. There are two student organizations, Pro Sales Club and Sales Scholars, that focus on developing selling skills. Students participate in both internal and national sales competitions. ASU hosts the Arizona Collegiate Sales Competition.

ARKANSAS STATE UNIVERSITY

www.astate.edu/college/business/sales
Katie Hill, Ph.D.
khill@astate.edu

Jonesboro, AR 72401
870 972 3035
Students: 120
Start Year: 2016

Accreditations/Affiliations: AACSB, USCA Associate Member
Program Type(s): **UCE, UCO, UMN**

The Sales Leadership Program is centered on three interdependent and strategically aligned capabilities which enhance the student experience and promote personal and professional

growth and success. A curriculum composed of a comprehensive sequence of sales and sales management classes emphasizes consultative and relationship selling processes and is benchmarked against 40+ other university programs (including members of the USCA). Professional development and career planning strategies and workshops ignite student passion for the sales discipline and empower students to transition into their careers with confidence and purpose.

ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS

www.aueb.gr
Vlasis Stathakopoulos
stathako@aubeb.gr
Athens, Greece 10476
+ 302108203433

Students: 150
Start Year: 2000
Accreditations/Affiliations: GSSI, ESG

Program Type(s): **UCE**
Focus Option(s): Communication, Broadcast, or Media Sales, Entrepreneurship, International Business, Technology

The program is part of Marketing's Department overall undergraduate program. Students take courses such as: sales and sales management, negotiation, communication, international business.

AUBURN UNIVERSITY

harbert.auburn.edu/degrees-programs/undergraduate/majors/marketing.html
Christopher D. Hopkins, Ph.D.
CDH0059@auburn.edu

Auburn, AL 36830
334 844 3016
Students: 500
Start Year: 2015

Accreditations/Affiliations: AACSB
Program Type(s): **UMN**

Highly technologically focused curriculum with strong emphasis on interactive engagement with industry leaders.

AURORA UNIVERSITY

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

Dunham School of Business
Aurora, IL 60506
630 844 5527

Students: 60
Start Year: 2008
Accreditations/Affiliations: HLC
Program Type(s): **UEM, ET**

Focus Option(s): Financial Services, Industrial Distribution, Insurance, Technology

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.

BALL STATE UNIVERSITY

www.bsu.edu/academics/centersandinstitutes/professional-selling
Christopher Wilkey
cawilkey@bsu.edu

Miller College of Business
Muncie, IN 47306
765 285-3410
Students: 55

Start Year: 1996
Accreditations/Affiliations: AACSB, USCA Full Member, PSE

Program Type(s): **UMJ, UMN, GF**
Our bachelor's degree in professional selling teaches the professional selling process, how to build trust, how to engage in persuasive communication, how to use the latest technology to work smarter, and what to expect from a career in sales management—all taught by outstanding faculty with real-world sales expertise.

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 1986
Students: 400

Start Year: 1985
Accreditations/Affiliations: AACSB, USCA Full Member, PSE, AMA Sales SIG, AMS, GSSI

Program Type(s): **UMJ**
Highly selective, competency-based program that builds student knowledge and skills through an iterative model brought to life both within and outside



KENNESAW STATE UNIVERSITY

WHERE SUCCESS & OPPORTUNITY COLLIDE!

HOME OF THE NATIONAL COLLEGIATE SALES COMPETITION

For More Information:
 Dr. Terry Loe, Executive Director
 tloe@kennesaw.edu
 (470) 578-2017
<https://coles.kennesaw.edu/salescenter/>



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SALES**

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KENNESAW STATE UNIVERSITY
 COLES COLLEGE OF BUSINESS
 Center for Professional Selling

of the classroom. ProSales students are required to participate in four internal sales competitions and two Top Gun training programs every year. As a result, our corporate partners benchmark our students as equivalent to sales representatives with three years of full-time experience. Average starting compensation package rival the average for most MBA programs.

S3@BAYLOR UNIVERSITY

www.baylor.edu/business/s3/
 Lane Wakefield
 lane_wakefield@baylor.edu
 Center for Sports Strategy and Sales
 Waco, TX 76798
 210 913 2727
 Students: 25
 Start Year: 2004
 Accreditations/Affiliations: AACSB
 Program Type(s): **UEM**
 Focus Option(s): Communication, Broadcast, and Media Sales, Sports and Entertainment
 The Sports Strategy & Sales Center is open to Marketing majors. Students on the sales track work to find fulfilling careers in sports and entertainment.

BEMIDJI STATE UNIVERSITY

www.bemidjistate.edu
 Angie Kovarik
 akovarik@bemidjistate.edu
 Bemidji, MN 56601
 218 755 4225
 Students: 50
 Start Year: 2022
 Accreditations/Affiliations: IACSB
 Program Type(s): **UEM, UMN**
 The Professional Selling program will equip students with tools needed to gain an understanding of sales processes. The students will be given opportunities to focus on professional selling skills through experience. Curriculum will be guided by partnerships with outside agencies, current sales research, and active learning.

BENTLEY UNIVERSITY

www.bentley.edu/academics/undergraduate-programs/professional-sales
 Jim Pouliopoulos
 pouli@bentley.edu
 Waltham, MA 02452
 781 891 2006
 Students: 50
 Start Year: 2014
 Accreditations/Affiliations: AACSB

Program Type(s): **UMJ**
 At Bentley University, Professional Sales is not just an elective. It's a full, four-year program dedicated to advancing students' skills and developing graduates with real-world selling experience. Students learn how to effectively sell, negotiate and collaborate. And, they learn how sales interacts with other key business functions, like marketing, operations and management. Bentley's Professional Sales students are ready to contribute to a company's success the moment they graduate.

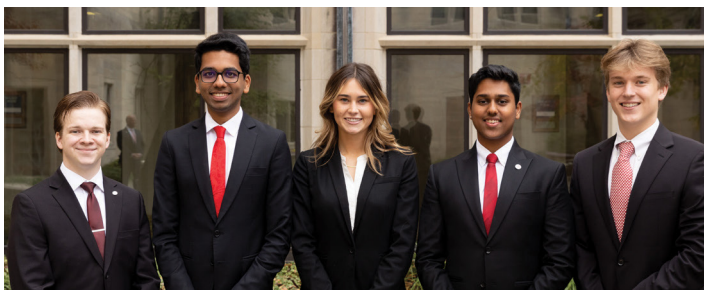
BLOOMSBURG UNIVERSITY AT COMMONWEALTH

www.bloomu.edu/professional-sales-center
 Monica J. Favia, Ph.D.
 mfavia@commonwealthu.edu
 Zeigler College of Business
 Bloomsburg, PA 17815
 570 389 4389
 Students: 90
 Start Year: 2015
 Accreditations/Affiliations: AACSB, USCA Associate Member, PSE
 Program Type(s): **UMN, UMJ, GC**
 Bloomsburg University's Professional Sales Center 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 focus on experiential learning.

BOWLING GREEN STATE UNIVERSITY

www.bgsu.edu
 Gregory Rich
 garich@bgsu.edu
 Schmidhorst College of Business
 Bowling Green, OH 43403
 419 202 6296
 Students: 100
 Start Year: 2010
 Accreditations/Affiliations: AACSB
 Program Type(s): **USP**
 Focus Option(s): Services Marketing
 BGSU's sales specialization is unique in that it focuses on the synergy between sales and services marketing. These two areas are complementary as salespeople can only be successful by delivering superior service to their customers. The U.S. has shifted to a service-based economy and most college graduates begin their careers in sales jobs—so this specialization leads to tremendous employment opportunities.



National Team Selling Competition | October 18-20, 2023

The **Center for Global Sales Leadership** creates career-defining moments for undergraduates at the Kelley School of Business at Indiana University.

- Professional sales major and world-class curriculum
- Corporate partnership with top companies and sales leaders
- 3M Professional Sales & Communication Lab

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U.S. News & World Report

Best Undergraduate Business Programs, 2023

Advancing professional sales

gokelley.iu.edu/globalsales



KELLEY SCHOOL OF BUSINESS

Center for Global Sales Leadership

BRADLEY UNIVERSITY

www.bradley.edu/academic/departments/mtg/major/sales/

Dr. Mark C. Johlke

mjohlke@bradley.edu

The Foster College of Business

Peoria, IL 61625

309 677 3947

Students: 50

Start Year: 2003

Accreditations/Affiliations: AACSB, USCA Full Member

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

The concentration in professional sales gives you skills and experiences needed for success in today's sales environment. This program trains you through a sequence of courses, role play assignments, personalized feedback, self-evaluation and professional sales experiences.

BRYANT UNIVERSITY

nisc.bryant.edu/

Dr. Stefanie Boyer

sboyer@bryant.edu

Smithfield, RI 02917

813 857 1947

Students: 130

Start Year: 2009

Accreditations/Affiliations: AACSB, GSSI, PSE

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

Focus Option(s): Communication, Broadcast, or Media Sales, Entrepreneurship,

International Business, Technology
Bryant University offers students hands-on leadership and sales training experience. Students focus on technology sales, train adaptability, design thinking, innovation, and host a series of engaging events including the Northeast Intercollegiate Sales Competition with multiple competitions, awards categories and recognition for students, faculty and employers.

CALIFORNIA POLYTECHNIC STATE UNIVERSITY

www.cob.calpoly.edu/marketing/sales-minor

Danielle Epstein

depstein@calpoly.edu

Orfalea College of Business

San Luis Obispo, CA 93407

805 756 2048

Students: 60

Start Year: 2018

Accreditations/Affiliations: AACSB

Program Type(s): **UMN**

Focus Option(s): Communication, Broadcast, or Media Sales, Entrepreneurship, Financial Services, International Business

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

*INFORMATION FROM 2022

www.csuchico.edu/cob/programs/professional-sales/index.shtml

Tom Villa

tpvilla@csuchico.edu

Seufferlein Sales Program

Chico, CA 95929

916 223 2171

Students: 80

Start Year: 2008

Accreditations/Affiliations: AACSB, USCA Full Member

Program Type(s): **UCE**

Focus Option(s): Entrepreneurship, Financial Services, Industrial Distribution, Insurance, Technology

The Seufferlein Sales Program is designed for Chico State students to hone their sales skills, develop professionally, and begin prosperous careers. The SSP offers a curated selection of workshops to accompany the three certificate offerings, as well as opportunities to compete in sales competitions and win thousands of dollars in prize money, and frequent networking events to learn about exclusive internship and career opportunities with our corporate partners.

CALIFORNIA STATE UNIVERSITY, FULLERTON

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

Brad Anderson, Director

branderson@fullerton.edu

Fullerton, CA 92831

657 278 3235

Students: 120

Start Year: 2011

Accreditations/Affiliations: AACSB, USCA Full Member

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

The SLC offers students with an interest in a sales career the opportunity to learn and experience portions of the sales profession that is not available in a classroom setting. Through active engagement, students are given a gentle push outside of their comfort zones, while building their confidence and enhancing their listening skills and persuasion skills.

THE CATHOLIC UNIVERSITY OF AMERICA

business.catholic.edu/sales-program/index.html

Peter Pin

pin@cua.edu

Washington, DC 20064

703 439 0764

Students: 100

Start Year: 2017

Accreditations/Affiliations: MSCHE

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

Focus Option(s): Communication, Broadcast, or Media Sales, Entrepreneurship, Financial Services, International Business, Medical or Healthcare Sales

Our Sales program develops the next generation of sales leaders in field sales and sales leadership roles with the highest degrees of professional excellence and personal integrity. Our philosophy promotes the building of trust-based relationships as the key, not just to a successful sales career but as central to competing ethically in the world of selling. All Sales classes are taught by highly experienced sales professionals who combine practical and intellectual training in sales with the principles of Catholic social teaching, resulting in well-formed, ethical individuals who excel.

CENTRAL MICHIGAN UNIVERSITY

cba.cmich.edu

Concha Allen

concha.allen@cmich.edu

Mount Pleasant, MI 48859

989 774 3701

Students: 200

Start Year: 2008

Accreditations/Affiliations: AACSB, PSE

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

Focus Option(s): Communication, Broadcast or Media Sales

Students from every major on campus can receive specialized sales training at CMU. Through collaboration with leading organizations, CMU's sales classes are focused on student development through active learning and real-world experience. Students have access to an abundance of professional development and networking opportunities through sales-related programming, sales competitions on and off campus, and an active chapter of Pi Sigma Epsilon. CMU is the winningest school in the history of PSE's National Pro-Am Sell-A-Thon Competition.

CLEMSON UNIVERSITY

www.clemson.edu/centers-institutes/sip/index.html

Ryan Mullins

rmullin@clemson.edu

Clemson, SC 29634

864 656 5292

Students: 400

Start Year: 2009

Accreditations/Affiliations: AACSB

Program Type(s): **UCE**

Focus Option(s): Medical or Healthcare Sales

The Sales Innovation Program (SIP) was founded in 2019 as a flagship program within the Wilbur O. and Ann Powers College of Business. The SIP is open to all Clemson students, regardless of academic year or major, who are passionate about pursuing a career in sales. The program focuses on being a nationally renowned resource for sales research, sales education, and valuable academic partnerships.

CLEVELAND STATE UNIVERSITY

business.csuohio.edu/sales/sales

Paul Mills, Ph.D.

p.mills@csuohio.edu

Bernie Moreno Center for Sales Excellence

Cleveland, OH 44212

216 687 4724

Students: 75

Start Year: 2017

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

The Sales Center's mission is to produce career-ready sales professionals who will be able to make an immediate and positive impact on the bottom line of the organizations they serve. The sales program promotes professional selling and sales management as vital to the growth of the local economy to strengthen the relationship between business and academia through programs that bridge both areas of expertise.

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: 80

Start Year: 2019

Accreditations/Affiliations: AACSB

Program Type(s): **UCE**

The Center for Professional Selling helps students understand the various types of sales careers, the specific skills needed for engaging in a successful selling situation and what buyers expect from today's sales professionals. Through classroom learning and hands-on selling experience with corporate partners, we educate our students on the many excellent opportunities available in sales and build up their skills so they can thrive in sales careers from day one.

COPENHAGEN BUSINESS SCHOOL

www.cbs.dk/uddannelse/kandidat/candmerc/msc-in-economics-and-business-administration-sales-management

Michel van der Borgh

mvdb.marktg@cbs.dk

Frederiksberg, Denmark 2000

+45 3815 2145

Students: 50

Start Year: 2018

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

Program Type(s): **GF, ET**

By combining tools and theories from customer insights and data analytics with knowledge of digital platforms and business model innovation students will learn to strategically position digitally based marketing and sales functions. Working with this omni channel management focus will enable students to develop and optimize integrated marketing and sales functions to create customer value, increase business performance and implement commercial excellence.

CRANFIELD UNIVERSITY

* INFORMATION FROM 2022

www.cranfield.ac.uk

Bedford, UK MK43 0AL

+44 1234 750111

Students: 300 Graduate

Start Year: 2005

Accreditations/Affiliations: AACSB

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

Focus Option(s): Industrial Distribution, Medical or Healthcare Sales, Technology
Cranfield offers sales modules on several postgraduate programs, both full-time, part-time Masters courses and executive education. Cranfield has a long history of research in key account management and sales, and our executive education programs for key account managers have been running for over thirty years. We are also known for teaching negotiation skills. The sales module on our MSc Strategic Marketing includes a live client case, and many students have gone on to become successful key account managers.

DEPAUL UNIVERSITY

business.depaul.edu/about/centers-institutes/sales-leadership/Pages/default.aspx

Geoff Nyheim

gnyheim@depaul.edu

Chicago, IL 60604

750 630 1110

Students: 110

Start Year: 2005

Accreditations/Affiliations: AACSB, USCA Full Member, PSE, GSSI, CMA

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

Focus Option(s): Financial Services, International Business, Technology, Category Management

The Center for Sales Leadership is committed to supporting the individual ambitions of students and providing unique resources to enable their success. CSL offers engaging class, self-development programs, and an extensive community of alumni, partners, and peers that prepare students to write their own exceptional stories in a rapidly changing world.

DUQUESNE UNIVERSITY

www.duq.edu/academics/colleges-and-schools/business/business-centers-and-institutes/center-for-leadership-in-professional-selling.php

Andrea Dreher

drehera1@duq.edu

Pittsburgh, PA 15219

412 396 6238

Students: 240

Start Year: 2016

Accreditations/Affiliations: AACSB, PSE

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

Our Sales Program is global. We prepare students for the ongoing changes of a culturally diverse and global business environment. Part of our strategy is to conduct sales development and training, in English and Spanish. We also focus on adaptability, an important skill needed



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



UCF

College of Business

#UCFBusiness

to embrace change and the unexpected. It's what differentiates a company and professionals in a highly competitive environment. Learning, networking and connecting is at the heart of the Global Sales Program.

EAST CAROLINA UNIVERSITY

business.ecu.edu

John Chapman

chapmanjo22@ecu.edu

Greenville, NC 27858-4353

252 328 4292

Students: 450

Start Year: 2016

Accreditations/Affiliations: AACSB, SACS

Program Type(s): **UCE**

The professional selling certificate at ECU prepares students to effectively use established sales processes, sales automation platforms, sales management tools, and effective selling techniques. The certificate also prepares students to identify decision makers of prospective buying firms and engage in persuasive communication of the selling firm's value proposition. The certificate is suited for students with a focus on business, communication, and other areas where selling and persuasion skills are beneficial.

EASTERN KENTUCKY UNIVERSITY

sales.eku.edu/

Dr. Lee Allison, Executive Director

lee.allison@eku.edu

Ed Gogal, Program Director

ed.gogal@eku.edu

Berman Center for Professional Sales
Richmond, KY 40475

859 622 8944

Students: 140

Start Year: 2017

Accreditations/Affiliations: AACSB, USCA Associate Member, PSE, AMA SALES SIG, SMA, GSSI

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

BCPS is a high touch program open to all majors seeking to amplify career success and professionalism through effective sales training and practice. Our students develop with world class skills in communication, self-improvement, sales expertise, leadership and business acumen. All students are required to participate in at least two competitions annually. EKU has the only chartered chapter of Pi Sigma Epsilon in Kentucky.

EASTERN MICHIGAN UNIVERSITY

catalog.emich.edu/preview_program.php?catoid=37&pooid=15857

Lewis B. Hershey

lhershe1@emich.edu

Saline, MI 48176

910 691 2057

Students: 100

Start Year: 1991

Accreditations/Affiliations: AACSB,

FOSTER SCHOOL OF BUSINESS

Jack and 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

Jim Hawkins, Director
jimhawk@uw.edu

USCA Associate Member

Program Type(s): **UCO**

Focus Option(s): Communication, Broadcast, or Media Sales, Entrepreneurship, Financial Services, Insurance

Our program is intended to help students add depth to their skill sets and increase their marketability for careers in sales. It covers topics such as customer relationship building, negotiation techniques, financial value analysis, account management, and team selling. Teaching methods such as case studies, role-plays, group exercises, simulations, and guest speakers.

ELON UNIVERSITY

elon.edu/salescenter

Raghu Tadepalli, Ph.D.

rtadepalli@elon.edu

Chandler Family Professional

Sales Center

Elon, NC 27244

336 278 6000

Students: 150

Start Year: 2000

Accreditations/Affiliations: AACSB,

USCA Full Member

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

Focus Option(s): Entrepreneurship, Financial Services, Industrial Distribution, Insurance, International Business, Technology

The Chandler Family Professional

Sales Center promotes professional selling and sales management, provides high-quality instruction to students and sales executives and conducts sales research. Elon students learn the science and art of selling using labs for role-play simulations. The Center sponsors Elon's sales competition team, a speaker series, and a top sales student award. Through partnerships, it also connects students with professional development and employment opportunities. Students benefit from faculty and peer mentorship and the program's emphasis on experiential learning.

EM STRASBURG BUSINESS SCHOOL

www.em-strasbourg.com/en

Laurianne Schmitt

laurianne.schmitt2@em-strasbourg.eu

Strasbourg, France 67085

+33(3) 68 85 80 00

Students: 120 Undergraduate

35 Graduate

Accreditations/Affiliations: AACSB, EQUIS, AMBA

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

EM Strasbourg educates students on the professionalization of B2B sales by teaching digital selling, key account management, DEI in sales, and value-based selling. One sales course is required for all undergraduate students. Students specializing in sales have two dedicated master programs ("Negotiation and Sales Management"

or "Business Engineering") with required sales classes, national sales competitions, and a one-year internship in a sales function.

ESB BUSINESS SCHOOL

www.weiterbildung-reutlingen-universi-ty.de/academic-education/master/strategic-sales-management-ma/

Dr. Tobias Schütz

Tobias.Schuetz@Reutlingen-University.de

Reutlingen, Baden-Württemberg,

Germany 72762

+491786843317

Students: 21 Graduate

Start Year: 2012

Accreditations/Affiliations:

AACSB, FIBAA

Program Type(s): **GCE**

The M. A. Strategic Sales Management aims at providing bachelors degree holders with a background in business, economics, computer sciences or engineering with a consecutive, specialized qualification on Master level in the fields of strategic sales management and consultative selling. The programme is a solid foundation for a corporate career in strategic sales management. Lectures are explicitly application-focused rather than research-oriented. The module structure and exams promote the participants' ability to deal with varying tasks, thus simulating the future challenges in a corporate environment.

EURIDIS BUSINESS SCHOOL

www.euridis-ecole.com

Kevin Gourdon, Madeline Maeder

k.gourdon@euridis.net; m.maeder@euridis.net

Paris, France 75010

+0033 - 0757501887

Students: 900

Start Year: 1998

Accreditations/Affiliations: National Accreditation of the French Ministry of Education

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

Focus Option(s): Communication/Broadcast Sales, Entrepreneurship, Industrial Distribution, International Business, Technology

Euridis Business School offers a double-skill training: high-level commercial expertise and technical skills to sell high-value digital, technological or industrial solutions. This master's degree aims to train in the business development and business engineering professions. Their mission is to sell products/services from the digital, digital or innovation industries.

FAIRLEIGH DICKINSON UNIVERSITY

www.fdu.edu/program/professional-selling-and-sales-management-minor/

Gwen Jones

gjones@fdu.edu

Teaneck, NJ 07666

973 443 8850

Students: N/A

Start Year: 2020

Accreditations/Affiliations: AACSB

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

The 15-credit professional selling and sales management minor is offered for business and non-business majors by the Silberman College of Business at the Florham Campus, Madison, New Jersey, and at the Metropolitan Campus, Teaneck, New Jersey.

FERRIS STATE UNIVERSITY

www.ferris.edu/business/marketing/homepage.htm

Jina Rockwell

jina.jacksonrockwell@ferris.edu

231 591 2960

Big Rapids, MI 49307

231 591 2960

Students: 150

Start Year: 1998

Accreditations/Affiliations: ACBSP

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

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

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.

FLORIDA GULF COAST UNIVERSITY

www.fgcu.edu/cob/programs/marketing/sales-minor

Khaled Aboulnasr

kaboulna@fgcu.edu

231 591 2445

Fort Myers, FL 33965

239 590 7598

Students: 18

Start Year: 2017

Accreditations/Affiliations: AACSB

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

The Professional Sales minor at the Lutgert College of Business is designed for students from any major who are interested in developing more effective selling skills. The minor provides students the opportunity to develop an understanding of the techniques involved in creating successful buyer-seller relationships. The coursework focuses on building and enhancing students' communication, interpersonal, negotiation and selling skills.

FLORIDA INTERNATIONAL UNIVERSITY

sales.fiu.edu

Gaby Alpizar

galpizar@fiu.edu

Miami, FL 33199

305 348 0694

Students: 200
Start Year: 2011
Accreditations/Affiliations: AACSB, CAHME, HIMSS
Program Type(s): **UCE, UMN, GCE**
Our Sales Program is global. We prepare students for the ongoing changes of a culturally diverse and global business environment. Part of our strategy is to conduct sales development and training, in English and Spanish. We also focus on adaptability, an important skill needed to embrace change and the unexpected. It's what differentiates a company and professionals in a highly competitive environment. Learning, networking and connecting is at the heart of the Global Sales Program.

FLORIDA STATE UNIVERSITY

salesinstitute.business.fsu.edu/
Chuck Viosca
cviosca@business.fsu.edu
Tallahassee, FL 32306
985 859 6680
Students: 400
Start Year: 2002
Accreditations/Affiliations: AACSB, USCA Full Member
Program Type(s): **UMJ**
Focus Option(s): Financial Services, Insurance, Technology
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. Graduates from the program are consistently recognized as top performers in their organizations in record time.

GEORGIA COLLEGE & STATE UNIVERSITY

GCSU.edu
Dr. Mary Rickard
Mary.rickard@gcsu.edu
Milledgeville, GA 31061
478 445 2566
Students: 100
Start Year: 2022
Accreditations/Affiliations: AACSB, SACS
Program Type(s): **UCO**
We offer a Sales Concentration for our students.

GEORGIA SOUTHERN UNIVERSITY

parker.georgiasouthern.edu/cse/
D. Travis Brickey
dbrickey@georgiasouthern.edu
Statesboro, GA 30460
865 803 5053
Students: 500
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.

GEORGIA STATE UNIVERSITY

gsu.edu
Carolyn Curasi
ccurasi@gsu.edu
J Mack Robinson College of Business
Atlanta, GA 30303
404 413 7650
Students: 200
Start Year: 2007
Accreditations/Affiliations: AACSB
Program Type(s): **UCE**
Our Undergraduate Program in Professional Sales provides students with a solid foundation in the fundamentals of selling. Students build sales knowledge and develop skills to help them to be successful in actual sales situations. Students complete hands-on assignments in presentations, sales scenarios, and collegiate sales contests. The program also includes extensive discussions regarding sales ethics. Instructors are prominent research faculty in the science and art of selling and are also successful practitioners with real-world experience.

GRANITE STATE UNIVERSITY

*INFORMATION FROM 2022
catalog.granite.edu/undergraduate/degrees-programs-study/bachelors-degrees/business-management-professional-sales-bs/
Concord, NH 03301
603 513 1146
Students: 2
Start Year: 2020
Accreditations/Affiliations: NECHE
Program Type(s): **UCO, UMN**
This program provides foundational skills for careers related to professional sales. Sales is a fundamental skill for individuals, products and businesses. It can also prepare students to be a member of a management team in small, medium or large enterprises or for self-employment. Students will have the opportunity to: Develop self-confidence in sales, communication and presentation skills, distinguish different categories of sales and demonstrate skills utilizing sales technology tools.

HAAGA-HELIA UNIVERSITY OF APPLIED SCIENCES

www.haaga-helia.fi/fi/liiketalouden-tradenomii-helsinki-amk
Anu Nieminen
Anu.Nieminen@haaga-helia.fi
Helsinki, Finland 00520
+358 40 488 7268

BE TOP OF MIND WITH TOMORROW'S TALENT.

When businesses partner with the Center for Sales Success at the Darla Moore School of Business, they are the curriculum. Your challenges are coursework. Your problems are projects. And you're on a first name basis with in-demand graduates long before graduation.

LEARN MORE

about our partnership opportunities.

Beth Renninger

Director, Center for Sales Success
beth.renninger@moore.sc.edu



UNIVERSITY OF
South Carolina

Students: 40 Undergraduate
285 Graduate
Start Year: 2006
Accreditations/Affiliations: ESCA
European Sales Competition Association
Program Type(s): **UCE, UMJ, UMN, GC**
Focus Option(s): International Business, Technology
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

www.hanuniversity.com
Jeanet Castel
Jeanet.Castel@han.nl
Nijmegen, Netherlands 6525EM
+31655434192
Students: 700
Start Year: 2010
Accreditations/Affiliations: USCA Associate Member, NVAO, Sales Management Assn. Netherlands
Program Type(s): **UCE, UMN, USP, GC**
Focus Option(s): International Business
HAN University of Applied Sciences is

a business school in Economics with focus on (online) marketing and sales. Every year about 300 students enroll in the program where they have courses in marketing and sales (50/50). The program lasts four years. In the 3rd and 4th year students can specialize in either marketing or sales.

HIGH POINT UNIVERSITY

www.highpoint.edu
Larry Quinn
lquinn@highpoint.edu
High Point, NC 27265
336 884 2714
Students: 648
Start Year: 2014
Accreditations/Affiliations: SACS
Program Type(s): **UMJ, UMN, ET**
Focus Option(s): Communication, Broadcast or Media Sales
The Professional Sales Program is the University's premier "Life Skills" program, whose mission is to provide students with the tools and experience to significantly build their self-confidence, improve their selling skills and showcase their excellent talent nationwide. The Professional Sales Program gives employers a compelling source for recruiting motivated and qualified new sales talent.

meeting customer needs • effective communication • networking
 connections • respect • innovation • lasting relationships • solution
 opportunity • loyalty • discovery • trust • relationship building
 building
 proactiv
 creating
 collabor
 teamwo
 serving
 healthy
 achievin
 support
 listening
 networki
 relations



REYNOLDS & REYNOLDS
SALES LEADERSHIP INSTITUTE
 MAYS BUSINESS SCHOOL

www.mays.tamu.edu/sales
 @tamuSALES

building • building connections • excellence • serving student
 leadership • proactive • service to others • confidence outperform
 expectations • creating solutions • serving the community • critica
 thinking • collaboration • building trust • identifying needs • teamwor
 serving industry • asking relevant questions • listening with empath
 serving academia • integrity • value creation • confidence • discover

ILLINOIS STATE UNIVERSITY

business.illinoisstate.edu/psi/

Michael C. Boehm

mboehm@ilstu.edu

Normal, IL 61790-5590

309 438 2954

Students: 200

Start Year: 2005

Accreditations/Affiliations: AACSB,

USCA Full Member

Program Type(s): UCO

ISU students learn how to deliver a company's "value proposition to earn a clients business and protect margin!" The four 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 & B2C experience through sales internship experiences, along with on-campus selling opportunities within our Athletic department and other rigorous sales roles!

INDIANA STATE UNIVERSITY

www.indstate.edu/business/SNC

David Fleming, Ph.D.

David.Fleming@indstate.edu

Scott College of Business

Terre Haute, IN 47809

812 237 2286

Students: 145

Accreditations/Affiliations: AACSB,

USCA Full Member

Program Type(s): UCE, UCO, UMN

Focus Option(s): Financial Services, Insurance

The mission of the Sales and Negotiations Center is to serve as the focal point of sales education and training at Indiana State University. We do this through our community outreach and sales training, our interactions with our Sales Advisory Council, our sponsorship of Sales Career Exploration Events, and most importantly, our interactions with outstanding young professionals who are working toward completion of one of our highly experiential and hands-on sales education programs.

INDIANA UNIVERSITY

www.gokelley.iu.edu/globalsales

Dr. Charles Ragland

cbraglan@indiana.edu

Kelley School of Business

Bloomington, IN 47405

812 856 1084

Students: 300

Start Year: 1996

Accreditations/Affiliations: AACSB,

USCA Full Member, GSSI

Program Type(s): UMJ, UMN

Established in 1996, the Center for Global Sales Leadership is the umbrella organization for all things sales at the Kelley School of Business. Our professional sales major focuses on complex, value added, B2B sales. Home of

the National Team Selling Competition, our students participate in multiple experiential learning activities designed to develop professional selling and sales leadership skills. Each year our students accept full time positions with leading CPG, medical device, industrial, and SaaS companies.

INDIANA UNIVERSITY SOUTHEAST

www.ius.edu/sales/

Dr. Chris Cox

kccox@ius.edu

New Albany, IN 47150

812 941 2334

Students: 40

Start Year: 2016

Accreditations/Affiliations: AACSB

Program Type(s): UCE, UCO, UMN, ET

Focus Option(s): Communication, Broadcast, or Media Sales

The Sanders Professional Sales Center was created to draw high-ability students toward selling as a 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

www.ivybusiness.iastate.edu/ivy-sales-program/

Raj Agnihotri

raj2@iastate.edu

Ames, IA 50010

515 294 0475

Students: 200

Start Year: 2019

Accreditations/Affiliations: AACSB

Program Type(s): UCE

The Ivy Sales Program prepares undergraduate business students, so they are ready for a career in professional sales as soon as they graduate. In addition to the new undergraduate student program, the college also created a support system, the Ivy Sales Forum, a collaboration between academia and industry.

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: 160

Accreditations/Affiliations: AACSB

Program Type(s): UCO

Focus Option(s): Entrepreneurship, Financial Services, Insurance, Medical or Healthcare Sales, Technology

Companies competing in today's crowded landscape know the value of skilled sales professionals. At James Madison University we address this need by developing students' sales skills and awareness in our classrooms and with the Center for Professional Sales' (CPS) engaged corporate partner network. Recognized

as one of the nation's top professional sales programs, JMU and the Center for Professional Sales provide students with enhanced opportunities to learn alongside corporate professionals in a dedicated facility where they can practice the art and science of professional selling.

JUSTUS LIEBIG UNIVERSITY

www.uni-giessen.de/marketing

Dr. Alexander Haas

Alexander.Haas@wirtschaft.uni-giessen.de

Giessen, Germany 35394

+49 151 42252187

Students: 50

Start Year: 2012

Accreditations/Affiliations: USCA Full Member, AMA, AMS, EMAC

Program Type(s): UCE, GC

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 Ph.D. 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

cba.k-state.edu/nssi

Dr. Dawn Deeter

ddeeter@k-state.edu

Manhattan, KS 66506

785 532 6880

Students: 500

Start Year: 2011

Accreditations/Affiliations: AACSB, GSSI, USCA Full Member, PSE

Program Type(s): UCE, UMJ

Kansas State University sales students develop the skills necessary to be successful sales professionals. After completing our program, K-State students can sell and have the demonstrated ability to sell, use sales technology, coach and be coached, have a sales conversation, score prospects and customers, prioritize activities to maximize ROI for time and resources, prospect, and deal with rejection, and manage a sales pipeline and deal with quotas.

KENNESAW STATE UNIVERSITY

coles.kennesaw.edu/salescenter/index.php

Dr. Terry W. Loe

tloe@kennesaw.edu

Coles College of Business

Kennesaw, GA 30144

470 578 2017

Students: 200

Start Year: 1996

Accreditations/Affiliations: AACSB, USCA Full Member, SACS

Program Type(s): UMJ, UMN

Home of the National Collegiate Sales Competition, the original and

longest running national sales role-play competition internationally. The NCSC has contributed more than \$8 million to university sales education since 1999. One of the longest running university sales programs world-wide, the KSU sales program has also offered a degree in Professional Selling continuously since 1989. Founding member of the University Sales Center Alliance.

KENT STATE UNIVERSITY

catalog.kent.edu/colleges/be/mken/professional-sales-undergraduate-certificate/#programinfotext

Ellen Daniels

edaniels@kent.edu

Kent, OH 44242

330 672 1271

Students: 250

Start Year: 2013

Accreditations/Affiliations: AACSB, PSE

Program Type(s): **UCE**

Focus Option(s): Entrepreneurship

The Kent State Professional Sales Certificate is the foundation of our sales program. Our philosophy is that every student, regardless of major, can benefit from the techniques and skills associated with the sales profession. Our active Sales Advisory Board provides input on current trends and skill requirements so that our students are well prepared for the volatile business world. Our faculty represent over 100 years of professional sales experience and are constantly seeking ways to enhance our students' experience in the classroom and beyond.

LA SALLE UNIVERSITY

www.lasalle.edu

Michael DiPietro

dipietro@lasalle.edu

Philadelphia, PA 19141

215 630 8526

Students: 60

Start Year: 2016

Accreditations/Affiliations: AACSB, USCA Associate Member

Program Type(s): **UCE**

Focus Option(s): Communication, Broadcast, or Media Sales, Financial Services, Industrial Distribution, Insurance, Medical or Healthcare Sales, Technology

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.

LIBERTY UNIVERSITY

www.liberty.edu

Chris Huseman, Ph.D.

cdhuseman@liberty.edu

Lynchburg, VA 24515

434 592 5775

Students: 110

Start Year: 2005

Accreditations/Affiliations: ACBSP

Program Type(s): **UEM**

Students develop skills critical to understand the needs and preferences of consumers and how to effectively engage potential customers in personal sales and retailing environments.

LOUISIANA STATE UNIVERSITY

www.lsu.edu/business/marketing/psi.php

Greg Accardo, MBA

gaccardo@lsu.edu

E.J. Ourso College of Business

Baton Rouge, LA 70803

225 578 8797

Students: 160

Start Year: 2014

Accreditations/Affiliations: AACSB

Program Type(s): **UCO**

Focus Option(s): Communication, Broadcast, or Media Sales, Financial Services, Industrial Distribution, Insurance, Medical or Healthcare Sales, Technology

The LSU Professional Sales Institute (PSI) is dedicated to researching and sharing sales expertise and developing professional sales leaders. Its mission is to educate and develop exceptional professional sales leaders and to discover and disseminate sales knowledge. PSI supports students' academic and professional development through in-class instruction, sales-focused events, interactive projects, sales competitions, networking opportunities, and career searches.

MANCHESTER UNIVERSITY

Manchester.edu

Beth Driscoll

badriscoll@manchester.edu

North Manchester, IN 46962

260 982 5219

Students: 60

Start Year: 2016

Accreditations/Affiliations: HLC

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

Focus Option(s): Entrepreneurship, Technology

In Manchester's professional sales program, students embrace the professionalism of sales in the current marketplace. They hone techniques and skills in listening, empathy, critical thinking, and communication. The professional sales program at Manchester unlocks your potential as a true sales professional, offering advanced marketing strategies and techniques that will not only prepare you to succeed in a variety of careers, but position you for outstanding earning potential.

MARIAN UNIVERSITY

www.marian.edu/business

Lori Rumreich

lrumreich@marian.edu

Indianapolis, IN 46222

317 955 6037

Students: 50

Start Year: 2019

Accreditations/Affiliations: IACBE

Program Type(s): **USP**

The Byrum School's Professional Selling



MY PROGRAM HAS GIVEN ME ALL THE TOOLS I NEED TO EXCEL IN MY CAREER.

I'M READY.

With a 95% placement rate after graduation, the Professional Sales Program gives students the experience they need at a great value.



Know you're limitless | go.uwrf.edu/cse

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 four years of experiential education, working closely with local business professionals. Sales courses feature class sizes of 8-18, one-on-one coaching, role plays, digital selling, competition experiences, sales technology, analytics, and negotiation. Ethical sales practices are embedded throughout the curriculum.

MARQUETTE UNIVERSITY

www.marquette.edu/business/professional-selling/index.php

Jessica Ogilvie

jessica.ogilvie@marquette.edu

Milwaukee, WI 53201

414 288 3710

Students: 65

Start Year: 2015

Accreditations/Affiliations: AACSB,

USCA Associate Member

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

Marquette's Center for Professional Selling is the first Jesuit university with a focus on professional selling. We teach sales through applied and professional learning experiences, relevant research, and community outreach. Our amazing student-led sales club and outstanding alumni network help students throughout their sales journey.

MARSHALL UNIVERSITY

*INFORMATION FROM 2022

www.marshall.edu/cob/sales-center/

Huntington, WV 25755

304 696 3299

Students: 80-100

Start Year: 2020

Accreditations/Affiliations: AACSB

Program Type(s): **UEM**

Marshall University's Lewis College of Business offers a Bachelor of Business Administration degree in Marketing with an emphasis in Sales. With the support of the college's Transformative Sales and Service Excellence Center (the Sales Center), experiential learning methods are used to equip students with the knowledge and skills of professional selling's best practices in demand across all fields. Students will also participate in various career preparation and networking opportunities provided by the Sales Center.

METROPOLITAN STATE UNIVERSITY OF DENVER

www.msudenver.edu/selling/

April Schofield

aschofi3@msudenver.edu

Denver, CO 80117-3362

303 615 0520

Students: 100

Start Year: 2011

Accreditations/Affiliations: AACSB,

USCA Full Member, PSE

FIU Business

GLOBAL SALES

LEARNING. NETWORKING. CONNECTING.



STUDENT SALES SOCIETY • SALES MINOR AND CERTIFICATE
BILINGUAL SALES COMPETITIONS • SALES APPRENTICE PROGRAM
12-ROOM SALES TRAINING LAB • GREAT SOURCE OF SALES TALENT

GET COMFORTABLE WITH THE UNCOMFORTABLE

SALES.FIU.EDU • SALES@FIU.EDU • 305.348.0694

Program Type(s): **UCE, UMJ, UMN**
MSU Denver's Center for Professional Selling offers an innovative sales education curriculum that is designed to equip students with the necessary skills to launch meaningful careers in sales. Students can major, minor, or obtain a certificate in Professional Selling. The experiential nature of the program provides students with opportunities to role play, network, and complete real sales assignments.

MICHIGAN STATE UNIVERSITY

salesleader.msu.edu

Jennifer Rumler-Rokita

rumlerj@msu.edu

East Lansing, MI 48824

517 355 9659

Students: 120

Start Year: 2009

Accreditations/Affiliations: ACBSP, PSE

Program Type(s): **UMN**

Our mission is to build, enhance, and disseminate professional selling and sales management competencies through education, research, and outreach that create synergy between business and academia. Our robust curriculum and required experiential learning hours produce sales hires who are ready to begin selling very quickly, and often our partners relate that our students ramp up twice as fast as other candidates they hire. The Sales Leadership minor harnesses the strengths of two nationally-ranked colleges at MSU, the Broad

College of Business and the College of Communication Arts and Sciences.

MIDDLESEX UNIVERSITY

www.mdx.ac.uk/about-us

Dr. Christine Eastman

caeastman39@hotmail.co.uk

Rye, East Sussex, UK TN31 7LB

07557300254

Students: NA

Start Year: 2013

Accreditations/Affiliations: Quality Assurance Agency of Higher Education

Program Type(s): **GF**

The MSc in Leading Sales Transformation is a work-based learning degree which is offered to corporate leaders who want to improve their practice. We now have the first sales doctorate in the UK and should be able to fill spaces with our post-graduates in years to come.

MIDDLE TENNESSEE STATE UNIVERSITY

mtsu.edu/professional-selling

Thom Coats

thom.coats@mtsu.edu

Murfreesboro, TN 37132

615 904 8505

Students: 353

Start Year: NA

Accreditations/Affiliations: AACSB, USCA Associate Member

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

Recognized as one of the top sales pro-

grams in the U.S., 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 to our students. The Center leverages sales technology and research to allow students to hit the ground running in any sales organization.

MISSOURI STATE UNIVERSITY

www.missouristate.edu/mkt/Undergraduate/sales.htm

Dr. Alex Hamwi

AlexHamwi@missouristate.edu

Springfield, MO 65897

417 836 5494

Students: 160

Start Year: 2009

Accreditations/Affiliations: AACSB

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

Master the ultimate in public relations. In the professional sales track, you will learn to: Develop long-term sales plans, Cultivate and maintain strong partnerships with clients, Recruit and mentor sales talent.

NICHOLLS STATE UNIVERSITY

*INFORMATION FROM 2022

www.nicholls.edu/business/marketing/

Kaitlin Beier Gravois, MBA

kaitlin.beier@nicholls.edu

Thibodaux, LA 70310

985 448 4175

Students: 25-30

Start Year: 2003

Accreditations/Affiliations: AACSB

Program Type(s): **UCO**

Focus Option(s): Financial Services, Business to Business Selling

This program utilizes a professional, corporate-style training facility including five role-play rooms that are used to enhance the sales and behavioral skills of students in the program. This facility is also used for the Annual Bayou Sales Challenge, a regional intercollegiate sales role-play competition hosted by the College of Business at Nicholls each spring. Nicholls also has a cross-disciplinary degree program with Finance to prepare students for a career in Financial Services Marketing.

NORTH CAROLINA A&T STATE UNIVERSITY

www.ncat.edu/cobe/academic-departments/marketing-and-supply-chain-management/bs-marketing-sales.php

Joseph R. Huscroft, Jr., PhD

jrhuscroftjr@ncat.edu

Greensboro, NC 27411

336 285 3386

Students: 65

Start Year: 2005

Accreditations/Affiliations:

AACSB, AMA

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

Focus Option(s): Communication, Broadcast, or Media Sales, Financial Services, Industrial Distribution, Insurance, Medical or Healthcare Sales, Technology

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. NCA&TSU is attracting various majors within and outside of the Deese College to obtain the minor. 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.

NORTH DAKOTA STATE UNIVERSITY

www.ndsu.edu/business/

and

www.ndsu.edu/business/research/centers_institutes/sales_center/

Eric Gjerdevig

eric.gjerdevig@ndsu.edu

Fargo, ND 58102

701 866 8964

Students: 100

Start Year: 2013

Accreditations/Affiliations: AACSB, USCA Full Member

Program Type(s): **UCE**

Focus Option(s): Entrepreneurship, Technology

As the only academic center dedicated to developing the sales skills of North Dakota's students, NDSU's Center for Professional Selling and Sales Technology offers a certificate in professional selling that enables students across the university to develop their sales competencies. The Center combines a highly-engaged advisory committee, a group of committed corporate partners with an academically qualified teaching staff possessing industry experience.

NORTHERN ARIZONA UNIVERSITY

nau.edu/franke/professional-development/prosell/

Dr. Steven Liu

fcB_SALES@NAU.edu

The W.A. Franke College of Business

Flagstaff, AZ 86011-5066

928 523 3657

Students: 250

Start Year: 2017

Accreditations/Affiliations: AACSB

Program Type(s): **UCE**

Focus Option(s): Communication, Broadcast, or Media Sales, Entrepreneurship, Financial Services, Medical or Healthcare Sales, Technology

There are four integrated and interdependent parts; Curriculum, Sales Advisory Council to keep NAU's curriculum up to date with industry trends, partnerships with companies that want to hire our students and a vibrate and

large sales club. The sales club manages our sales speaker series—and creates opportunities and experiences with companies resulting in multiple job offers for sales students.

NORTHERN ILLINOIS UNIVERSITY

www.cob.niu.edu/academics/marketing/certificates/prof-sales.shtml

Chuck Howlett

chowlett@niu.edu

DeKalb, IL 60115

815 753 6219

Students: 175

Start Year: 1988

Accreditations/Affiliations: AACSB, USCA Full Member, PSE, GSSI

Program Type(s): UCE, EC

Founded in 1988, the NIU Professional Sales Center has evolved with the sales profession utilizing an inside-sales call center with CRM technology, strategic negotiation with real-world application, training with improv techniques, experiential learning in the sales field, and industry-buyer role plays both in-person and virtually to complement classroom instruction of the sales process. NIU is also the only university to publish a journal that bridges sales theory and practice (Journal of Selling).

NORTHERN KENTUCKY UNIVERSITY

www.nku.edu/academics/cob/programs/departments/msbcm.html

Jose Saavedra Torres

saavedratj1@nku.edu

Highland Heights, KY 41099

859 572 6582

Students: 72

Start Year: 2021

Accreditations/Affiliations: AACSB

Program Type(s): UMN

The Minor in Sales is created to draw high-performance students toward a career in sales. The final goal is to train those students for early success in professional selling careers and connect them with sales professionals in the three-state region (KY - IN - OH).

NORTHWEST UNIVERSITY

*INFORMATION FROM 2022

www.northwestu.edu

Dr. Jeremy Chambers

jeremy.chambers@northwestu.edu

Kirkland, WA 98033

425 889 5206

Students: 20

Start Year: 2014

Accreditations/Affiliations: ACBSP

Program Type(s): UCO, UMN

Our program seeks to combine excellence in sales culture with Christian values.

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: 600

Start Year: 1997

Accreditations/Affiliations: AACSB, PSE

Program Type(s): UCE, GC, GF, ET

The Sales Centre was officially founded in 1997 becoming one of the very first of its kind. It was in 2006 that, through the generosity of the Schey family, the Centre became the Ralph and Luci Schey Sales Centre. The Schey's continued excellence has been highlighted by superior competition finishes and highly successful alumni. The program now has over 1700 alumni and 600 active members.

OKLAHOMA STATE UNIVERSITY

business.okstate.edu/csse/index.html

Kim Booker

kim.booker@okstate.edu

Stillwater, OK 73074

817 723 2872

Students: 300

Start Year: 2015

Accreditations/Affiliations: AACSB, USCA Associate Member

Program Type(s): UCE

Oklahoma State University offers a Professional Sales program with real world training and experiential learning components to make sure students are well positioned for success in sales and leadership positions. We have a sales lab on campus for competitions and networking and participate in several sales competitions in order to expose students to competitive opportunities to utilize their skills.

OLD DOMINION UNIVERSITY

www.odu.edu/business/center/negotiations

Aaron Arndt

aarndt@odu.edu

Norfolk, VA 23529

757 683 4986

Students: 30

Start Year: 2019

Accreditations/Affiliations: AACSB, PSE

Program Type(s): UCO

Students learn persuasive communications, sales tactics, and sales management strategies. Classes provide hands-on practice, job shadowing, and practical skills to help students have a successful career in sales and sales management.

OREGON STATE UNIVERSITY

business.oregonstate.edu/student-experience/student-centers/sales-academy

Eric Nelson

sales.academy@oregonstate.edu

Corvallis, OR 97007

541 737 2551

Students: 75

Start Year: 2019

Accreditations/Affiliations: AACSB, GSSI

Program Type(s): UCE

The OSU Sales Academy is dedicated to developing OSU students into the



University of Dayton
Fiore Talarico
Center for
Professional Selling

Strategically Aligned with
High-Technology
Industries engaged in
B2B CONSULTATIVE SELLING,
focused on MAJOR SALES opportunities,
leading to the development of long-term
CUSTOMER PARTNERING RELATIONSHIPS

Tony Krystofik, Director
937.371.4552
akrystofik1@udayton.edu

next generation of sales leaders. Our goal is to introduce sales fundamentals to students with personal coaching from industry experts, hands on sales simulations and sales competition opportunities. The Sales Academy is open to OSU students of all majors at no cost based on support from our industry sponsors.

PACE UNIVERSITY

pace.edu/idmlab

Harvey Markovitz

hmarkovitz@pace.edu

New York, NY 10009

917 453 0938

Students: 25

Start Year: 2007

Accreditations/Affiliations: AACSB

Program Type(s): UCE, UMN

Focus Option(s): Communication, Broadcast, or Media Sales, Entrepreneurship, Financial Services, Insurance, International Business, Technology

Lubin Professional Sales Program prepares students upon graduation to be successful in a Sales Career with the ability to identify business opportunities and reach decision makers to become happily involved in the products or services being sold by the graduate. They learn how to find opportunities using Seamless.ai, to track lead pipelines through Salesforce.com, to make original contact using email and LinkedIn,

to send personalized LinkedIn messages using Grobot.online and learning the skills of personal selling and closing.

PENN STATE UNIVERSITY HARRISBURG

pennstateprosales.psu.edu/

Darrell Bartholomew

deb62@psu.edu

Middletown, PA 17057

717 948 6166

Students: 35

Start Year: 2020

Accreditations/Affiliations: AACSB

Program Type(s): UMN

Penn State Harrisburg offers a Minor in Sales. Students can also participate in regional and national sales competitions and local leadership development and sales training through the Penn State Harrisburg Pro Sales Club see <https://pennstateprosales.psu.edu/>.

PLYMOUTH STATE UNIVERSITY

www.plymouth.edu

Bob Nadeau

ranadeau@plymouth.edu

Plymouth, NH 03264

603 854 0886

Students: 200

Start Year: 2010

Accreditations/Affiliations: ACBSP, USCA Associate Member

Program Type(s): UMN

Launch a meaningful career in sales.

Innovative curriculum on campus or online.

That's **possible** here.



MSU
DENVER
Center for Professional Selling

Department of Marketing



Learn more.
msudenver.edu/selling

Focus Option(s): Medical/healthcare Sales
Our institute provides highly engaging experiential learning where students demonstrate their skills in many role-plays, and competitions. Our culture teaches and demands strong core values of Grit, Humanity and Purpose. Ethics are paramount. Over 40% of our students are 1st generation college students, and they show up with a tenacious strong work ethic.

POINT PARK UNIVERSITY

*INFORMATION FROM 2022

www.pointpark.edu or
www.pointpark.edu/academics/schools/business/UndergraduateProgram/MarketingandSales

Dr. Dorene Ciletti

dciletti@pointpark.edu

Pittsburgh, PA 15222

412 721 5367

Students: 25

Start Year: 2019

Accreditations/Affiliations: IACBE

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

With small class sizes, experiential learning, and the launch of the Pitterich Sales & Innovation Center, Point Park's professional sales program develops career-ready graduates who are well-prepared to meet the demands of the marketplace. We view sales skills as success skills, opening the sales minor to all university students regardless of major, and continue to grow sales

offerings, support student learning and career opportunities, and prepare students for success.

PURDUE UNIVERSITY

www.purdue.edu/proselling/

Dr. Anita Dale

Dale11@purdue.edu

West Lafayette, IN 47907

765 494 7860

Students: 260

Start Year: 1995

Accreditations/Affiliations: USCA Full Member

Program Type(s): **UMJ**

Focus Option(s): Entrepreneurship

With a passionate focus on developing career-ready students, the Center for Professional Selling serves as a pivotal hub of experiential learning for undergraduate students who seek a professional sales career or desire to supplement their education by developing selling skills. Complementing the Selling and Sales Management degree program, the Center partners with companies who support students in their journey. Practical experiences in sales competitions, resume critiques, and business networking events provide value to students, partner companies, and underscore the Center's mission.

PURDUE UNIVERSITY NORTHWEST

www.pnw.edu/professional-selling-lab/

Matthew Hanson, Director

hansonm@pnw.edu

Hammond, IN 46323

219 513 8104

Students: 40

Start Year: 2016

Accreditations/Affiliations: AACSB, USCA Associate Member

Program Type(s): **UMN**

PNW's White Lodging Professional Selling Lab is a high-tech sales lab used for training students in the sales minor by developing sales skills through role-play exercises. The sales lab includes a central classroom and six practice suites. The lab and classroom are equipped with recording technology for use in sales role-plays, mock interviewing, and instruction. Students reflect on their recorded work and corporate judges give virtual feedback in each semester's sales competition. For more information, please contact Matthew or M. Starr McDonald, program coordinator, at saleslab@pnw.edu.

ROBERT MORRIS UNIVERSITY

www.rmu.edu/sales

Jill A. Kurp, Ph.D.

kurp@rmu.edu

Moon Township, PA 15108

412 397 3465

Students: 120

Start Year: 2018

Accreditations/Affiliations: AACSB, USCA Associate Member, PSE

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

The sales program in the RMU Rockwell School of Business is a cutting edge 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, sales analytics, relationship building strategies, and role playing. The program is supported by a USCA sales center and works closely with corporate partners to provide sponsorships, extra-curricular programming, internships and full-time employment.

SAINT CLOUD STATE UNIVERSITY

www.stcloudstate.edu/

Dr. Denny Bristow

dbristow@stcloudstate.edu

Saint Cloud, MN 56301

320 431 0009

Students: 90

Start Year: 2014

Accreditations/Affiliations: AACSB

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

The Professional Selling Specialization (PSS) is a 5 course, 15 credit program available to all majors/minors. The PSS features in class and experiential learning components. The program is built upon a foundation of relationships with area and regional B2B Sales business partners and includes a Professional Selling Advisory Board. B2B sales

professionals work closely with students to provide real-world guidance and seek PSS students for internship and career opportunities.

SALISBURY UNIVERSITY

www.salisbury.edu/masmi

Dr. Amit Poddar

axpoddar@salisbury.edu

Perdue School of Business

Salisbury, MD 21801

410 548 4509

Students: 120

Start Year: 2015

Accreditations/Affiliations: AACSB, USCA Full Member

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

The MASMI sales program is one of the top sales programs in the country with 200-220 students taking part each year. The program has been accredited by the University Sales Center Alliance as a Full member twice (most recently in 2022). It offers its students experiential activities including a 3 round internal sales competition, Professional selling Thursdays, Etiquette dinners and 1-day Internships. The program is funded by 25 corporate sponsors and also hosts the Third Largest collegiate sales competition in the country—National Shore Sales Challenge.

SAMFORD UNIVERSITY

samford.edu/business/professional-sales-concentration

C. Clifton Eason

ceason@samford.edu

Birmingham, AL 35229

205 726 2677

Students: 35

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 guides the program, ensuring students can develop valuable skills while receive meaningful feedback from professors and professionals. Students graduate from the program with knowledge, skills, and experiences that today's sales careers demand.

SAN DIEGO STATE UNIVERSITY

*INFORMATION FROM 2021

business.sdsu.edu/undergrad/marketing

Heather Honea

hhonea@mail.sdsu.edu

San Diego, CA 92182

619 594 4308

Students: 50

Start Year: 2012

Accreditations/Affiliations: AACSB, GSSI, PSE

Program Type(s): **USP**

Focus Option(s): Communication/Broadcast Sales, Entrepreneurship, International Business

Starting in the fall semester of 2013, the Marketing Department of the College of Business Administration offered the Professional Selling and Sales Management Specialization to undergraduates. Students participate in the 3M Frontline Sales Program and internships through the College of Business Internship program.

SONOMA STATE UNIVERSITY

<https://sbe.sonoma.edu/sales-certificate>

Dr. Rich Campbell

campbric@sonoma.edu

Rohnert Park, CA 94928

707 664 2377

Students: 25

Start Year: 2013

Accreditations/Affiliations: AACSB

Program Type(s): **UCE**

The Professional Sales Certificate program will expose you to the various aspects of professional selling and the essential skills necessary to enter the field. It equips you with a process for selling, focusing on skills to influence, communicate effectively, and provide valuable solutions as consultants who solve problems and create value for organizations.

SOUTHEAST MISSOURI STATE UNIVERSITY

semo.edu/

Sandipan Sen

ssen@semo.edu

Cape Girardeau, MO 63701

901 229 4259

Students: 40

Start Year: 2010

Accreditations/Affiliations: AACSB

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

Focus Option(s): Communication/Broadcast Sales, Entrepreneurship, Industrial Distribution, International Business

The marketing major with a professional selling 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. The 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: 50

Start Year: 2011

Accreditations/Affiliations: ACBSP, CAHIIM, CCNE, CACREP, CEPH, CAEP

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

Focus Option(s): Medical/Healthcare Sales

Partnering with Sales Professional SNHU alumni as well as those of our community is the cornerstone of our Professional Sales Program. They, along with our sponsors, serve as mentors and coaches to prepare students for internal and external sales competitions and more importantly, for their ultimate career in Professional Sales. They also assist sales faculty in making sure the curriculum stays relevant, innovative, and up-to-date so that students are well prepared to succeed in any company or industry.

ST. AMBROSE UNIVERSITY

www.sau.edu/sales-business-and-healthcare

Thomas Hosmanek

Hosmanekthomasj@sau.edu

Davenport, IA 52803

563 333 6000 x5211

Students: 70

Start Year: 2016

Accreditations/Affiliations: ACBSP, USCA Full Member

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

Focus Option(s): Medical/Healthcare Sales

The program offers 9 sales courses, including internships with area employers, to educate, equip, and empower students seeking a sales career. Virtually 100% of our sales majors have obtained a sales position prior to 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 lab facilities.

ST. CATHERINE UNIVERSITY

www.stkate.edu

Craig Roger

caroger@stkate.edu

St. Paul, MN 55105

651 690 8874

Students: 20

Start Year: 1999

Accreditations/Affiliations: ACBSP

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

Focus Option(s): Medical or Healthcare Sales

The healthcare sales major prepares students for exciting, rewarding careers in companies that manufacture and market consumer healthcare products,



DEVELOPING THE CONFIDENCE

Boost your performance and improve outcomes. Join us on campus to engage with one of the nation's top sales education programs and the Center for Professional Sales

KNOCK ON OUR DOOR:
<https://j.mu/cfps>




pharmaceuticals, medical devices, or medical imaging equipment.

STETSON UNIVERSITY

www.stetson.edu/business/sales/index.php

John Riggs

jriggs@stetson.edu

Deland, FL 32723

386 822 7363

Students: 90

Start Year: 2017

Accreditations/Affiliations: AACSB, USCA Associate Member

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

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 to current sales professionals while simultaneously preparing the next generation.

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: 40

Start Year: 2020

Accreditations/Affiliations: AACSB

Program Type(s): **UMN**

The Department of Communications and Sigmund Weis School of Business collaborated to create Susquehanna University's Professional Sales program in 2020. The program offers an interdisciplinary minor that provides students with a comprehensive understanding of the sales function in an organization and prepares them for a career in sales through a mix of business and communication classes. Students will receive a hands-on educational experience, inside and outside the classroom, with internal role-play competitions, real-world sales, and the opportunity to participate in university sales competitions.

TAMPERE UNIVERSITY OF APPLIED SCIENCES

www.tuni.fi/fi/tule-opiskelemaan/kansainvalisen-myyntin-ja-myyntin-johtamisen-ylempi-tutkinto-ohjelma

Pia Hautamäki

pia.hautamaki@tuni.fi

Tampere, Finland 33520

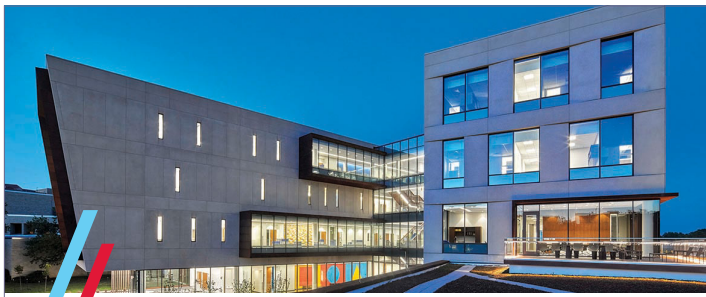
+358 294 5222

Students: 70

Start Year: 2016

Accreditations/Affiliations: GSSI

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



The KU School of Business PROFESSIONAL SELLING PROGRAM

- Choose from a certificate (all undergraduate students) or a minor (business students)
- Take courses focused on sales analytics and advanced selling
- Engage with industry professionals through experiential learning
- Participate in regional and national sales competitions, including the annual KU/King's Hawaiian Sales Competition

KU

business.ku.edu/professional-selling

Focus Option(s): Communication, Broadcast, or Media Sales, Entrepreneurship, Financial Services, Industrial Distribution, International Business, Technology
Tampere University of Applied Sciences (TAMK) is one of the largest and most popular university 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 digital and international selling and sales management. We organize an annual event called SalesDay which offers the newest research-based knowledge on the sales field.

TECHNOLOGICAL UNIVERSITY DUBLIN

www.tudublin.ie

Dr. Anthony Buckley

anthony.buckley@tudublin.ie

Dublin, Ireland D02HW71

+353870659608

Students: 200

Start Year: 2006

Accreditations/Affiliations: AMBA

Program Type(s): **UCE, USP, GCE, ECE, ET**

Focus Option(s): Entrepreneurship, Financial Services, Industrial Distribution, International Business, Technology

TU Dublin offers sales modules on a number of its Undergraduate programmes in

the Faculty of Business. At postgraduate level, it offers executive education programmes in International selling and in Key Account management and Inside (Digital) sales in conjunction with industry partners. Finally, it offers an MSc in Sales Management for graduates of the International Selling Programme.

TEMPLE UNIVERSITY

bulletin.temple.edu/undergraduate/fox-business-management/business-minors-certificates/sales-minor/

Nicole Stilianos

nstili@temple.edu

Fox School of Business and Management

Philadelphia, PA 19122

215 204 7676

Students: 18

Start Year: 2019

Accreditations/Affiliations: AACSB

Program Type(s): **UMN**

The Sales minor provides specific skills that are valued across different fields and industries. The Sales minor can be combined with any major to align with personalized career strategies. This minor includes an emphasis on sales, persuasion, negotiation, marketing, and customer relationship management.

The Sales minor is open to Fox School of Business students only. Requirements for this minor must be completed prior to graduation.

TEXAS A&M UNIVERSITY

mays.tamu.edu/sales-leadership-institute/

Andrew Loring

aloring@mays.tamu.edu

College Station, TX 77843

979 845 2958

Students: 200

Start Year: 2019

Accreditations/Affiliations: AACSB, PSE, USCA Full Member

Program Type(s): **UCO**

Focus Option(s): Communication, Broadcast, or Media Sales, Financial Services, Industrial Distribution, Medical or Healthcare Sales, Technology

The Reynolds and Reynolds Sales Leadership Institute serves as a platform for collaboration of sales educators and researchers to teach career and life skills and to further knowledge creation.

TEXAS CHRISTIAN UNIVERSITY

neeley.tcu.edu/SalesCenter/

Dr. Zachary Hall

z.hall@tcu.edu

Fort Worth, TX 76109

817 257 5068

Students: 230

Start Year: 2018

Accreditations/Affiliations: AACSB, ACBSP

Program Type(s): **UCE**

Highly selective program focused on experiential learning that reflects real-world sales problems, competitions, quotas, and customer prospecting—providing students with the skills and knowledge they need to thrive in a sales career. What makes our program different? Led by faculty with over 128 years of sales experience, students are required to prospect, schedule meetings, identify business problems, and, most importantly, sell value to real-world sales leaders through a portfolio of products to reach program quota.

TEXAS STATE UNIVERSITY

txstsalescenter.com/

Vicki West

vw03@txstate.edu

McCoy College of Business

San Marcos, TX 78666

512 245 3224

Students: 320

Start Year: 2012

Accreditations/Affiliations: AACSB, USCA Full Member

Program Type(s): **UCO**

The Center of Professional Sales supports and enhances: professional sales education in the Department of Marketing; research in current sales theory and practice; student and faculty development; and advancement of the professional selling profession. A strong corporate partnership program and dedicated and experienced faculty enhances the center activities in all areas.

THE CITADEL

go.citadel.edu/marketing-sup-

ply-chain-economics/

Bob Riggle

bob.riggle@citadel.edu

Charleston, SC 29409

843 395 5056

Students: 30

Start Year: 2014

Accreditations/Affiliations: AACSB

Program Type(s): **UMJ**

The Marketing & Business Development Major consists of 24 credit hours (eight courses) from the Marketing, Supply Chain Management, and Economics Department and other courses from the Baker School of Business that contribute to a robust understanding of marketing. Eighteen hours are required courses and, the remaining six hours are elective courses that may be courses from other business discipline-specific classes found in the college catalog or other general college classes that are selected in consultation with the student's business academic advisor.

TORONTO METROPOLITAN UNIVERSITY (formerly Ryerson University)

www.torontomu.ca/tedrogersschool/trlc/sales-leadership-program/

Karen Peesker

karen.peesker@ryerson.ca

Ted Rogers School of Management

Toronto, Ontario, Canada M5B 2K3

416 979 5000

Students: 120

Start Year: 2018

Accreditations/Affiliations: AACSB, USCA Associate Member

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

Focus Option(s): Entrepreneurship, Financial Services, International Business, Technology, Tourism & Hospitality

The program blends sales academic theory with innovative experiential learning opportunities. It provides curricular and extracurricular sales learning opportunities, including courses, international case competitions, role-play simulations, sales summit and boot camps, mentoring, and industry events. The program has an Advisory Board that provides advice, support for co-op and job placements, and student mentorship. Through the Ryerson Ted Rogers Sales Leadership Program, we develop exceptional ethical sales leaders who will make a positive contribution to Canada.

TURKU UNIVERSITY OF APPLIED SCIENCES

myyntiakatemia.turkuamk.fi/in-english/

Sirpa Hanti

sirpa.hanti@turkuamk.fi

Turku, Finland 20520

+ 358505985675

Students: 170

Start Year: 2008

Accreditations/Affiliations: GSSI, Ministry of Education, AASE

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

Focus Option(s): Financial Services,

Insurance, International Business, Technology

At Turku UAS, it is possible to study B2B sales, focusing on technology sales, or the financial and insurance sector. Besides, the MBA in Sales Management Program aims to develop the competences for demanding global business. Innovation pedagogy is applied, which links together theoretical and professional know-how in cooperation with real-life business. Turku UAS is active in RDI in sales as well as in developing new concepts for international sales competitions.

TUSKEGEE UNIVERSITY

www.tuskegee.edu/

Mostaque Zebal

mzebal@tuskegee.edu

Andrew F. Brimmer College of Business and Information Sciences

Tuskegee, AL 36088

334 727 8713

Students: 20

Start Year: 1999

Accreditations/Affiliations: AACSB

Program Type(s): **UMJ**

Students who choose the Sales and Marketing concentration take foundational courses along with Marketing course in consumer behavior, market research, and international marketing. Sales based courses include: Sales management, Professional selling, and Promotional strategy. Graduates have the skills to qualify for careers within profit and nonprofit organizations and retail management. They will find entry-level sales and marketing opportunities.

UNIVERSIDAD DEL DESARROLLO

negocios.udd.cl

Jorge Bullemore

j.bullemore@udd.cl

Santiago, Chile 7550000

+56994405513

Students: 50

Start Year: 2020

Accreditations/Affiliations: AMBA

Program Type(s): **UEM, GCE, ECE, ET**

The Diploma in Sales Management aims to: Identify the different scopes of a sales strategy, design training, incentive and remuneration programs for salespeople, plan and direct the policy of promotion, sales and distribution, evaluate the results of the sales network.

UNIVERSITA BOCCONI

www.unibocconi.it

Dr. Paolo Guenzi

paolo.guenzi@sdbocconi.it

Milano, Italy 20139

+39 02 58366820

Students: 100

Start Year: 2002

Accreditations/Affiliations: AACSB, GSSI

Program Type(s): **ECE, ET**

We offer a personal selling course for undergraduate students, a sales force management course in the Master of

science, a sales & dealer management course in a specialized pre-experience master, and a number of executive education programs.

UNIVERSITY CLERMONT AUVERGNE

iae.uca.fr/formation/master/master-marketing-vente

Pascal Brassier

pascal.brassier@uca.fr

Clermont-Ferrand

Auvergne, France 63000

0033 4 73 17 77 00

Students: 30

Start Year: 2007

Accreditations/Affiliations: GSSI, AACSB

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

Focus Option(s): Industrial Distribution, International Business, Technology

The Master's Degree "Sales Management & International Business" (DCIB) meets the market needs in terms of operational and strategic skills in sales and management for high-potential profiles with high potential, particularly in international context.

UNIVERSITY OF AKRON

uakron.edu/cba/fisher

David Payne

dpayne@uakron.edu

Fisher Institute for Professional Selling

Akron, OH 44325-4804

440 759 0807

Students: 200

Start Year: 1994

Accreditations/Affiliations: AACSB,

USCA Full Member, PSE, AMA

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

Focus Option(s): Financial Services, Industrial Distribution, Insurance, International Business, Medical or Healthcare Sales, Technology

The University of Akron's sales program was officially launched in 1994, with well over 1,400 graduates. We offer a sales major, a sales minor and 3 sales certificates. We have a state-of-the-art sales facility with 9 sales labs, the first sales biometrics lab in the USA and cloud-based sales recording for student's growth and preparation for the future. The future of sales education and executive training starts NOW!

UNIVERSITY OF ALABAMA

www.uasalesprogram.com

Joe Calamusa IV

jcalamus@cba.ua.edu

Culverhouse College of Commerce & Business Administration

Tuscaloosa, AL 35487

205 348 8923

Students: 750

Start Year: 2011

Accreditations/Affiliations: AACSB

Program Type(s): **UMN**

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

PI SIGMA EPSILON SALES CERTIFICATE
SALES MINOR PROFESSIONAL TRAINING LABS

EMPLOYERS
Connect to
winning
BPSC
sales
students!

EKU
COLLEGE OF BUSINESS
THE
BERMAN CENTER
FOR PROFESSIONAL SALES

STUDENTS
Explore
exciting
BCPS
program &
career
opportunities!

ENGAGE. CONNECT. WIN.

Lee.Allison@eku.edu Ed.Gogol@eku.edu

and provide professional opportunities for students.

UNIVERSITY OF ALABAMA AT BIRMINGHAM

www.uab.edu/business/home/programs/certificates/undergraduate/professional-sales

John Hansen

jdhanes@uab.edu

Collat School of Business

Birmingham, AL 35294

205 996 2069

Students: 90

Start Year: 2008

Accreditations/Affiliations: AACSB

Program Type(s): **UCE**

Focus Option(s): Entrepreneurship, Industrial Distribution, Medical/Healthcare Sales, Digital Marketing

The Professional Sales Program within the new Collat School of Business building focuses on the fundamentals of professional selling and the professionalization of the field. We provide students an understanding of what a career in professional selling entails and help them refine the skills necessary for success through application-based learning. Distinctions: all faculty members who teach within the program have relevant, real-world experience; we offer state-of-the-art facilities; and we are located within the largest business center in the state, offering significant opportunities for industry interaction.

UNIVERSITY OF APPLIED SCIENCES IN WIENER NEUSTADT

www.fhwn.ac.at/studiengang/business-development-und-sales-management

Johannes Reiterer

johannes.reiterer@fhwn.ac.at

Wiener Neustadt, Austria 2700

+43 5 0421 1

Students: 140

Start Year: 2015

Accreditations/Affiliations:

USCA Associate Member

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

Focus Option(s): Industrial Distribution, Insurance, International Business, Medical/Healthcare Sales, Technology

The master program Business Development & Sales Management teaches students to identify business opportunities, to develop selling strategies, to identify digitalization potentials and negotiation tactics. In total, the program consists of 9 modules: Business Development, Sales Management, International Sales, Accounting, Business Law, Leadership, Training and Negotiation, Academic Research Skills.

UNIVERSITY OF APPLIED SCIENCES UPPER AUSTRIA

www.fh-ooe.at/campus-steyr/studiengang/bachelor/global-sales-and-marketing/

Christian Stadlmann

christian.stadlmann@fh-steyr.at



FIND YOUR PASSION FOR SELLING

THE CHANDLER FAMILY PROFESSIONAL SALES CENTER AT ELON UNIVERSITY:

- ▶ Develops student sales knowledge and skills
- ▶ Connects students with the best national employers
- ▶ Offers experiential learning opportunities such as networking, workshops and competitions

CONTACT:

Dean Raghu Tadepalli
336-278-6000 | rtadepalli@elon.edu
elon.edu/salescenter



ELON
UNIVERSITY

MARTHA AND SPENCER LOVE
School of Business

Steyr, Austria 4400
0043-5080433512
Bachelor Students: 50
Master Students: 45
Start Year: 2003

Accreditations/Affiliations: GSSI, AASEI
Program Type(s): **UCE, GCE**
Focus Option(s): Entrepreneurship, Industrial Distribution, International Business, Technology

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 ARKANSAS AT LITTLE ROCK

www.ualr.edu/selling/
David Gilliam
dagilliam@ualr.edu
Little Rock, AR 72019
501 916 6776
Students: 60
Start Year: 2006

Accreditations/Affiliations: AACSB, USCA Associate Member
Program Type(s): **UCE, UCO**
The Center for Professional Selling offers excellent student-centered sales

education. Students may choose a sales concentration within the marketing major, a 12-hour sales minor, or a 12-hour sales certificate. Students participate in national and regional competitions, interact with employers, and may pursue cooperative education internships in sales. The UA Little Rock Center for Professional Selling offers a 12-hour Certificate in Professional Selling. The program is also available to any person admitted to UA Little Rock and does not have to be combined with any other degree.

UNIVERSITY OF CENTRAL FLORIDA

business.ucf.edu/professional-selling/
William Steiger
william.steiger@ucf.edu
Orlando, FL 32816
407 257 3697
Students: 45
Start Year: 2005

Accreditations/Affiliations: AACSB, USCA Associate Member, SACS
Program Type(s): **UMJ, UMN**

The program features two cohorts of no more than 35 students in each starting in August and January with limited access. The program requires separate application and three interviews for admission.

UNIVERSITY OF CENTRAL MISSOURI

www.ucmo.edu/academics/programs/undergraduate-certificates/professional-selling-certificate/index.php
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 complete the professional sales course. Each year we host the State Farm Marketing & Sales Competition in our State Farm sales lab. In addition, students from our sales courses may compete for sales scholarships in the Fastenal sales competition we host each year. Our students compete in several national sales competitions each year. We have a corporate sponsorship program that provides partners access to our sales students, and students with job opportunities.

UNIVERSITY OF CENTRAL OKLAHOMA

www.uco.edu/programs/cob/program-professional-selling-major
Stacia Wert-Gray
sgray@uco.edu
Edmond, OK 73013
405 974 2437

Students: 80

Start Year: 2010

Accreditations/Affiliations: AACSB, USCA Associate Member

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

The University of Central Oklahoma offers an applied curriculum that produces graduates who are prepared to contribute to the workforce. The Bob Mills Sales Center includes 2 presentation rooms, a student lounge, and 6 faculty offices. A Sales Leadership concentration will be offered at the MBA level beginning Fall 2023.

UNIVERSITY OF CINCINNATI

business.uc.edu/centers-partnerships/professional-selling.html
Jennifer Barlow
jennifer.barlow@uc.edu
Carl H. Lindner College of Business
Cincinnati, OH 45221
513 556 7375

Students: 400

Start Year: 2011

Accreditations/Affiliations: AACSB

Program Type(s): **USP, UMN, GCE**

Focus Option(s): Entrepreneurship, Financial Services, Insurance, Medical or Healthcare Sales

Our sales program prepares students for B2B sales careers. With over 600 students enrolled in a sales course every semester, our program thrives on the diversity of our students and instructors. Open to all majors across campus, students come from a variety of majors and diverse backgrounds. Each year over 250 women are enrolled in our ground-breaking Women in Sales course. Our sales program is proud to be ethnically diverse with 20% students of color and a competitive Varsity Sales Team which is 40% female and 30% students of color.

UNIVERSITY OF COLORADO BOULDER

www.colorado.edu/business
Brian Higgins
brian.higgins@colorado.edu
Boulder, CO 80309
303 475 3622
Students: 90

Start Year: 2015

Accreditations/Affiliations: AACSB

Program Type(s): **TRACK**

Focus Option(s): Entrepreneurship, Financial Services, Industrial Distribution, Technology

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 role play competitions.

UNIVERSITY OF COLORADO DENVER

*INFORMATION FROM 2022

business.ucdenver.edu/academics#sales

Dr. Vicki Lane

vicki.lane@ucdenver.edu

Denver, CO 80202

719 505 0460

Students: 40-50

Start Year: 2021

Accreditations/Affiliations: AACSB

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

Focus Option(s): Technology

Located in the heart of downtown Denver, CU Denver offers a BSBA Sales Minor and a Graduate Certificate in Technical Sales. The program provides Extensive Access to business leaders for networking, expertise, and internships. CU Denver is Top ranked in Colorado for campus ethnic diversity and Ranks No. 1 for Social Mobility in Colorado, U.S. News & World Report. 60% of new CU Denver Freshman identify as students of color.

UNIVERSITY OF CONNECTICUT

marketing.business.uconn.edu/

William M. Ryan

william.ryan@uconn.edu

Storrs, CT 06269-1041

860 951 1775

Students: 70

Start Year: 2001

Accreditations/Affiliations: AACSB

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

Focus Option(s): Financial Services, Industrial Distribution, Insurance, Medical or Healthcare Sales, Technology

UConn's Marketing Department gives you the solid training you need to excel in professional sales, broaden your experience at the #1 undergraduate public business program in New England with faculty who have extensive

experience in professional sales and work with corporate partners on sales techniques. Highlights of the Professional Sales Leadership Concentration and Minor include a strategic approach that integrates sales efforts; learn how to prioritize sales opportunities, plan account strategies, and collaborate as part of a sales team to deliver superior customer value.

UNIVERSITY OF DAYTON

udayton.edu/

Anthony (Tony) Krystofik
akrystofik1@udayton.edu

Dayton, OH 45469-2271
937 371 4552

Students: 175

Start Year: 2005

Accreditations/Affiliations: AACSB, PSE

Program Type(s): UEM, UMN

Focus Option(s): Medical/healthcare Sales, Technology

The mission of the Fiore Talarico Center for Professional Selling (FTCPS) is to produce world-class business-to-business sales professionals, using nationally recognized best practices in sales and sales management. In doing so, the FTCPS relies on a mix of cutting-edge curricular innovations, theory-to-practice sales experiences (both inside and outside the classroom), and developmental activities aimed at both students and organizations. The Fiore Talarico Center for Professional Selling Statement of Direction focuses on aligning with high-technology industries engaged in B2B consultative selling.

UNIVERSITY OF DELAWARE

*INFORMATION FROM 2022

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

Suresh Sundaram, Ph.D.

ssuresh@udel.edu

Newark, DE 19716

320 983 0686

Students: 180

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-style competition, and a fundraising competition at different points in the program. All competitions are corporate sponsored.

UNIVERSITY OF DENVER

daniels.du.edu/sales-leadership-center/

Michele L. Cunningham

michele.cunningham@du.edu

Daniels College of Business

Denver, CO 80208

303 871 3317

Students: 60

Start Year: 2018

Accreditations/Affiliations: AACSB

Program Type(s): UMN

The 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

352 273 4446

Students: 400

Start Year: 2019

Accreditations/Affiliations: AACSB

Program Type(s): UMN

The Sales Program at the University of Florida Warrington College of Business develops future sales leaders with a consultative, needs satisfying, and ethical approach to sales. Fully embedded students have a variety of ways to build their skills not simply as salespeople, but as mentors, managers, and leaders.

UNIVERSITY OF GEORGIA

www.terry.uga.edu/marketing

John Hulland

jhulland@uga.edu

Terry College of Business

Athens, GA 30602

706 542 2123

Students: 150

Start Year: 2001

Accreditations/Affiliations: AACSB, PSE

Program Type(s): UCE, UEM

Focus Option(s): Financial Services, Insurance, Technology

An educational environment with many touchpoints between students and potential employers, including in-class presentations, sales competitions (both internal and external), and professional organization roundtables. Our strong relationships with partner companies are a key element of our program success.

UNIVERSITY OF HOUSTON

www.bauer.uh.edu/sei/

Yara Suki

sei@bauer.uh.edu

C. T. Bauer College of Business

Houston, TX 77204

713 743 0185


Students: 1300

Start Year: 1996

Accreditations/Affiliations: AACSB,

USCA Full Member, GSSI

Program Type(s): UCE, UMN, GCE, GF, EC, ET



UAB CENTER FOR SALES LEADERSHIP

Education. Outreach. Research.

Best-of-class educational training in advanced selling practices.

UAB COLLAT
SCHOOL OF BUSINESS
The University of Alabama at Birmingham

go.uab.edu/salesleadership

Focus Option(s): Technology

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 professors.

UNIVERSITY OF KANSAS

business.ku.edu/undergraduate-programs/degree-programs/certificate-professional-selling

Kristen Helling

khelling@ku.edu

Lawrence, KS, 66045

785 864 6776

Students: 200

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 LOUISIANA AT LAFAYETTE

marketing.louisiana.edu/

Tim McCoy

tim.mccoy1@louisiana.edu

Lafayette, LA 70504

337 482 6347

Students: 60

Start Year: 2013

Accreditations/Affiliations: AACSB

Program Type(s): UCO

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

The Northwestern Mutual Sales and Research Lab is a hub for classroom instruction, career training, networking, and job recruitment. The lab is used to sharpen student's sales and marketing skills and knowledge through role play, to conduct research, and polish presentations

UNIVERSITY OF LOUISVILLE

www.business.louisville.edu/

Kenneth L Hartung

klhart08@louisville.edu



Utah State University ProSales Program

Huntsman ProSales enrolls 120+ students annually and provides a connection between top sales talent and sales executives and recruiters.

Our students engage in "Learning by Selling"

Extraordinary Networking
Skiing, fly fishing, and social mixers with partners

Competitive National Presence
12 national competitions each year

Rigorous Market-Driven Curriculum
Certifications in leading sales technology

Host Role Play and Case Competitions
MarketStar Sales & Analytics Competition



Jon M. Huntsman
School of Business
Utah State University

huntsman.usu.edu/prosales

Louisville, KY 40241

502 852 4898

Students: 100

Start Year: 2000

Accreditations/Affiliations: AACSB

Program Type(s): **UCE**

Real sales readiness training in consultative selling, role playing focused curricula and teaching how to become identified in the workplace as "someone who gets it" helps the sales students hit the ground running, ramp up faster and have better results their first year selling.

UNIVERSITY OF MINNESOTA

csle.umn.edu/

Michael Oster

oster398@umn.edu

Minneapolis, MN 55455

763 670 3646

Students: 65

Start Year: 2015

Accreditations/Affiliations: USCA Associate Member

Program Type(s): **UCE**

Focus Option(s): Communication, Broadcast, or Media Sales, Entrepreneurship, Financial Services, Insurance, Technology

We offer a variety of experiences and do role play along with instruction in classes. We engage corporate partners and the faculty to reinforce the experience for our students.

UNIVERSITY OF MINNESOTA DULUTH

lsbe.d.umn.edu/sales

Jessica Gardner

jgardne@d.umn.edu

Labovitz School of Business and Economics

Duluth, MN 55812

218 726 7155

Students: 80

Start Year: 2019

Accreditations/Affiliations: AACSB

Program Type(s): **UMJ**

Our Professional Sales major focuses on experiential learning and topics such as: fundamentals of selling, team selling, negotiations, and sales analytics. Students can enhance their sales skills through various competitions, conferences, trainings, networking events, and internships in a variety of industries. The student run sales club encourages growth mindset, business acumen and leadership skills to better prepare students for their future career.

UNIVERSITY OF MISSISSIPPI

business.olemiss.edu/

Barry J. Babin

bbabin@bus.olemiss.edu

University, MS 38677

662 915 1822

Students: 150

Start Year: 2020

Accreditations/Affiliations: ACBSP, PSE

Program Type(s): **UEM**

Focus Option(s): Entrepreneurship, Financial Services, Industrial Distribution, Insurance, Technology

The sales emphasis is intended to make students sales career ready. We emphasize experiential learning as students work on partner firms' real-world problems and by exposing them to technologies like Salesforce, Excel, and tools like LinkedIn Navigator.

UNIVERSITY OF MISSOURI

business.missouri.edu

Diamond Wade Wheeler

wheelerdw@missouri.edu

Trulaske College of Business

Columbia, MO 65211

314 550 8412

Students: 120

Start Year: 2011

Accreditations/Affiliations: AACSB

Program Type(s): **UCE**

The Certificate in Sales and Customer Development prepares undergraduate students for careers in the highly professional and dynamic field of sales. Through the certificate's required coursework and internship, students gain vital skills as well as knowledge of current best practices in the sales profession and sales management. This certificate will serve as tangible evidence of a strong background in sales for potential employers.

UNIVERSITY OF NEBRASKA AT KEARNEY

catalog.unk.edu/undergraduate/departments-programs/marketing-agribusiness-supply-chain-management/professional-sales-certificate/

Dr. Sri Seshadri

seshadris@unk.edu

Kearney, NE 68849

308 865 8190

Students: 19

Start Year: 2015

Accreditations/Affiliations: AACSB

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

The 12-credit hour Professional Sales Certificate is designed for those who are interested in developing or enhancing their overall sales knowledge to either pursue a career in sales or to advance themselves in the field of professional sales. The primary goal of the Certificate, which can be completed online with a carefully selected elective, is to focus on business-to-business sales and prepare students for the sales force with the skills to utilize limited resources efficiently and effectively, as well as to understand and properly implement marketing strategies.

UNIVERSITY OF NEBRASKA - LINCOLN

business.unl.edu/research/center-for-sales-excellence/

Ravi Sohi, PhD

ravisohi@unl.edu

Lincoln, NE 68588-0492

402 472 2316

Students: 475

Start Year: 2013

Accreditations/Affiliations: AACSB, USCA Associate Member

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

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

402 430 2004

Students: 174

Start Year: 2019

Accreditations/Affiliations: AACSB, USCA Associate Member

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

Introductory students complete 3 real-world sales encounters with professional partners practicing warm-calls, pitches, and full sales role-plays. Advanced students participate in consultative role-play trainings and community-based live selling projects. A national competition team launched in 2021 and all students participate in partner-based networking and professional development activities.

UNIVERSITY OF NEW HAMPSHIRE

paulcollege.unh.edu/unh-sales-center

James McIlroy

james.mcilroy@unh.edu

Peter T. Paul Center

Durham, NH 03824

603 781 7017

Students: 175

Start Year: 2017

Accreditations/Affiliations: AACSB

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 experiential activities that immerse participants in the sales environment, to ensure our students build the necessary competencies and confidence.

THE UNIVERSITY OF NEW HAVEN

www.newhaven.edu

Ronald Kuntze

rkuntze@newhaven.edu

West Haven, CT 06516

617 435 8075 Mobile

Students: 30
 Start Year: 2010
 Accreditations/Affiliations: AACSB
 Program Type(s): **UCE, UCO, UMN**
 Focus Option(s): Communication/
 Broadcast Sales, Entrepreneurship,
 Financial Services, Insurance, Medical/
 Healthcare Sales, Technology
 This growing program accepts students
 with varying majors at the University
 and requires that each student complete
 a sales-specific internship. The program
 is under redevelopment to reflect the
 digital and remote aspects of modern
 sales and marketing post-Covid.

THE UNIVERSITY OF NEW MEXICO

salescenter.mgt.unm.edu/
 Dimitri Kapelianis
 dkapeli@unm.edu
 Anderson School of Management
 Albuquerque, NM 87131-0001
 505 750 7885
 Students: 60
 Start Year: 2020
 Accreditations/Affiliations: AACSB
 Program Type(s): **UCE**
 The program at the UNM Center for
 Sales & Business Development empha-
 sizes practical acquisition and applica-
 tion 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 cor-
 porate partners and Advisory Board to
 expose students to sales practices and
 career paths.

UNIVERSITY OF NORTH ALABAMA

www.steelesalescenter.com
 Brian L. Morgan
 blmorgan1@una.edu
 Florence, AL 35630
 256 765 5240
 Students: 90
 Start Year: 2011
 Accreditations/Affiliations: AACSB,
 USCA Full Member
 Program Type(s): **UCE, UCO, UMN, GF**
 The mission of the Steele Center for
 Professional Selling is to increase the
 prominence, credibility, and reputation
 of the sales profession by educating the
 next generation of sales professionals.
 We seek to accomplish this through
 high-quality curriculum, hands-on
 experiential learning, and transforma-
 tional student engagement. The end
 goal is to provide our students with
 game-changing career opportunities
 and our corporate partners with superi-
 or sales talent.

UNIVERSITY OF NORTH CAROLINA AT GREENSBORO

uncg.edu
 James S. Boles
 jsboles@uncg.edu
 Bryan School of Business and Economics

Greensboro, NC 27402-6170
 336 334 4413
 Students: 100
 Start Year: 2015
 Accreditations/Affiliations: AACSB
 Program Type(s): **UCE, UCO, UMN**
 Our program focuses on providing
 undergraduate students with a strong
 background in sales and sales leader-
 ship with internship and hands-on sales
 experiences available to all students in
 the program.

UNIVERSITY OF NORTH CAROLINA AT WILMINGTON

csb.uncw.edu/sales-center/index.html
 John Reed
 reedj@uncw.edu
 Cameron School of Business
 Wilmington, NC 28403
 910 962 7280
 Students: 180
 Start Year: 2018
 Accreditations/Affiliations: AACSB,
 USCA Full Member, PSE
 Program Type(s): **UCO**
 A comprehensive course in profession-
 al sales that includes an introductory
 professional selling course, advanced
 courses in sales technology and sales
 management, and a capstone course in
 advanced selling.

UNIVERSITY OF NORTH CAROLINA

www.kenan-flagler.unc.edu
 Mark McNeilly
 Mark_McNeilly@kenan-flagler.unc.edu
 Kenan Flagler Business School
 Chapel Hill, NC 27599-3490
 919 413 5000
 Students: 200
 Start Year: 2010
 Accreditations/Affiliations: AACSB
 Program Type(s): **UEM, GF, ET**
 Focus Option(s): Entrepreneurship,
 Financial Services, International Busi-
 ness, Medical/Healthcare Sales, Tech-
 nology, Channel Sales
 The program focuses on B2B Consulta-
 tive Selling, B2B2B and B2B2C Channel
 Management, Sales Strategy AND Sales
 Skills.

UNIVERSITY OF NORTH DAKOTA

und.edu
 Robert Warren
 robert.warren@und.edu
 Grand Forks, ND 58202
 701 777 3369
 Students: 36
 Start Year: 2021
 Accreditations/Affiliations: AACSB
 Program Type(s): **UMN**
 Focus Option(s): Entrepreneurship,
 Financial Services, Industrial Distribu-
 tion, Insurance, Medical or Healthcare
 Sales, Technology
 The University of North Dakota's Sales
 Minor teaches a variety of approaches,
 such as consultative selling, which are

TEXAS STATE UNIVERSITY
McCoy College of Business
Center for Professional Sales

Points of Pride:

- Strong innovative curriculum
- Professional selling ambassadors
- Career Closet
- Successful sales internship program
- Award winning student teams

txstsalescenter.com
 512-245-3224

helpful for those not only in direct sales
 roles, but also those in selling support
 roles. This minor is a great launching
 pad for careers in business, marketing,
 sales management and other fields that
 demand an understanding of the cus-
 tomer mindset.

UNIVERSITY OF NORTH GEORGIA

ung.edu/degrees/bachelors/marketing.php
 Dr. Cindy B. Rippe
 cindy.rippe@ung.edu
 Dahlonega, GA 30597
 904 402 1866
 Students: 125
 Start Year: 2018
 Accreditations/Affiliations: AACSB
 Program Type(s): **UCO**
 The program trains students in consul-
 tative and needs-based selling through
 hands-on sales practice and experiential
 learning. All students compete in two
 competitions judged by industry ex-
 perts. We focus on preparing students
 for a career in professional selling
 through career events and exposure to
 sales professionals with our corporate
 partners. UNG Sales Club and sales team
 opportunities are available.

UNIVERSITY OF NORTH TEXAS

cob.unt.edu/
 Joy Houser
 Joy.Houser@unt.edu
 Denton, TX 76203-5017
 940 565 3075
 Students: 60
 Start Year: 2014
 Accreditations/Affiliations: AACSB
 Program Type(s): **UCO, UMN**
 The UNT Professional Selling Program
 is a select, cohort-based program with
 limited enrollment allowing for one-on-
 one coaching and role-play-based train-

ing. Courses emphasize prospecting/
 lead generation paired with complex,
 customer-centered selling. Utilization
 of gaming technology optimizes critical
 thinking and decision-making skills that
 prepare students for complex selling sit-
 uations. All faculty have extensive sales
 experience at leading sales-focused
 organizations. Active engagement with
 industry partners and alumni in DFW
 market provides quality internships that
 convert into competitive sales careers.

THE UNIVERSITY OF SAN DIEGO

www.sandiego.edu
 Carlton O'Neal
 coneal@sandiego.edu
 San Diego, CA 92110
 760 685 0855
 Students: 60
 Start Year: 2012
 Accreditations/Affiliations: AACSB
 Program Type(s): **UEM, USP**
 Focus Option(s): Communications/
 Broadcast Sales, Entrepreneurship, Fi-
 nancial Services Industrial Distribution,
 Medical/Healthcare Sales, Technology
 Recently the USD Sales Team finished
 first in the International Collegiate Sales
 Competition.

THE UNIVERSITY OF SOUTH CAROLINA

[sc.edu/study/colleges_schools/moore/
 research_and_centers/centers/center_
 for_sales_success/index.php](http://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: 250
 Start Year: 2017
 Accreditations/Affiliations: AACSB
 Program Type(s): **UCE**

The University of South Carolina Center for Sales Success operates for students by creating opportunities to learn the professional sales process, develop and apply selling skills, and gain sales career understanding and exposure. All of these are applied in experiential learning projects. Students interact with corporate partners to earn access to jobs and provide sponsors with connections to top talent.

THE UNIVERSITY OF SOUTH FLORIDA

www.usf.edu/business/centers/marketing-sales-innovation/

Robert Hammond

rwhammond@usf.edu

Tampa, FL 33620-0001

813 974 2079

Students: 300

Start Year: 2017

Accreditations/Affiliations: AACSB

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

The University of South Florida sales curriculum is supported with co-curricular activities through the Professional Sales Club, business partners, and the Center for Marketing and Sales Innovation. Students from all university majors are welcomed to learn together and compete in both university and intercollegiate sales competitions. The Center for Marketing and Sales Innovation operates labs with roleplay rooms, CRM software, soft phones, and one of the largest installations of state-of-the-art neuromarketing tools.

THE UNIVERSITY OF SOUTHERN MISSISSIPPI

www.usm.edu/business/certificate-programs.php

Kristina Harrison

kristina.m.harrison@usm.edu

Hattiesburg, MS 39406

601 266 5286

Students: 14

Start Year: 2009

Accreditations/Affiliations: AACSB

Program Type(s): **UCE**

To stand out in today's job market and meet the increasing demand for specifically educated professional sales personnel, the School of Marketing offers a certificate in Professional Selling. This certificate is designed to enhance the essential knowledge and skills individuals must possess to manage sales and customer relationships, as well as give them the tools to become a top salesperson. Students will be able to obtain hands-on selling practice in our state-of-the-art Professional Sales Lab.

UNIVERSITY OF TAMPA

www.ut.edu/academics/sykes-college-of-business/centers-and-institutes/institute-for-sales-excellence

Stacey Schetzle

sschetzle@ut.edu

Sykes College of Business

Tampa, FL 33606

813 257 3145

Students: 90

Start Year: 2019

Accreditations/Affiliations: AACSB, USCA Associate Member

Program Type(s): **UMN**

The Institute for Sales Excellence hosts internal sales competitions, multiple sales events, and a variety of networking opportunities through the year. The 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.

UNIVERSITY OF TENNESSEE CHATTANOOGA

www.utc.edu/gary-w-rollins-college-of-business/about/endowed-chairs/gary-w-rollins-endowed-chair-sales

Christopher Plouffe

chris-plouffe@utc.edu

Chattanooga, TN 37403-2598

423 415 1747

Students: 120

Start Year: 2020

Accreditations/Affiliations: AACSB

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

Focus Option(s): Communication, Broadcast, or Media Sales, Entrepreneurship, Financial Services, Insurance, Technology

Defining characteristics of the Sales Program at UTC include: Limited student enrolment; Corporate Partner exclusivity (only a small percentage of vetted Corporate Partners granted membership); inexpensive, value-oriented Corporate Partner annual Fees; no long-term financial commitment for most Corporate Partners (e.g., membership is year-to-year); brand new Sales Lab as of 2021; coaching and mentoring of UTC sales students.

UNIVERSITY OF TENNESSEE KNOXVILLE

haslam.utk.edu/

Christine White

cwhit125@utk.edu

Haslam College of Business

Knoxville, TN 37919

865 407 5059

Students: 300

Start Year: 2015

Accreditations/Affiliations: AACSB

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

Focus Option(s): Communication, Broadcast, or Media Sales, Entrepreneurship, Financial Services, Industrial Distribution, Insurance, International Business, Technology

The UTK Professional Sales program is supported by 30 corporate partners across a wide variety of industries. Our Professional Sales Leadership Program is comprised of a select group of student leaders and is led by 3 students. Our students learn real world applications like Salesforce, selling in a digital world and hone their skills via several sales

competitions held throughout the academic year.

THE UNIVERSITY OF TEXAS AT ARLINGTON

<https://catalog.uta.edu/business/marketing/undergraduate/#certificatetext>

Larry Chonko

Larry.Chonko@uta.edu

Arlington, TX 76019

871 272 0264

Students: 165

Start Year: 2013

Accreditations/Affiliations: AACSB

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

The Sales Certificate program will enhance students' abilities to sell themselves, their ideas, as well as products and services. It also equips students with knowledge and skills related to developing and managing mutually beneficial relationships with customers. The Sales Certificate program stresses the ethical, technological, and global aspects of professional sales. The Program responds to the growing demand for students with a sales education and it is available to both business and non-business majors.

UNIVERSITY OF TEXAS AT AUSTIN

www.mcombs.utexas.edu/Departments/Marketing/Professional-Sales-Minor

Lamar Johnson

lamar.johnson@mcombs.utexas.edu

Professional Sales & Business Development Forum

Austin, TX 55455

512 468 1090

Students: 25

Start Year: 2021

Accreditations/Affiliations: AACSB

Program Type(s): **UMN**

The Professional Sales & Business Development Minor UT Austin is hosted by the McCombs School of Business and The Moody College of Communication and is open to all undergraduate students on campus. With our corporate partners in the Professional Sales & Business Development Forum, we provide academic and hands on skills for students to get a fast start in the exciting world of professional sales, or for success in the career of their choice.

THE UNIVERSITY OF TEXAS AT DALLAS

<https://jindal.utdallas.edu/centers-of-excellence/pro-sales/>

Dr. Howard Dover

howard.dover@utdallas.edu

Richardson, TX 75080

972 883 4420

Students: 300

Start Year: 2013

Accreditations/Affiliations: AACSB, USCA Full Member, GSSI

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

Focus Option(s): Financial Services, Insurance, Medical or Healthcare Sales, Technology

Our students have a live quota each core sales class in our program. Therefore, we sell in our program, not just teach sales. Our curriculum adapts to current technology trends and we use sales technology at all core levels of the program. Our digital prospecting (sales development and Enablement) course is the course that keep our curriculum current with market trends and buyer changes.

UNIVERSITY OF THE FRASER VALLEY

www.ufv.ca/business

Mark Breedveld

mark.breedveld@ufv.ca

Abbotsford, British Columbia, Canada

V2S 7M8

604 864 4694

Students: 90

Start Year: 1992

Accreditations/Affiliations: EFMD

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

UFV is the only university in Canada which requires all undergraduate business students to take a course in professional selling. UFV offers three sales-focused courses in addition to courses in negotiation and CRM.

UNIVERSITY OF TOLEDO

www.utoledo.edu/business/ESSPS/

Deirdre Jones

deirdre.jones@utoledo.edu or

edwardschmidtschool@utoledo.edu

Edward Schmidt School of

Professional Sales

Toledo, OH 43606

419 530 6133, 419 530 2978

Students: 305

Start Year: 1990

Accreditations/Affiliations: AACSB, USCA Full Member, GSSI, PSE

Program Type(s): **UCE, UCO, UMJ, UMN, GF, ET**

Focus Option(s): Entrepreneurship, Financial Services, International Business, Technology

The program 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 approximately 70% 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

eccles.utah.edu/programs/undergraduate/admissions/declare-minor/

Tamara Masters, Ph.D.

tamara.masters@eccles.utah.edu

David Eccles School of Business

Salt Lake City, UT 84112

801 541 9940

Students: 40
 Start Year: 2018
 Accreditations/Affiliations: NWCCU
 Program Type(s): **UEM, UMN**
 Focus Option(s): Technology
 Taught by top sales leaders in industry. There is theory as well as industry connections.

UNIVERSITY OF WASHINGTON

foster.uw.edu/academics/certificates-and-minors/sales-certificate-program/
 Jim Hawkins, Director
 jimhawk@uw.edu
 Michael G. Foster School of Business
 Seattle, WA 98105
 206 890 9161
 Students: 160
 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/college-business/departments-programs/management-marketing/academic-offerings/sales-center/
 Lenita Davis
 davislen@uwec.edu
 Eau Claire, WI 54701
 706 255 4800
 Students: 100
 Start Year: 2005

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

The Center for Sales and Sales Management in the Department of Management and Marketing is known for its curriculum, which develops students' analytics and communication skills and knowledge of marketing and sales. In addition, the UW-Eau Claire Sales Team competes in sales competitions around the United States and has won several titles. UW Eau Claire Center for Sales and Sales Management and Hormel hosts The Great Northwoods Sales Warm-up, a national sales competition among the top sales programs in the country.

UNIVERSITY OF WISCONSIN OSHKOSH

www.uwosh.edu/cob/sales/re-source-page/
 Heather S. Veesper
 veeserh@uwosh.edu

Oshkosh, WI 54901
 920 424 7468
 Students: 26

Start Year: 2012
 Accreditations/Affiliations: AACSB
 Program Type(s): **UCE**

Students take the three required sales courses as one integrated cohort class. Semester involves high participation with area sales professionals via a Sales Conference, a Career Symposium, field trips, ride-alongs, and a set of role play competitions coached by professionals.

UNIVERSITY OF WISCONSIN PARKSIDE

www.uwp.edu/learn/colleges/business-economicscomputing/salescenter.cfm
 Dr. Peter Knight
 knightp@uwp.edu
 Kenosha, WI 53141-2000
 262 595 2415
 Students: 30

Start Year: 2010
 Accreditations/Affiliations: AACSB, USCA Associate Member
 Program Type(s): **UCE**

Focus Option(s): Financial Services
 Ride alongs, self-leadership plan and simulation learning are required. Strong mentoring from industry including practice in all facets of the sales cycle. There is an emphasis on confidence in selling skills.

UNIVERSITY OF WISCONSIN RIVER FALLS

www.uwrf.edu/CBE/Centers/CSE.cfm
 Ozcan Kilic
 ozcan.kilic@uwrf.edu
 River Falls, WI 54022
 715 425 4330
 Students: 25
 Start Year: 2015

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

The Center for Sales Excellence offers the Professional Sales Program and a state-of-the-art Sales Lab. The program is comprised of core and elective courses, which teaches students to understand the sales process, learn how customers make purchasing decisions, and deal with various sales situations to manage sales cycles, form long-lasting customer relationships successfully, and generate revenue.

UNIVERSITY OF WISCONSIN WHITEWATER

www.uww.edu/cobe/sales
 Dr. Jimmy Peltier
 peltierj@uww.edu
 Institute for Sales Excellence
 Whitewater, WI 53190
 608 220 0619
 Students: 300

Start Year: 2012
 Accreditations/Affiliations: AACSB, PSE, USCA Full Member
 Program Type(s): **UCE, UEM**

Focus Option(s): Financial Services, Industrial Distribution, Insurance, Medical or Healthcare Sales, Technology
 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.

UNIVERSITY OF WYOMING

www.uwyo.edu/SALES/index.html
 Mark Leach

mark.leach@uwyo.edu
 Laramie, WY 82071
 307 766 3724
 Students: 105
 Start Year: 2017

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

The University of Wyoming Center for Professional Selling is committed to creating partnerships and opportunities to prepare students for success in our changing business world. Through our academic programs and corporate engagement opportunities, UW sales students develop essential skills to effectively engage and develop relationships with targeted customers while managing a pipeline of business.

UTAH STATE UNIVERSITY

huntsman.usu.edu/prosales/
 and
huntsman.usu.edu/advising/minors/minor_techsales
 Sterling Bone, Ph.D.
 sterling.bone@usu.edu
 Logan, UT 84322
 801 369 7171
 Students: 150
 Start Year: 2015

Accreditations/Affiliations: AACSB
 Program Type(s): **UMN**
 Focus Option(s): Communication, Broadcast, or Media Sales, Entrepreneurship, Financial Services, Industrial Distribution, Insurance, International Business, Medical or Healthcare Sales, Technology

Utah State University's Huntsman Pro-Sales is where undergraduate and graduate students learn the art and science of selling by performing these roles in the program. Through experiential learning, "Learning by Selling" students perform



On behalf of our 200+ professional sales students, sales faculty, advisory board and corporate partners...

Thanks to the SEF for all you do to support our programs and your work in elevating the sales profession.



UNCW is an EEO/AA institution.

the roles of sales development and account management with the recruiting partners from industry leading organizations. Utilizing sales technology and best practice, students manage and coach their peers to success. This innovative approach to learning prepares USU students for careers in business and sales.

VIRGINIA COMMONWEALTH UNIVERSITY

business.vcu.edu/industry-partners/academy-of-selling/

Wayne Slough, PhD
sloughwm@vcu.edu

Richmond, VA 23284-4000
804 828 7089

Students: 80

Start Year: 2019

Accreditations/Affiliations: AACSB, PSE

Program Type(s): **UMN**

Focus Option(s): Communication, Broadcast, or Media Sales, Entrepreneurship, Financial Services, Industrial Distribution, Insurance, International Business, Medical or Healthcare Sales, Technology

Mission: VCU Academy of Selling is to be the central Virginia academic incubator for developing professional sales talent. Our vision is to drive academic and workplace performance through the power of educating in selling professionalism. Students develop skills necessary for success in personal selling, sales management or any career in which one may need to persuade or influence people, including industry, nonprofits and government. Students gain insights into effectively communicating value of a product, service or idea; building mutually beneficial professional relationships; creating win-win outcomes; and interacting confidently with others face-to-face.

VIRGINIA POLYTECHNIC INSTITUTE AND STATE UNIVERSITY

marketing.pamplin.vt.edu/current-students/professional-sales.html

Brian K. Collins
collinbr@vt.edu

Blacksburg, VA 24061
804 399 3280

Students: 225

Start Year: 2011

Accreditations/Affiliations: AACSB, PSE, USCA Full Member

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

Selling in the 21st Century has changed. The focus of most sales careers today is on securing, building and maintaining long-term relationships with profitable customers. 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.

WASHINGTON STATE UNIVERSITY PULLMAN & VANCOUVER

<https://business.wsu.edu/research-faculty-centers/professional-sales/>

Julie Nelsen, Director
julie.nelsen@wsu.edu

Vancouver, WA 98686

Carson College of Business
360 546 9750

Students: 155

Start Year: 2006

Accreditations/Affiliations: AACSB

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

A Professional Sale Certificate is open to all Washington State University (WSU) students on the Pullman and Vancouver campuses. The WSU Center for Professional Sales within the Carson College of Business prepares students for sales-related careers. It collaborates with leading businesses to provide hands-on experiences where students develop the skills needed to impact hiring organizations. We build mutually valuable relationships with our partners through hands-on engagement, including role plays, classroom activities, internships, shadowing, and networking.

WEBER STATE UNIVERSITY

www.weber.edu/sales

Dr. Brock Adams
brockadams1@weber.edu

Alan E. Hall Center for Sales Excellence
Ogden, UT 84408-2402

801 626 6912

Students: 550

Start Year: 1984

Accreditations/Affiliations: GSSI, USCA Full Member

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

Focus Option(s): Communication, Broadcast, or Media Sales, Entrepreneurship, Financial Services, Industrial Distribution, Medical or Healthcare Sales, Technology

One of the earliest sales programs in the west, 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 at the institution. There are 51 credits dedicated to sales curricula, and it has one of the most active Sales Center partner programs in the country.

WEST VIRGINIA UNIVERSITY

business.wvu.edu/academics/marketing-department/marketing/professional-sales-institute

Dr. David Brauer
david.brauer@mail.wvu.edu

Morgantown, WV 26506
412 335 5507

Students: 161

Start Year: 2010

Accreditations/Affiliations: AACSB, USCA Full Member, PSE

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

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

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 any variety of 'real' world sales activities including the opportunity to be a Student Account Executive for one of our sponsoring companies. The culmination of this effort is Certification as a Professional Salesperson by the University Sales Center Alliance.

WESTERN CAROLINA UNIVERSITY

www.wcu.edu/learn/programs/marketing-bsba/index.aspx

Dr. Julie Johnson-Busbin

jjohnson@wcu.edu

Cullowhee, NC 28723

828 227 3991

Students: 100

Start Year: 1999

Accreditations/Affiliations: AACSB

Program Type(s): **UMJ**

Focus Option(s): Communications/Broadcast Sales, Entrepreneurship, Financial Services, International Business
Western's Marketing Department strives to be a community where scholarship is encouraged and where a forum exists for examining the principles and practices of the business world. In addition to sales and basic marketing principles and theories, computer application, international practices, social responsibility, and ethical business standards are emphasized. Further, theory is blended with practical experience through a variety of innovative teaching techniques, to ensure that students are exposed to material that is on the cutting edge of the business world.

WESTERN KENTUCKY UNIVERSITY

www.wku.edu/cps

Dr. Lukas P. Forbes

Lukas.Forbes@wku.edu

Bowling Green, KY 42101

270 745 2993

Students: 250

Start Year: 2007

Accreditations/Affiliations: AACSB, USCA Full Member

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

WKU's sales program is nationally recognized and fully certified by the University Sales Center Alliance and offers both a major and a minor in sales.

WESTERN MICHIGAN UNIVERSITY

wmich.edu/marketing/academics/sbm

Dr. Steve Newell

steve.newell@wmich.edu

Haworth College of Business

Kalamazoo, MI 49008

269 387 5067

Students: 350

Start Year: 1999

Accreditations/Affiliations: AACSB

Program Type(s): **UMJ**

Western Michigan University's Sales and Business Marketing (SBM) major is one of the top Sales Programs in the country.

The hands-on experiential approach to sales education is taught by professors and executives with real experience in sales and selling. Students utilize the Kaiser Sales and Negotiation Lab, one of the best university sales facilities in the country, to learn selling techniques and strategies. Approximately 98-100% of our students have secured a sales-related job after graduation.

WIDENER UNIVERSITY

www.widener.edu

Donna W. McCloskey

dwmccloskey@widener.edu

Blue Bell, PA 19422

610 499 4303

Students: 25

Start Year: 2006

Accreditations/Affiliations: AACSB, PSE

Program Type(s): **UEM**

Students interact with 25-30 sales professionals from a variety of fields during role play preparation. Students attend a sales specific networking professional networking event. Students use a variety of CRM programs.

WILLIAM PATERSON UNIVERSITY

www.wpunj.edu/ccob/rbisales/

Rajiv Kashyap

kashyapr@wpunj.edu

The Russ Berrie Institute for

Professional Selling

Wayne, NJ 07470-0920

973 720 3850

Students: 170

Start Year: 2005

Accreditations/Affiliations: AACSB, USCA Full Member, PSE

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

Focus Option(s): Financial Services, Medical or Healthcare Sales, Technology
Since its founding in the early 2000s, the Russ Berrie Institute for Professional Sales has hosted the annual National Sales Challenge as well as many other high-quality events for sales professionals. On the academic side, William Paterson University has offered a BS in Professional Sales since 2005, the first such stand-alone degree at an AACSB-accredited institution, providing regional and national corporations with a rich source of sales talent.

WINONA STATE UNIVERSITY

www.winona.edu/strauss-center/

Mike Behan, PhD

mbehan@winona.edu

Winona, MN 55987

507 457 5621

Students: 50

Start Year: 2013

Accreditations/Affiliations: AACSB, USCA Full Member

Program Type(s): **UMN**

Established in December 2013, the Sales Center offers students leading-edge instruction uniquely preparing them for successful careers in sales. The core curriculum offers three courses, including

Professional Selling, Sales Management, and Advanced Professional Selling. The center includes role-play rooms designed and equipped specifically for teaching fundamental communication skills necessary throughout the business. Sales students also can experience hands-on involvement in the sales process through internships and national sales competitions.

XAVIER UNIVERSITY OF LOUISIANA

www.xula.edu/division/business.html

Amanda Helm

ahelm@xula.edu

New Orleans, LA 70115

504 520 5044

Students: 50

Start Year: 2002

Accreditations/Affiliations: ACBSP

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

The business program offers a number of dynamic and exciting programs for undergraduate students—including a sales and marketing concentration—and prepares them well to take leadership roles in corporate America. Sales students participate in role play competitions and use state-of-the-art industry tools such as SalesForce.com and SecondNature artificial intelligence sales coaching software.

YOUNGSTOWN STATE UNIVERSITY

ysu.edu/academics/williamson-college-business-administration

John Rossi

jfrossi@ysu.edu

Youngstown, OH 44555

330 941 3062

Students: 100

Start Year: 2014

Accreditations/Affiliations: AACSB

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

Focus Option(s): Communication, Broadcast, or Media Sales, Entrepreneurship, Financial Services, Industrial Distribution, Insurance, International Business, Medical or Healthcare Sales, Technology
The Sales Program and Sales Center is available to all students of all majors, with the encouragement to seek a Minor or pursue a concentration curriculum, regardless of professional discipline or area of academic interest on the Youngstown State University campus. The Williamson College of Business Administration's bachelor's and master's programs are fully accredited by the AACSB International.

NORTH AMERICAN COLLEGES

ALGONQUIN COLLEGE

www.algonquincollege.com/

Patrick Charlton

charltp@algonquincollege.com

Ottawa, ON, Canada, K2G 1V8

613 727 4723 x 2502

Students: 500

Start Year: 1995

Accreditations/Affiliations: CPSA

Program Type(s): **UEM**

Focus Option(s): Communication, Broadcast, or Media Sales, Entrepreneurship, Financial Services, International Business, Technology

Students support the critical role of trust-based relationship selling and it's increasing importance in the business environment. Students develop the skills required to be a sales professional with weekly role-playing and a final mock sales presentation with a product/service of their choice. Students analyze buyer motivators, their purchasing process and overcome customer concerns with confidence. The importance of sales ethics and its legal implications are also examined. Students demonstrate the importance of collaborative, two-way communication in trust-based selling and the business environment.

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

bcit.ca/professionalsales

Bruce Anthony

bruce_anthony@bcit.ca

Burnaby, BC, Canada, V5G 3H2

604 451 6765

Students: 48

Start Year: 1985

Accreditations/Affiliations: ACBSP

Program Type(s): **USP**

BCIT offers a 2-year Applied Diploma in Professional Sales, under the Marketing Management Department. Upon graduation, students may choose to continue with a Bachelor of Business Administration.

THE COLLEGE OF NEW JERSEY

tcnj.edu/

Dr. Eddie Inyang

inyanga@tcnj.edu

Ewing, NJ 08628

609 771 3027

Students: 55

Start Year: 2004

Accreditations/Affiliations: AACSB, PSE

Program Type(s): **UMN**

The professional selling minor at TCNJ is open to all majors and is focused on preparing students for a successful career in sales. Sales students work with TCNJ's corporate partners to hone their sales skills using real world scenarios and learn the increasing importance of analytics in sales. TCNJ has an active Pi Sigma Epsilon chapter and over the last several years has

won top placements at PSE regional and national sales competitions.

THE COLLEGE OF SAINT ROSE

www.strose.edu/sales-management/

Dr. John F. Dion

dionj@strose.edu

Albany, NY 12203

774 420 0438

Students: 30

Start Year: 2017

Accreditations/Affiliations: ACBSP

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

Focus Option(s): Communication, Broadcast, or Media Sales, Entrepreneurship, Financial Services, Industrial Distribution, Insurance, Medical or Healthcare Sales

Our program integrates theory and practice to prepare students for careers in professional sales. Our students participate in internships, local and national sales competitions, business visits, and business panels. They are also actively involved in service work in our community. Our sales minor is popular with students pursuing a wide range of majors both inside and outside the business school.

CONESTOGA COLLEGE

www.conestogac.on.ca/fulltime/business-development-and-sales

Jeremy Legg

jlegg@conestogac.on.ca

Kitchener, ON, Canada N2E 2R8

289 244 6578

Students: 35

Start Year: 2019

Accreditations/Affiliations: CPSA (Canadian Professional Sales Association)

Program Type(s): **GCE**

The Business Development and Sales Graduate Certificate program prepares graduates for a dynamic career in business-to-business sales of products, services, and ideas. Students learn the guiding principles of professional selling and complex negotiations, as well as strategies for customer relationship management and strategic account management success. Courses in finance, communication, and business-to-business marketing ensure a strong foundation while courses in sales technology and social selling address the leading edge of the profession.

DOUGLAS COLLEGE

www.douglascollege.ca

David Moulton

moultond@douglascollege.ca

New Westminster, BC, Canada V3L 5B2

604 527 5456

Students: 150

Start Year: 1990

Accreditations/Affiliations: ACBSP

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

Focus Option(s): Financial Services, International Business

The purpose of the program at Douglas College is to give students a clear sense of the expectations of a professional sales career. The students are given the

opportunity to prospect in the advanced course which is considered the most difficult part of the sales process.

HOCKING COLLEGE

www.hocking.edu/sales-certificate

Rachel Jacobs

jacobsr@hocking.edu

Nelsonville, OH 45764

740 753 6440

Students: 5

Start Year: 2021

Accreditations/Affiliations: ACBSP

Program Type(s): **UCE**

Hocking College's Sales Certificate is designed to provide hands-on, experiential learning alongside classroom theories for students who are either new to the business world or established professionals looking to strengthen their skills. The training students receive in the program prepares them for careers in the sales field and includes experiential learning in Social Media Marketing, CRM system utilization, and consultative selling applications.

KRISTIANIA UNIVERSITY COLLEGE

www.kristiania.no/en/

Erik Mehl

erik.mehl@kristiania.no

Oslo, Norway 0107

+47 920 37 221

Students: 200

Start Year: 2010

Accreditations/Affiliations: NOKUT

Program Type(s): **UCE**

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.

MOREHOUSE COLLEGE

www.morehouse.edu

Irving R. Corrales

irving.corrales@morehouse.edu

Atlanta, GA 30314

470 447 1761

Students: 20

Start Year: 2013

Accreditations/Affiliations: AACSB, ACBSP, USCA Associate Member

Program Type(s): **UMN**

Through the Morehouse College Sales Minor, students learn real-world consultative sales skills and techniques. These methods will help them to effectively communicate their advice, ideas and positions to others and ultimately helping them to resolve and advance the business issues of their prospects and clients, regardless of the situation at hand. The Sales Minor presents a way for students to graduate and have more

opportunities for becoming productive members of society sooner.

SENECA COLLEGE

www.senecacollege.ca/programs/full-time/PSL.html

Gord Smith

Gord.smith@senecacollege.ca

North York, ON, Canada M2J 2X5
416 992 3284

Students: 35 Graduate

Start Year: 2022

Accreditations/Affiliations: Canadian Professional Sales Association

Program Type(s): GCE

This eight-month graduate certificate

program provides the latest skills needed to succeed in business-to-business (B2B) sales roles. The skills-based program focuses on developing a technology-driven, post-pandemic salesforce, so that you will be ready to add value in a number of roles once you graduate. In the first semester, you will learn about prospecting, modern sales technology,

speaking with clients, the sales process and virtual selling. In the second semester, you will develop skills related to inside sales, technology and analytics, communication strategies and B2B marketing.

OTHER NOTABLE PROGRAMS

The following universities and colleges provide opportunities for students to obtain some classroom training and/or practical experience specific to professional sales. Most are working with their universities to establish formal programs.

ASBURY UNIVERSITY

asbury.edu

George Allen

george.allen@asbury.edu

Wilmore, KY 40390

770 617 6824

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.

AUGUSTA UNIVERSITY

Augusta.edu

Richard Franza

rfranza@augusta.edu

Augusta, GA 30912

706 737 1418

Augusta University's Hull College of Business requires a Professional Sales course (3000-level) for its BBA students, one of the few undergraduate business programs that requires a Sales course. For students who want to expand their Sales knowledge and skills, we have a Sales Club for students to compete in competitions.

BABSON COLLEGE

www.babson.edu

Vincent (Vini) Onyemah

vonyemah@babson.edu

Babson Park, MA 02457

781 239 5267

Our program addresses both traditional and entrepreneurial selling/sales because of BABSON's leadership in Entrepreneurship. Thanks to our Boston location, many classes take place on company sites where students shadow salespeople and get exposed to sales enablement technologies. Before graduation, students have the opportunity to be coached by distinguished CEOs, CROs and Sales VP's through the Sales Executive Institute (www.salesexecutiveinstitute.com) where hands-on workshops prepare students for the real world and set them up for immediate impact.

BERRY COLLEGE

berry.edu

Melissa Clark

meclark@berry.edu

Mt. Berry, GA 30149

706 506 1834

Berry College does not have a formal sales program, however 1-2 sales courses are offered each year.

BRIGHAM YOUNG UNIVERSITY

marriott.byu.edu/mktg/

BJ Allen

bjallen03@gmail.com

Provo, UT 84606

801 577 0849

Our program has two purposes. One, our sales program is designed to train students in a way that shaves 2-4 months off their on-boarding process when they get their first job after graduation. Second, we aim to give students networking opportunities with sales organizations so they can secure the best and highest paying sales jobs. We have a "sales track" within the marketing major that consists of two classes.

BUTLER UNIVERSITY

www.butler.edu/lacy-business/

Lova Randrianasolo

lrandia@butler.edu

Andre B. Lacy School of Business

Indianapolis, IN 46208

317 940 9215

The Lacy School of Business at Butler University offers a Marketing Major as part of our undergraduate business curriculum. As part of that major, you may take a Professional Selling Course in which you would participate in mock sales presentations. Additionally, we require two internships for all business majors.

DOMINICAN UNIVERSITY

dom.edu

David Aron

daron@dom.edu

River Forest, IL 60205

708 524 6681

Dominican University offers one sales course.

DURHAM COLLEGE

durhamcollege.ca/

Terry Peddlesden

terry.peddlesden@durhamcollege.ca

Oshawa, Ontario Canada L1G 0C5

905 721 2000

This three-year program gives students the opportunity to stand out to employers by developing advanced skills in digital automation and analysis, marketing management, and the psychology of consumer behavior and gamification. Students develop the critical thinking and interpersonal skills today's employers demand.

EASTERN ILLINOIS UNIVERSITY

www.eiu.edu/marketing/

Farhad Sadeh

fsadeh@eiu.edu

Charleston, IL 61920

217 581 2627

This program offers professional sales and negotiations training and hands-on experiential learning, as well as many opportunities for the students to connect with professionals from the industry.

EMBRY-RIDDLE AERONAUTICAL UNIVERSITY

worldwide.erau.edu/colleges/business

Maria Petrescu

petrescm@erau.edu

Daytona Beach, FL 32114

954 667 7832

Professional sales and sales management strategies, techniques, and tools fuel this key top-line revenue-driven subset of marketing. Sales programs; optimizing sales performance; customer lifetime value.

EMLYON BUSINESS SCHOOL

www.em-lyon.com/en/

Christine Lai-Bennejean

lai@em-lyon.com

Lyon Ecully, France 69134

+33 (0)4 72 18 68 91

At emlyon business school, sales courses including personal selling, B2B complex selling and sales management are provided across different programs from Global BBA, Master in Management, Msc and EMBA. Students are provided with opportunities to participate in different events that allow them to interact with professionals in sales and help them to assess their readiness for job markets!

EM STRASBORG BUSINESS SCHOOL

*INFORMATION FROM 2022

www.em-strasbourg.com/en/student/programs/programme-grande-ecole/negotiation-and-sales-management-spec?tab=pathway

Eric Casenave

casenave@unistra.fr

Strasbourg, France

+00 33 368858725

EM Strasbourg Business School offers one specialization on Negotiation and Sales Management. Third year Master students from the "grande école" program can opt for a certificate on negotiation and sales management. Currently, 40 business students follow this program. In addition, sales management courses are given to first and second year students.

GRAND VALLEY STATE UNIVERSITY

www.gvsu.edu/marketing/

Valerie Good

goodv@gvsu.edu

Grand Rapids, MI 45904

616 331 7417

Located in downtown Grand Rapids, the Seidman College of Business offers students the opportunity to pursue a professional sales emphasis under the marketing major. Our sales program emphasizes hands-on experiential learning through role plays and simulations, networking opportunities with respected businesses, small classes with passionate professors, competitions on- and off-campus, an active chapter of Pi Sigma Epsilon, and more!

IÉSEG SCHOOL OF MANAGEMENT

www.ieseg.fr

Deva Rangarajan

d.rangarajan@ieseg.fr

Paris, France 92044

+ 0033652655304

We offer introductory sales courses to our undergraduates and more advanced courses to our graduate students- including on new topics like customer success management.

INDIAN INSTITUTE OF MANAGEMENT-KOZHIKODE

*INFORMATION FROM 2022

www.iimk.ac.in

Anandakuttan B. Unnithan

anandunnithan@iimk.ac.in

Kozhikode, Kerala, India 673570

+914952809101

This program offers three sales courses to graduate school students.

INDIANA UNIVERSITY EAST

www.iue.edu/

LaCalvin Simpson

lascalvin.simpson@gmail.com

Richmond, IN 47374

765 973 8295

Indiana University East offers one sales course.

JOHNSON & WALES UNIVERSITY

www.jwu.edu/

Diiane Santurri

dsanturri@jwu.edu

Providence, RI 02903

401 598 2535

We offer 3 courses in Sales and have a unique Sharkfest competition whereby students who chose to compete can pitch their product/idea. It is a yearly competition. We have attended/partici-

pated in NISC and RNMKRS competitions in the past. We are working on a potential minor in sales introducing another course which focuses on digital selling and key account management.

MCMMASTER UNIVERSITY

www.mcmaster.ca

Mandeep Malik

malikm@mcmaster.ca

Hamilton, ON, Canada L8S 4M4

905 525 9140

DeGroot School of Business offers a senior year undergrad and MBA elective in Consultative Selling. This is a highly interactive course taught using case studies and role play assessments. Industry experts are frequently involved with curriculum delivery.

MIAMI UNIVERSITY

miamioh.edu/fsb/academics/marketing/index.html

Scott Friend, Ph.D.

friendsb@miamioh.edu

Oxford, OH 45056

513 529 3942

We have a course in sales, a strong PSE chapter, and a new certificate in medical device sales that will be starting in the future.

MONTPELLIER MANAGEMENT UNIVERSITÉ DE MONTPELLIER

www.montpellier-management.fr/liste-des-formations/m1-management-et-business-development/

Estelle Pellegrin-Boucher

estelle.boucher@umontpellier.fr

Montpellier, France 34000

In a globalized and digitalized context, requiring to understand environmental and social issues, the Master Management and Business Development trains in business development, sales and customer relationship management. This master's degree prepares students for the strategic and business challenges of large groups and SMEs, in France and internationally.

NORTHEASTERN UNIVERSITY

damore-mckim.northeastern.edu

Jay Mulki, Ph.D.

j.mulki@neu.edu

Cambridge, MA 02140

617 373 5740

Personal Selling and Sales Management is offered as an elective.

NORTHERN MICHIGAN UNIVERSITY

www.nmu.edu

Corinne Bodeman

cbodeman@nmu.edu

Marquette, MI 49855

906 361 5449

This is a Professional Selling class offered once a year with a maximum of 30 students. Customer Discovery is used as a tool to teach my students how to ask questions. Asking questions is THE MOST IMPORTANT ASPECT. They have call quotas. They also learn Sales Force and they get the opportunity to explore an industry to which they would not normally be exposed. They work with outside businesses.

ULU UNIVERSITY OF APPLIED SCIENCES

www.oamk.fi

Katta Siltavirta

katta.siltavirta@oamk.fi

Oulu, Finland 90101

+35820 611 0200

Students graduate as a Bachelor of Business Administration, majoring in Marketing and Sales. Sales studies focus on B2B solution sales. We combine practice with real-life cases and theory. We organize an annual sales competition for students in every year and participate to the national competitions.

REINHARDT UNIVERSITY

*INFORMATION FROM 2022

www.reinhardt.edu/

Walter Beck

whb@reinhardt.edu

Waleska, GA 30183

770 720 5600

The program prepares students for careers as sales and marketing professionals and has been in existence since 2006.

ROLLINS COLLEGE

www.rollins.edu/undergraduate-business/

Bill Kroll

wkroll@rollins.edu

Winter Park, FL 32789

407 808 7086

Rollins College is a top tier regional liberal arts college offering a variety of majors. The AACSB accredited Department of Business offers two majors: Business Management and International Business. Personal Selling is offered as an elective for business students.

UNIVERSITY OF ARIZONA

*INFORMATION FROM 2022

www.arizona.edu

Sangeetha Venkataramani

svenkat@email.arizona.edu

Tucson, AZ 85721

520-621-4124

This program is offering three sales classes.

UNIVERSITY OF ARKANSAS

Judith Anne Garretson Folse

jagfolse@walton.uark.edu

Fayetteville, AR 72701

479 575 4055

We are developing an undergraduate sales program in the Department of Marketing at the Sam M. Walton College of Business. We currently offer three undergraduate sales courses, each with multiple sections. Our faculty have expertise in technical and CPG sales.

UNIVERSITY OF BRITISH COLUMBIA

www.sauder.ubc.ca

Elaine Williamson

elaine.williamson@sauder.ubc.ca

Sauder School of Business

Vancouver, BC, Canada V6T 1Z2

604 728 9296

Business Development and Personal Selling focuses on developing foundational skills and knowledge in Business Development and Sales to enable students to create successful sales encounters in their careers. The experience gained from this course can be broadly

applied to a variety of careers: business development or sales roles, marketing, professional skills practice (law, engineering, healthcare), not-for-profit or as an entrepreneur. Teams will research, prepare and deliver a professional, structured sales presentation to meet buyer needs.

UNIVERSITY OF CHARLESTON

www.ucwv.edu/academics/majors-degrees/professional-selling/

Ross Murray

rossmurray@ucwv.edu

Charleston, WV 25304

304 357 4808

The Professional Selling major focuses on developing sales professionals for business-to-business and business-to-consumer selling. Our program concentrates on modern industries, products, services, and methodologies to address a growing national need for skilled sales professionals. The major provides students with an understanding of sales processes combined with applied, practical learning opportunities via direct interaction with partner companies. Partner firms assist with sales curriculum development and delivery, ensuring the graduates are equipped to be high-performing sales professionals.

UNIVERSITY OF IDAHO

www.uidaho.edu/cbe/degrees/marketing

Douglas Albertson

dalbertson@uidaho.edu

Moscow, ID 83843-3161

208 885 1140

We do not have a formalized sales program yet. We are working toward that goal and expect to have it formulated by Fall 2023.

UNIVERSITY OF IOWA

tippie.uiowa.edu/businesses/partner-our-centers/inside-sales-lab

Charles Keene

charles-keene@uiowa.edu

Iowa City, Iowa 52242

319 335 1037

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 graduates to be sought after problem-solvers.

UNIVERSITY OF MEMPHIS

www.memphis.edu/mscm/index.php

John Cicala

jcicala@memphis.edu

Memphis, TN 38152-3120

901 678 4613

The program offers an Undergraduate Concentration with two sales courses.

UNIVERSITY OF MICHIGAN

michiganross.umich.edu/

E. Follett Carter

follett@umich.edu

Ann Arbor, MI 48109

218 726 6314

The Sales Certificate program is offered by the Ross School of Business and is open to all students in all schools at the University of Michigan. The Ross school uses its Career Development Office resources to help promote the program to Fortune 500 companies and place students into full time sales positions.

UNIVERSITY OF MÜNSTER

www.uni-muenster.de/en/

Tim Kalway

t.kalway@uni-muenster.de

Münster, Germany 48143

+49 251 83 25029

For many B2B companies, personal selling constitutes by far the most important component within their promotional mix. In its boundary spanning role between the company and its customers, the selling function can be characterized as the point of culmination of all activities that lead to long-term company success.

UNIVERSITY OF WEST FLORIDA

*INFORMATION FROM 2021

uwf.edu/cob/departments/marketing-supply-chain-logistics-and-economics/undergradmajors/marketing-bsba/

Pensacola, FL

850 474 2652

UWF Sales specialization focuses on issues involved in negotiation, professional selling and sales management. It emphasizes building customer relationships, managing sales staff and analyzing marketplace opportunities.

UNIVERSITY OF WISCONSIN LA CROSSE

www.uwlax.edu/marketing/sales-team/

Stacy Trisler

strisler@uwlax.edu

La Crosse, WI 54601

608 785 8790

Students earn a general Marketing degree but can focus on sales through professional selling and sales management courses. We also have a Sales Club and a Sales Team that competes nationally following an internal competition.

VIENNA UNIVERSITY OF ECONOMICS & BUSINESS

*INFORMATION FROM 2022

executiveacademy.at/en/landing/professional-mba-marketing-sales

Nicole Rychly-Resetar

nicole.rychly-resetar@wu.ac.at

Vienna, Austria 1020

+43 1 313 3 4784

Within the program, students will expand their strategic and operative competencies in marketing and sales to meet functional and cross-border challenges. Students bring their Marketing & Sales Toolbox up to date together with faculty and fellow students.

WEBSTER UNIVERSITY

webster.edu/business-and-technology/academics/management.php

Nisha Ray-Chaudhuri

malhotni@webster.edu

Webster Groves, MO 63191

314 246 7015

The marketing emphasis is designed to provide students with an in-depth

understanding of the various marketing disciplines. It will give students the skills and knowledge necessary to find jobs in advertising, personal selling/sales, marketing management, international marketing, retailing marketing research and transportation among other careers. The curriculum is designed to cover trends in business and industry while considering professional ethics and social responsibility.

WESTERN COLORADO UNIVERSITY

western.edu

Stan Weil

sweil@western.edu

Gunnison, CO 81231

914 649 6684

Sales is the inside track to a myriad of industries—health care, insurance, advertising, financial services and more. Through a mix of focused sales practice, theoretical background and opportunities to mentor classmates, you'll gain the knowledge you need to be prepared for the professional arena. The program is a perfect complement to any major or

discipline. To begin building your resume, you'll also be able to join Western Colorado University's award-winning team in the National Collegiate Sales Competition.

LATE ENTRY

UNIVERSITY OF MASSACHUSETTS LOWELL

www.uml.edu/catalog/courses/mktg/3130

Jeremy Ramsey

Jeremy_ramsey@uml.edu

Lowell, MA 01854

508 562 2642

The University of Massachusetts Lowell Sales Center trains students to become great salespeople with their unique DNA of drive, curiosity, empathy, and responsibility. Through shadowing, role plays, and personal selling, they master advanced sales and earn badges in Salesforce basics. They also have the option to compete in national and local sales competitions, mentor other sales students, and join the UML River Hawk sales enthusiast group.

ADDED TO TOP SALES PROGRAMS LISTING

HEC MONTREAL

<https://institutdevente.hec.ca/>

Jean-Luc Geha

jean-luc.geha@hec.ca

Montreal, Quebec H3T 2A7

514-340-1655

Students: 200 Undergraduate

25 Graduate

Start Year: 2017

Accreditations/Affiliations: AACAB, EQUIS, AMBA

Program Type(s): UCE, USP, GCE, EC, ET

HEC Montreal Sales program is part of the regular curriculum for students who wish to understand and improve on their Selling Skills. HEC Montreal offers Sales courses at the Undergrad and Post-grad levels.



SALES EDUCATION FOUNDATION (SEF) Annual History Timeline

Since 2007 SEF has dedicated the SEF Annual to university/college sales education

SEF becomes sole publisher of the Top Universities for Professional Sales magazine. This issue featured 48 universities meeting criteria to be listed as a "Top" program.

2010

10th ANNIVERSARY

The 2016 SEF Annual celebrated the 10th edition of the publication. A special emblem was created to acknowledge this milestone. There were 124 institutions recognized in 2016 including 15 international institutions.

2016

The 15th ANNIVERSARY

issue theme was *Professional Sales: Past, Present and Future*. We explored the history of sales and John Patterson, who created the first sales conference and sales training school. There were 176 US and International universities listed.

2021

SEF conceives idea of surveying universities teaching Professional Sales and publishing that data in a magazine. First issue was a supplement to *Selling Power Magazine* and featured 27 universities.

2007

SEF rebrands their yearly publication as the *SEF Annual*. 2011 featured 53 universities and the first stand-alone Top European Sales Schools list. SEF also started the popular *Sales Myths Debunked* feature.

2011

2020's issue was published during the pandemic. Two digital editions were circulated worldwide and offered readers a chance to stay engaged. Growth continued as there were 167 US and international universities listed.

2020

In this redesigned edition, SEF explored worldwide examples of Sales education. A new "Top Sales Programs" emblem was created to acknowledge both universities and colleges. The listing included 180 US universities and colleges, 18 international universities and 22 Other Notables totaling the largest group ever.

2022

Sales Renaissance: *The Birth of a New Independent Discipline*



DENA HALE, Ph.D.
Stetson University

For anyone involved in academia for a length of time, it is no secret that universities across the United States are encountering a new era. In today's academic world, universities are faced with declining enrollments, changing demands in student life, and justification of the academic value proposition. When once there was the question, "where will you be attending college?", there is now the question, "should you attend college?" We appear to be at a juncture of change, but what that change should be is still to be determined. Often academia follows realities seen in practice as business executives share data and insights; however, it's time for academia to be proactive and to lead the way in this new age.

As of the time of this writing, the Sales Education Foundation website noted 38 universities world-wide offering students both a major and minor in sales; there are 94 additional universities offering a minor. This demonstrates that the time may have arrived to begin serious discussion and redefining of "Professional/Personal Selling" as a trade, to that of a true academic discipline, equal to the likes of Marketing, Finance, Accounting and Management. Can a Sales Renaissance in academia help to mitigate declining enrollments and bring about value for students, parents, and employers? Is now the time to consider Professional Sales as an independent discipline?

From its humble beginnings as traveling product sales in the early 1800s, to the sophisticated consultative and relational sales of today, what we now call Professional/Personal Selling has always undergone adaptation and evolution. Perhaps the most significant catalyst of evolution occurred in 1894 with the creation of the first sales training school established by James Patterson of the National Cash Register Company (NCR) (Hawes, 2021). Over the past 129 years sales training has grown, with a small but growing number of universities recognizing the importance of sales training. Traditionally,

REFERENCES:

- Hawes, Jon (2021), "A History of Selling in America," Sales Education Foundation Annual 2021, p2-5, accessed on November 30, 2022 at salesfoundation.org/resources/2021/10/History-of-Selling-in-America-Hawes-SEF2021Annual.pdf
- Stevens, Howard and James, Geoffrey. "Sales and Academia: Preparing Sales Professionals for a More Demanding Business Environment," Chally Group Worldwide, accessed on November 30, 2022 at salesfoundation.org/resources/2017/07/EOS-Sales-and-Academia-1.pdf

continued on page 40

universities and colleges have favored the perspective that Marketing is the direction for academia, and that Sales was not worthy of “real” scholarly work. The culture of Sales as a “trade school” set of skills has led to decades of missed opportunity to offer strong sales programs as part of the business curriculum. One only needs to do a quick search for sales related research to uncover the depth, breadth, and quality of sales research. As a discipline, Professional Sales has truly emerged as a Phoenix from the ashes.

In 2017, Stevens and James noted that the realm of professional sales was evolving into a “Sales 3.0”; a point where professionals will require specialized training and certification. Furthermore, the researchers noted that gaps between sales and academia had been shrinking, as the need for professional business sales consultants became clearer. The idea that Sales is much more than a set of standardized behaviors that should be taught by the business community and employers, is slowing becoming a reality. Changes in the business environment, and the growing importance of the supply chain, have changed the role of the sales professional from one of order taking and product knowledge, to one of entrepreneur and transformational solutions creator. The role of the professional salesperson now requires knowledge of the buyer’s industry, business, and customers, not just that of the selling organization. Today’s post-pandemic sales professionals not only manage ever-changing buying behavior to co-create solutions, but they are also expected to consult on upcoming potential problems and assist customers in averting or navigating the future. To be at this level, sales professionals now need strong business acumen, critical thinking skills, and strong interpersonal skills. Employers who don’t have the resources to create these skills, are now forming partnerships with forward thinking and innovative business schools at universities and colleges.

Given the increase in need for business professionals with important selling skills, it is no surprise that business schools are seeing increased demand for sales training from students, parents, and employers. However, the past thinking of Sales as a “trade” in academia has created a shortage of qualified tenure track faculty to create, lead and instruct sales curriculum at the level currently required. For those schools that have created programs, the realities of increased demand and tightening resources create the perfect storm for over worked and under funded programs.

Does this indicate that we are at Sales 3.0? If so, this next level calls for Professional Sales as a true independent discipline, equal to that of Marketing, Finance, Accounting and Management. For this to occur, we need to begin considering program requirements and meeting AACSB standards as a Sales Discipline. It is time to invite others to the conversation that has continued between sales professionals and marketers for over a quarter century: is Sales part of marketing or an independent discipline? If we are to consider this question by answering that Sales 3.0 is Sales independent of marketing, several different sub-conversations must also begin. Some areas to begin the conversation of Sales as a discipline include:

- Sales will need to create program learning outcomes (PLOs), which are supported by course learning outcomes (CLOs), and these outcomes need to be mapped out across the learning curriculum.
- Curriculum mapping will need to include direct connections to AACSB standards, overall business school objectives and university objectives.
- The sales discipline will need to close-the-loop as part of Assurance of Learning.
- Outcomes will need to balance the educational standards and increased rigor with the higher-level criteria needed by employers.
- What areas of specialization and certification, which are externally certified, need to be incorporated into the curriculum and completed outside of the normal course offering?

Some may say this is naïve or presumptuous. It’s agreed that Professional Sales is not “there” yet, but don’t we teach to “dress for the position you want, not the one you have”? If we truly believe Sales is heading to, or is at, the higher level of Sales 3.0, it is time for the sales academic community to begin “dressing” for the new role. It’s time for a Sales Renaissance, and academia can lead the way before it begins in the corporate world. ▲

Sales Myths

DEBUNKED



ROBERT M. PETERSON, Ph.D.
Northern Illinois University

THE MYTH:

Cold Calling is Dead

THE TRUTH:

Cold is dead, but not calling. There is plenty of information on any businessperson you might wish to call upon. If you have a decent tech stack all your calls should be at

least lukewarm with information about the person, their company, information they might have consumed, and certainly LinkedIn information. While texting has received more acceptance with younger employees, it's not acceptable, or effective, in most call calling situations. A good call cadence will include voicemails, emails, perhaps a LinkedIn outreach, and several attempts at live calling. At this moment, the business world is not keen on robo emails and voicemails flooding an inbox. Make the actual phone call as well, earn their attention armed with more data than anyone could fathom 20 years ago.

THE MYTH:

Sales is about being a Good Talker

THE TRUTH:

You need to be a great communicator, which isn't the same thing as "talker." I am certain we all know people who would improve the conversation by remaining silent. Buyers want facts, ROI calculations, discovery due diligence, knowledge about market shifts, current trends their competitors might be seeing ... they don't need a smooth-talking sales rep who thinks saying positive things and being upbeat will help the client fix, avoid, or accomplish some challenges they face. You need to deliver a business conversation - not be a talker who really only knows how to dialogue about their products and how wonderful they are. Δ



MARK MICHALISIN
Virginia Tech University

THE MYTH:

Sales jobs are selling door to door or telemarketing

THE TRUTH:

This is a myth because yes, though that is a type of sales (Business to Consumer), B2B (Business to

Business) sales and personal selling occurs when a person interacts with a customer or potential customer to present information about a product or service they offer. Sales is not about selling a product alone, it is about building a relationship built on trust. The product will sell itself, the heavy lifting and work comes in developing a mutually beneficial relationship. Δ



DR. SCOTT B. FRIEND
Miami University

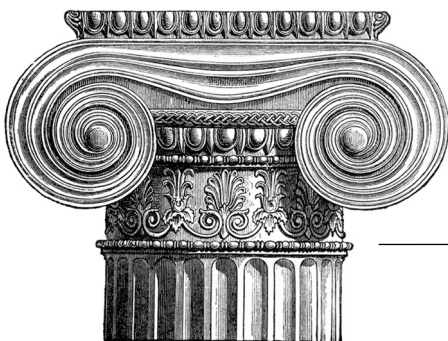
THE MYTH:

Buyers are more informed than ever before

THE TRUTH:

While access to information is seemingly always on the rise, access to information is not the same as informedness. In reality, certain industries and purchasing

tasks are growing increasingly complex (e.g., more options to choose from, more intra- and extra-firm integration requirements, more pressure to make the right decision), which may actually leave buyers even more uncertain than ever before. While buyers have greater access to information in these instances, it is often unclear to them what information is valuable. In addition to rising buyer uncertainty, relevant foundational knowledge (e.g., types of uncertainty, causal relationships between types of uncertainty) often appears to be misunderstood. As a remedy for salespeople to save their efforts from buyer indecision, they need to combat uncertainty by building both buyer know-how (i.e., confidence in how to make the right purchasing decision) and buyer know-what (i.e., confidence that they are making the right purchasing decision). Δ



Sales Education Myths

DEBUNKED




DR. JEFFREY HOYLE
Central Michigan University

THE MYTH:

I am not a salesperson, all I want to is work with Not-for-Profits (NFP) and they don't sell anything

THE TRUTH:

Nothing could be further from the truth as NFPs add tremendous value to society. Building relationships with

donors, volunteers, and clients/customers who use/need the services is vital and a key skill of sales professionals. Following is a reflection on a student's experienced, "In Dr. Hoyle's class, MKT 460 Organizational Selling, I had the opportunity to work with a student team to support a local not-for-profit business. In this project, we worked with the Isabella Child Development Center (ICDC) Thrift Shop. This semester-long project had us outside of our comfort zone to challenge us to make real-world decisions and suggestions that impact the future of the organization. In this work, we were client-focused and put our team's strengths, networks, and passions to the work to benefit a local charitable organization." 




LACALVINCE (CAL) SIMPSON, DBA
Indiana University East

THE MYTH:

Salespeople are poor listeners

THE TRUTH:

The best reps know when to shut up and listen. There is a misconception that salespeople could be better listen-

ers. The start of my sales courses focuses on the fantasy or "myths" of the salesperson. Through this process, I learned that you could not get to the root of being a good salesperson until you address the misunderstandings about selling. One of the main misconceptions is poor listening skills. Many students have the initial perception that salespeople only listen to make a sale, and they do not truly listen to the customer. It's all about the all-mighty dollar. However, salespeople are exceptional listeners as there is complexity and skill to active listening. Salespeople listen with the intent of understanding the wants and needs of the customer. A good salesperson does not simply listen to respond but provides context and information about the product or service being sold. The salesperson understands that when you actively listen, the customer will tell them exactly how to make the sale. 

KEEP IN MIND Sales professionals and professors are a great source for Sales research.

Find one near you!



The Renaissance of Sales Scholarship



ELLEN PULLINS, Ph.D.
University of Toledo

The Renaissance in Europe started in the fourteenth century, resulting from growth in trade and commerce that led to prosperity and the ability to finance art and science. It was a period of rapid discovery and invention. Today, the prosperity of the past few decades, coupled with rapid technological innovation, leads to increased interest in the scholarship of professional selling and sales management. Sales scholarship is in a period of renaissance.

To understand more about this renaissance in sales research, several Sales Education Foundation (SEF) scholars shared their thoughts.

SEF Dissemination award winner, Adam Rapp, The Ralph and Luci Schey Professor of Sales and Executive Director of the Ralph and Luci Schey Sales Center at Ohio University, believes that both the profession of sales and sales scholarship have experienced ebbs and flows in popularity. First, there was growth due to more strategic approaches (e.g., KAM and CRM), followed by concerns of disintermediation due to the potential of new technologies. More recently, though, he feels, “giving customers the ability to research and review products, even in complex environments, would actually strengthen the role and elevate the importance of a qualified sales professional.” Now, Rapp says “as researchers began to look at more strategic questions, incorporated more complex data structures, and employed sophisticated data modeling techniques, we are living in an era of unprecedented sales research and opportunity.”

“Whosoever desires constant success must change his conduct with the times.”

—NICCOLÒ MACHIAVELLI,

Italian political philosopher, and historian, who lived from 1469 to 1527.

Rapp, who serves as the current Editor-in-Chief of the *Journal of Personal Selling and Sales Management (JPSSM)*, the preeminent sales-focused journal in the Marketing field, shows how the journal’s progress can attest to the trends identified above. “In a short 5-year window, we have witnessed total journal submissions increase by 29% from 97 annual submissions to 125 (as of the time of this article). Similarly, article downloads in the same 5-year window increased 19% year-to-date. I view article downloads as a leading indicator of what the future holds based on interest in the field. The growth and quality of the recent publications can also be evidenced by the fact that the journal will be recognized on the Emerging Sources Citation Index (ECI) this year and then placed into the queue for the Social Sciences Citation Index.”

Michael Ahearne, C.T. Bauer Professor of Marketing and Research Director, Stagner Sales Excellence Institute notes that sales research has increasingly been able to penetrate elite marketing journals due to its impact and rigor. Observing that only six articles were published in the elite marketing journals from 2003–2006, Ahearne stated “Fortunately, this trend has reversed, and the area has now become an area of focus for elite journals. In the four years from 2019–2022, over 40 articles were published in elite journals. In addition to showing interest in the area, respect for the quality and contribution is more apparent today.”

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Academic leaders attribute the growth in the amount and importance of sales research to the sales community. According to Miami University's Endres Associate Professor of Marketing Scott Friend, two-time SEF Research Grant recipient, the key academic journals in marketing value actionable implications that can affect practice and look at the complexity that exists in how firms interact with their audiences. The sales area fits these needs. However, it always has. What's different now? Friend says "it is that there is now a larger collective group of scholars who are blending all of these factors to produce such meaningful research. Across early-, mid-, and late-career sales scholars, the constant churn of creative, rigorous, and eye-opening sales research is inspiring. Thus, perhaps it isn't that the journals are changing or that sales has changed. Instead, sales researchers have evolved and collectively elevated the profession. It is the people in our field of study that are responsible for the sales renaissance."

2022 SEF Research Grant winner Bryan Hochstein, Associate Professor at the University of Alabama, agrees. The sales community comes together through a variety of organizations and events to promote the area. "I have been impressed at how the sales research community is coming together around the topic of helping each other to be successful in advancing quality research. The efforts of both organizations and individuals signal a desire by many to bring together the experienced scholar with the doctoral or pre-tenure learner that has a dedicated focus on sales research. Overall, these specific efforts, along with those of top journals to feature special issues on sales, and organizations that increasingly promote and encourage sales research, portend a vibrant current state and future for our domain."

Hochstein also notes that "the interest in sales research by doctoral students is growing, with numerous doctoral candidates seeking guidance in the topical area at their local institutions, as well as via external committee members that see value in helping to guide and shape quality sales research in aspiring researchers." Qualified future sales scholars are needed to continue to develop the myriad of sales education programs and to continue to publish actionable work to inform the practice of sales.

New initiatives, such as the formation of the Sales Researcher's Collaboration Consortium (SRCC) demonstrate a focus on investing in a sustainable research pipeline and developing future researchers. Another signal of the current level of interest is the strong enrollment in a Fall 2022 sales seminar held by the Institute for the Study of Business Markets (ISBM) at Penn State and taught by Ahearne. ISBM seminars target Ph.D. students around the world interested in developing research skills in a topic area not offered at their university. Ahearne's seminar had about 30 Ph.D. students, by far the most popular seminar offered by ISBM over the last five years. Ahearne notes,

"Developing the next generation of academics with an interest in the sales and sales management area is critical to the success of our field. Fortunately, we now have a strong pipeline of Ph.D. students with an interest in the area."

The importance of scholarly research in sales and sales management rests partially in its dissemination. As the work is shared with students, as well as business and industry, it gains value in shaping how selling and sales management is conducted. Impactful research is shared in the classroom by scholars who stay up to date in the field, as well as disseminated through textbooks. It is shared with businesspeople through trade media, consulting practice, and more recently, through social media. According to SEF Advisory Board Member Lenita Davis, Associate Professor and Executive Director of UWEC Professional Sales and Sales Management Program, "Sales research provides knowledge by uncovering facts and truths. The wisdom to create agile and successful sales strategies in turbulent environments is anchored in the knowledge and universal truths provided by sales research. The gap between the research is bridged by the educational process, which provides sales reps of the future an understanding of how research informs practice. For example, work done by sales researchers on the importance of social media and digital communication in sales has been important to changing the sales curriculum so that students understand the importance of leveraging digital communication for professional purposes."

According to Rapp, "we are seeing greater dissemination of sales research to practice and in the classroom. With the growth of professional selling programs at the University level, more students are entering the business world with a sales emphasis than ever before. More programs are leveraging digital strategies to share research results and insights." As an example, the recent effort put forward by JPSSM to release executive summaries via LinkedIn received ten times more followers than a few short months prior.

In the words of Renaissance painter Nicolas Poussin, "what is worth doing is worth doing well." Certainly, that adage is clear in the progress made in the study of professional selling and sales management. Undoubtedly the sales scholarly community and the needs of business will continue to drive the renaissance of sales scholarship into the foreseeable future. ▲

Gen Z: Will They Stay or Will They Go?



DR. ANDREW LORING
Texas A&M University



DR. JANET PARISH
Texas A&M University

University educators (faculty and staff) spend considerable time advising students about various career paths and sales roles. Usually, it is time well-spent. However, some of the worst phone calls educators receive are from recent graduates who say, ‘I hate what I’m doing—I’m ready to quit.’ When this happens, we are reminded that Gen Z is different from prior generations (e.g., Millennial, Gen X, and Baby Boomers) in the way they search for full-time roles before they graduate, what they anticipate their entry-level day-to-day tasks to entail, and how they expect to be managed at work.

The turnover rate for first-year salespeople is staggering. Almost 60 percent of them burn out and quit in their first year. Additionally, insights from Gartner suggest that 37% of inside sellers intend to look for a new job in the next year. To help curb this staggering rate, we provide insights from a recent literature review on Gen Z in professional selling (see Loring & Wang, 2021) and from interviews with 15 Gen Z inside salespeople. We propose critical activities for university sales programs and sales organizations to better integrate Gen Z. Our goal is to better align university sales programs and sales organizations with Gen Z’s unique characteristics to increase job placement and improve retention of first-time salespeople.

To learn more about Gen Z and their engagement in their sales role, we recently interviewed 15 early-career inside sales representatives. The 15 inside sales representatives averaged 1.1 years of total sales experience in inside sales, but 8 of them (53%) had already quit their first company. Before we discuss how to better serve Gen Z, we must understand who they are as a generational cohort.

Based on our research and in our own experience leading a university sales program, we offer three key observations about Gen Z.

1. GEN Z HAS WITNESSED A FINANCIAL CRISIS

We found that Gen Z witnessed their parents lose their jobs and/or change their spending habits because of the 2008 financial crisis. As a result of witnessing their parents’

REFERENCE:

Loring, A. and Wang, J. (2021). Engaging Gen Z in professional selling: a systematic literature review, *European Journal of Training and Development*, Vol. ahead-of-print, No. ahead-of-print.

doi.org/10.1108/EJTD-07-2020-0120

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adjustments, Gen Z is more risk-averse than many prior generations. Specifically, within our sales program, we are witnessing students who prefer a higher guaranteed base salary, so they know they can pay for basic living expenses; this is different from many sales organizations that offer low starting salaries and high commission potential.

2. GEN Z CRAVES SUPPORT AND MENTORSHIP

The most important factor attributed to whether they stay or quit a job is their manager. Gen Z craves supportive managers and mentors who care about them personally and professionally. They are fiercely loyal and will follow managers from company to company, but they will quickly quit a company if their manager is unsupportive. Support is more important than any other work benefits such as offering beer in the fridge, free lunch, or a ping-pong table (which was more important to Millennials).

3. GEN Z GETS BORED

Gen Z is also entrepreneurial and bored with routine. They desire autonomy for both when and how they work (i.e., how they execute the sales process). Traditional business development roles (the common entry point for many first-time salespeople) are typically structured so that new hires can learn the sales process. This is counter to Gen Z's desire for job control and increases their likelihood of quitting.

Based on our research and experience, we recommend four critical activities which will help ensure that sales program graduates accept the right roles for them and that sales organizations are prepared to retain Gen Z.

1. UNIVERSITY SALES PROGRAMS SHOULD ENCOURAGE PERSONALITY ASSESSMENTS

On several occasions, an excited student will stop by to share the news that they accepted a full-time sales role with “the company of their dreams.” Often, students are unable to answer questions about what they will be doing in their starting role. Instead, they respond by saying, “but it’s with (insert prominent company here)!” Or “but the starting salary is \$80,000!” Salary and company prominence are potentially key factors. However, our Gen Z students may be missing the most crucial factor: whether their natural talents and personality characteristics fit with the specific role and company.

Students rarely consider how their unique talents and interests directly connect to the specific role, company, or industry. It is time for sales educators and sales organizations to revisit the qualities and characteristics that make someone a good fit for a full-time sales role.

Assessments such as the Chally and CliftonStrengths help students understand how their unique personality aligns with various sales roles. The better they understand themselves the better they can articulate to companies what makes them a good fit for the role.

2. SALES ORGANIZATIONS SHOULD CONTINUE TO PARTNER WITH UNIVERSITY SALES PROGRAMS

University Sales Center Alliance (USCA) affiliate schools provide opportunities for sales organizations to build relationships with current students. These relationships reduce the risk Gen Z has with organizations and roles they are unfamiliar with. According to the Sales Education Foundation, sales program graduates ramp up 50% faster and turnover 30% less than graduates from non-sales educated students.

3. SALES ORGANIZATIONS SHOULD CLEARLY EXPLAIN HOW AND WHEN AUTONOMY WILL BE PROVIDED

Since Gen Z is entrepreneurial and desires autonomy, sales organizations should foster merit-based incentives, in which early career salespeople clearly know what is expected of them and how they can earn more autonomy in their role and with their schedule.

4. CREATE MENTOR PROGRAM FOR NEW HIRES

Gen Z needs personal and professional support in the workplace. They want their managers to care about them as people. Mentors play a crucial role in advising and encouraging Gen Z without the potential negative repercussions that could come from their manager.

Gen Z will continue to enter the workforce for the next ten years; therefore, sales educators and organizations should consider aligning with the needs of Gen Z and helping them adapt to the workplace. Together, we can improve the retention of first-time sales professionals. ▲

Is Your Sales Management Curriculum in Need of Renaissance?



BRYAN HOCHSTEIN, Ph.D.
The University of Alabama

The term renaissance can mean many things. In art, the renaissance was a time of innovation, change, and creativity. In humans, someone who epitomizes renaissance is thought to have many skills, abilities, and interests. More broadly, the term renaissance can be defined as a time of rebirth or revival. For sales management, how does the term renaissance apply?

To answer this question, a focus on “rebirth or revival” necessitates a look at both the current state of sales management instruction in academia and the practice of sales management. From these views, alignment can be assessed and areas in need of renaissance become clear.

THE STATE OF SALES MANAGEMENT IN ACADEMIA

The 2023 SEF Annual includes 196 Top Universities and Colleges, plus 39 Other Notable schools that offer sales programs. Within these programs, various forms of classes on sales management are offered to help students prepare for a career in professional selling. The question is, what content is being presented in these courses? A review of numerous texts on sales management reveals a relatively common set of topics that are deemed critical as the basis of student knowledge.

Main topics of Sales Management textbooks: The following list includes the most common chapter topics found in a review of fifteen sales management textbooks:

- Developing Leadership
- Salesforce Recruiting, Selecting, and Hiring
- Salesforce Development and Training
- Sales Leadership: Supervising and Managing a Sales Force
- Goal Setting, Role Perceptions, and Job Satisfaction
- Motivating the Sales Force

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- Compensation and Incentives
- Ethics
- Sales Force Technology
- Data in Sales Management and Sales Analytics
- Organizing the Sales Force and Sales Structures
- Evaluating the Sales Force
- Strategic Role of Sales and Strategy Development
- Cost and Profitability Analysis

The preceding list is proposed as a benchmark of the state of sales management instruction in academia. Though class content likely differs, most will include some mix of the topics. These topics seem relevant to what students should know as a foundational knowledge, yet it is unclear how they relate to what students will encounter as they develop a sales career.

THE STATE OF SALES MANAGEMENT IN PRACTICE

Benchmarking the industry practice of sales management is more difficult than reviewing chapter content of textbooks. To offer a broad view of sales management in practice, five industry thought leaders and consultants were asked to respond to a few questions relevant to what sales managers currently do and what skills and knowledge they will need in the future?

To establish a context, the panel was asked to respond based on the role of “frontline” sales manager, which was described as a career position that works closely with salespeople and customers in mid-size and larger firms (firms that typically employ graduates). The consensus of what is important was clear, and focused on three current and three future themes.

CURRENT SALES MANAGEMENT PRACTICE

1. IMPLEMENTORS OF SALES OPERATIONS The vast majority of tasks in the preceding list were described as being “determined by others and implemented by the sales manager.” Decisions on sales compensation, territories, pricing, budget, and technology were described as “provided to the sales manager” and “not in their control.” Higher level management, sales operations, or sales enablement were described as in charge of making data-based decisions on most aspects of the structure and tools of sales.

2. RECRUITERS OF SALES TALENT: One important aspect of frontline sales management was based on the hiring and onboarding of new sales talent suited to meet local markets and customers. Sales managers are not alone in this responsibility, yet are relied upon to make decisions based on fit of the applicant to their team and situation.

3. COACHES OF SALESPEOPLE: Topics of motivation, oversight, and guidance were stressed as central to the local sales manager role. Coaching was described as the main task of sales managers that lead a team, yet one that can be neglected. To

be effective, managers should be focusing their time on guiding customer-facing and internal-facing actions of salespeople in ways that demonstrate continued learning and support.

FUTURE SALES MANAGEMENT PRACTICE

1. ORCHESTRATORS WITHIN THEIR COMPANY: The growing complexity of sales practice necessitates a local sales manager that can facilitate cooperation across many teams at many levels. At the tactical level, managers must connect business development, customer success, and various sales roles. At the functional level, sales managers must work with product development, finance, professional services, and support teams. The orchestration role of managers requires political skill and emotional intelligence.

2. FACILITATORS OF INFORMATION: Information can take many forms, but data and technology savvy were central to this theme. Sales has become very data driven, concepts such as identifying ideal prospects, pipeline management, and win rate are within the purview of the local sales managers, yet many lack the ability to use their technology “stack” (set of sales automation and management tools) and data to drive effective decisions.

3. DEVELOPERS OF SALESPEOPLE: An emerging role of local sales managers relates to helping their team to move onward and upward in their individual careers. Newer sales employees arrive as products of professional sales programs and expect a focus on career development and opportunities to improve their leadership and knowledge skills. Thus, effective managers will need to go beyond coaching for immediate needs to include focus on longer-term career aspirations and goals of their sales team.

THE RENAISSANCE OF SALES MANAGEMENT TO ALIGN ACADEMIA WITH PRACTICE

To conclude, is academia’s sales management curriculum in need of renaissance? The answer is likely a qualified yes, for many programs. The “qualified” represents a view that most sales management courses are teaching topics related to current practice, yet may need to adjust their weighting and focus on many topics. Traditional concepts, such as territory management, compensation system design, functional organization, and sales strategy are important, yet are typically far removed from the local sales manager’s control. Conversely, topics related to data analytics, technology (beyond just CRM), and coaching should receive more weighting. In addition, new topics around pipeline management, orchestration within the firm, and career development of salespeople should be added to the learning objectives.

Overall, as the practice of sales is experiencing a renaissance, based on the digitation of products and solutions, it seems fair to conclude that academic instruction needs a

similar renaissance. How should this rebirth of curriculum occur...perhaps in a few simple ways:

- Engage sales program sponsors in a discussion of sales management to identify topics that are most critical to their companies.
- Review your current curriculum to make sure you are weighting topics appropriately and including topics that may be new.
- Realize that sales students will not typically be in a position to make decisions on much of what we teach until many, many years into their career, so include focus on:
 - o Things that salespeople do in their jobs that managers use differently (e.g., how does a salesperson’s view and use of CRM differ from that of a sales manager).
 - o The use of data and analytics at a level appropriate to the local sales manager.
 - o Frameworks that describe organizations and the role of sales operations in developing territories, compensation systems, and other structural elements of sales strategy that sales managers must implement, not design.
 - o The changing role of salespeople and managers as orchestrators of complex internal, customer, and business partner networks.

- o The importance of helping to coach and develop salespeople in ways that promote longer-term organizational commitment and well-being.

Effective selling is adaptive, agile, persistent, challenging, and ever-changing, so it seems fair that sales management should be too. Renaissance can be difficult as it occurs, but in the end our world advances based on the new, innovative, and effective things that come from periods of renaissance - consider effecting a “rebirth or revival” of your sales management courses. ▲

Special Thanks to:

- DAVID BROCK, Author *Sales Manager Survival Guide*, CEO at Partners In EXCELLENCE
- JASON JORDAN, Sales Management Expert, Best-selling Author, and Consultant
- RANDY SEIDL, The Sales Community
- GREG WICKLMAN, Ph.D. in Marketing and Consultant
- LISA WICKLMAN, Partner at Business Efficacy
- NAWAR CHAKER, Ph.D., Assistant Professor of Marketing, Louisiana State University



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Current Trends in Sales and Sales Technology



DR. HOWARD DOVER
University of Texas at Dallas

The current environment of sales technology is moving at an accelerated pace. As I write this article, the Open.ai ChatGPT phenomenon is playing out in the marketplace. As we look at the future of sales and sales education, there are four current trends: Generative A.I., Sales Technology Consolidation, Sales Development Representative Explosion, and Sales Intelligence.

GENERATIVE A.I.

The major technology players have made several announcements about their initiatives around generative A.I. While this is a novel technology achievement, I will seek to explore two main areas this will impact sales. First, tools are available to assist sales professionals in developing messaging using generative A.I. tools. You may ask ChatGPT to craft an e-mail message, and you will get one outcome. But you can also provide additional contextual and relevant prompts and develop a more personalized message for electronic communications via e-mail or LinkedIn messaging.

Furthermore, the same tool can be used to develop LinkedIn posts, research individuals and companies, etc. For example, I provided ChatPGT with the following prompt for this article:

HO Please write a 1300 word article to be published in the Sales Education Foundation's Annual Report to University's who teach Sales and the Sales industry at large, in the voice of Dr. Howard Dover from UT Dallas. Given the fact that 65% of the field are now Sales Development Representatives and that most universities focus on role play training, how should professor adjust their curriculum given this trend. Include 2 - 3 trends that professors should consider and provide 3 ideas to adjust their sales curriculum. Include how Generative AI may require further adaptation.

REFERENCE:

Dover, Howard (2022), *The Sales Innovation Paradox*, Green Leaf, Austin Texas.
Nardin, Nancy (2023), <https://nancynardin.com/salestech-resources/>

I provide the results from this request in figure 1. While debates will ensue about the quality of the output, the tool will change the game for content generation. Companies such as Lavender.ai use intelligence from millions of e-mails to predict the likelihood of responses for outbound messaging. These are just a few examples of what is possible as this article goes to print.

Second, where we will see the most movement is the ability of every software company to accelerate development using generative A.I. If you are impressed with ChatGPT, think about how software developers can use this same technology at scale. We are just beginning to see this technology's impact in more efficient coding and direct API calls (one software asking another for information).

SALESTECH TOOL CONSOLIDATION

With the advent of generative A.I. and the venture capital drought for SaaS companies, we will see a consolidation of the SalesTech space. According to Nancy Nardin (2023), there are over 1200 sales technology companies. With increased interest rates in 2022, the flow of venture capital to SaaS companies has dried up significantly. Those firms relying on venture capital will either close operations or sell their innovation to other players. Additionally, generative A.I. will allow existing sales technology players to adapt new features that may have required an acquisition in the past. As I have talked to several SalesTech founders, they can make substantial progress that was impossible before generative A.I.

SDR EXPLOSION

Recently published data has shown that Sales Development roles have moved from 50% to 65% (Dover 2022) of the sales force in the past couple of years. This trend line means most entry-level positions have become appointment setters versus full-cycle sellers. While there is some evidence that this trend may be adjusting in 2023, most entry-level hires need more outreach than sales meeting skills.

AVAILABLE INTELLIGENCE

Over the past few years, most sales organizations have deployed conversation intelligence and sales engagement platforms. As the pandemic struck, all sales calls went virtual out of necessity. Conversation intelligence platforms such as Chorus.ai and Gong were essential for managers to capture calls on virtual meeting platforms. Over the same period of time, more companies adopted sales engagement tools that managed customer digital communication. These two trends combine to give us the most significant customer outreach and communication visibility. Recently, Matt Dixon and Ted McKenna were the first to publish extensive research from the available comprehensive intelligence.

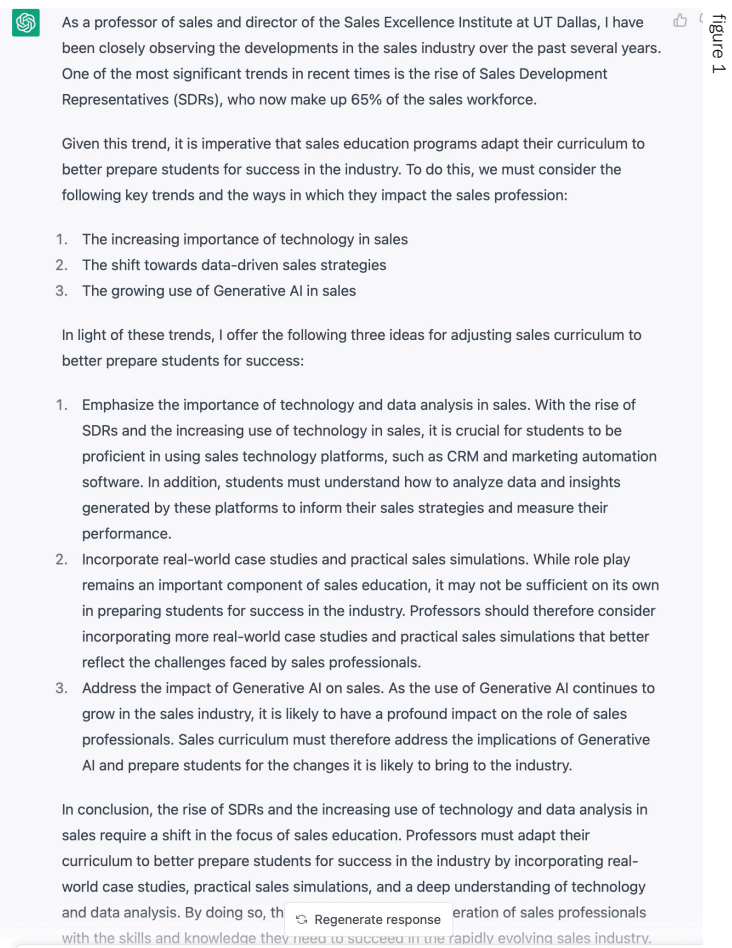
Where do we go from here?

Each organization should consider doing the following:

- 1) Audit your current capabilities against the trends identified.
- 2) Adapt your skill set to match the moment.

From an industry perspective, we should look at who we are hiring and their capacity to meet the moment and be agile. We will likely see new roles develop to adjust further go-to-market strategies with improved intelligence and technology. These facts will require more significant investment in hybrid sales roles, including but not limited to support functions like sales enablement.

From an educator's perspective, the field is full of innovative research and curriculum development opportunities. Gone are the days when role-play training was sufficient. The industry will look to academia to develop modern talent for our current challenges and opportunities. Academic institutions could lead in the new era of selling versus following industry trends as we have done in the past. These realities will require the development of new courses and updating the existing curriculum in sales programs. Organizations like the American Marketing Association (AMA), University Sales Center Alliance, and Sales Educator's Academy are vital places where collaboration and innovation will likely occur. ▲



As a professor of sales and director of the Sales Excellence Institute at UT Dallas, I have been closely observing the developments in the sales industry over the past several years. One of the most significant trends in recent times is the rise of Sales Development Representatives (SDRs), who now make up 65% of the sales workforce.

Given this trend, it is imperative that sales education programs adapt their curriculum to better prepare students for success in the industry. To do this, we must consider the following key trends and the ways in which they impact the sales profession:

1. The increasing importance of technology in sales
2. The shift towards data-driven sales strategies
3. The growing use of Generative AI in sales

In light of these trends, I offer the following three ideas for adjusting sales curriculum to better prepare students for success:

1. Emphasize the importance of technology and data analysis in sales. With the rise of SDRs and the increasing use of technology in sales, it is crucial for students to be proficient in using sales technology platforms, such as CRM and marketing automation software. In addition, students must understand how to analyze data and insights generated by these platforms to inform their sales strategies and measure their performance.
2. Incorporate real-world case studies and practical sales simulations. While role play remains an important component of sales education, it may not be sufficient on its own in preparing students for success in the industry. Professors should therefore consider incorporating more real-world case studies and practical sales simulations that better reflect the challenges faced by sales professionals.
3. Address the impact of Generative AI on sales. As the use of Generative AI continues to grow in the sales industry, it is likely to have a profound impact on the role of sales professionals. Sales curriculum must therefore address the implications of Generative AI and prepare students for the changes it is likely to bring to the industry.

In conclusion, the rise of SDRs and the increasing use of technology and data analysis in sales require a shift in the focus of sales education. Professors must adapt their curriculum to better prepare students for success in the industry by incorporating real-world case studies, practical sales simulations, and a deep understanding of technology and data analysis. By doing so, the generation of sales professionals with the skills and knowledge they need to succeed in the rapidly evolving sales industry.

What Does “Value” Mean in B2B Selling?

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MIKE KUNKLE
SPARXiQ
www.sparxiq.com

There is a lot of discussion in the sales profession about value.

- “Focus on value over price” is commonly heard advice.
- In some circles, value is thought to be what you communicate about your product or service to influence your prospects or customers to buy or buy more. “Learn why your prospects will buy” is the related mantra.
- In other cases, value is sharply juxtaposed to price, as the ability to justify the price difference of a product or service and influence the buyer to understand why it makes sense to pay more (because they get more “value.”)

It’s surprising though that there isn’t a more universally accepted definition of value in B2B selling.

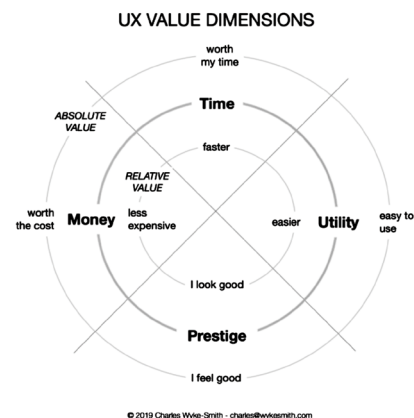
MUCH ADO ABOUT VALUE

Outside of the sales profession, in the worlds of product development and user experience (UX), there are also discussions of value:

- Author, web designer, and UX expert Charles Wyke-Smith writes about the four value dimensions of user interface/experience as Time, Utility, Prestige, and Money with rings of relative value and absolute value.

Author and design expert, Jeff Gothelf writes:

“Value’ is the most ambiguous word in business. It means something different to every person that says it, primarily based on where they’re positioned in an organisation. Executives talk mostly about business value. Customer-facing product teams use the phrase customer value though there



are still many teams I come across who speak in terms of business value. Finally, internally-facing teams this includes teams like HR, DevOps, security, performance, infrastructure et al will speak of organisational value as their measure of success.”

Marketing professionals have been talking about value for years, and even have math equations for it. For a deep dive, see this 1998 article in the Harvard Business Review, *Business Marketing: Understand What Customers Value*. Financiers and investors also dig deep into business value as they see it, as you can read here in this Seeking Alpha article on *The Math of Value Creation*.

I even wrote a LinkedIn article about value in 2014, based on how I saw elite sellers differentiating themselves and creating value for customers, with The Four Pillars of Value Creation (Financial Acumen, Operational Acumen, Customer Acumen, and Solution Acumen).

Another past method and definition I’ve used is this formula for value creation:

VALUE CREATION

Value = Outcomes > Solution TERM + POC < Status Quo
(**TERM:** Time, Effort, Resources, Money | **POC:** Pain of Change)

With this method, you have delivered Value when:

- The **Outcomes** you’ll produce...
- Are greater than the **Solution TERM + POC...**

- Which is less than the **Status Quo** (the pain or costs of doing nothing)...
- From your **buyer's perspective** (the metrics that matter most to them)

I still like that method, personally, but even my thinking has evolved over the years.

But here's the real question we need to answer at this point: With all of these varied views of what value means in business, how is the average seller supposed to grasp it all and communicate value?

HOW TO MAKE VALUE ACTIONABLE

"Beauty is in the eye of the beholder."

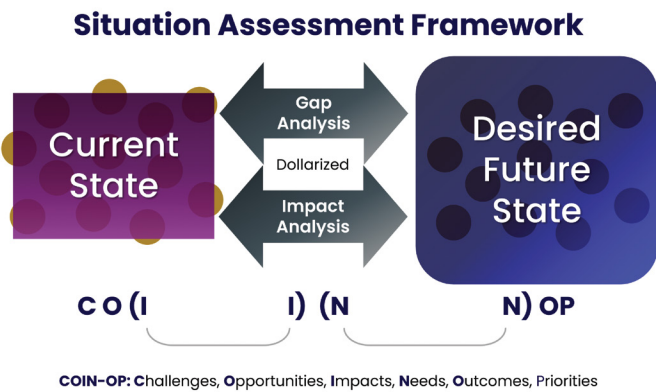
—Margaret Wolfe Hungerford

The truth is, when selling, value is contextual and other-centric. Like the old quote about beauty being in the eye of the beholder, when selling, value is determined by your buyers and customers. Sure, it helps to understand your company's value proposition and be able to message it, when needed. But sellers don't need to have their own definition of value. And they shouldn't indiscriminately fire off some version of their company's value prop. Instead, they need to focus on their buyers and customers and how each decision maker defines value.

This is what makes "the complex sale" complex. It's also what makes great sellers great. Let's dig in.

CONDUCTING A SITUATION ASSESSMENT DURING DISCOVERY

A Situation Assessment is a deeper version of the typical surface-level discovery that most sellers do. This is the beginning of understanding value from your buyers' perspective.



In the framework above, sellers should identify the Current State and Desired Future State, using COIN-OP as a guide to capture both, and develop a business case through dollarized Gap and Impact Analyses. The Needs are the capabilities or actions that will close the gap. The Impacts that buyers want to move away from, and how they prioritize the Needs and Outcomes will give you clear insight into what they value. This is a great start.

DECISION THRESHOLDS

Next, as sellers manage the opportunities they create, there are **Decision Thresholds** throughout the buying process that represent the amount of value the buyers need to see, to decide to move forward. These thresholds often correspond to the buying/sales process stages, but may include interim decisions, such as engaging other decision makers and influencers in conversations with the seller.

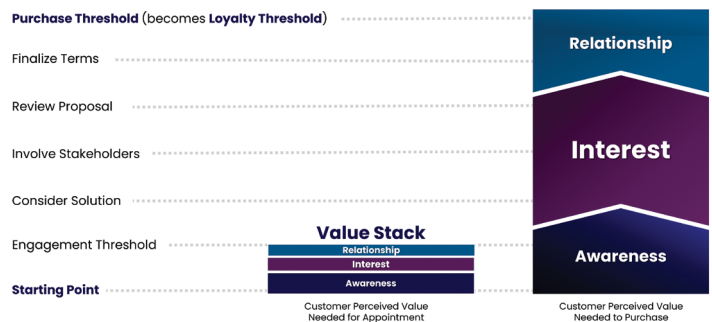
The factors that influence buyer-side decisions are many, but might include:

- The monetary cost of the solution
- The severity/inconvenience of change (the cost of change or "pain of change")
- The size and impact of the challenges and/or opportunities
- Internal political or cultural challenges
- Other internal priorities
- Opportunity costs
- Risk factors
- And more

On the seller side, the **Value Stack** that builds to meet the various **Decision Thresholds** is "filled with AIR," meaning:

- The buyers' **Awareness** of the seller, their company, the problems they solve, and the solutions they provide.
- The buyers' **Interest** in engaging to address a particular challenge or opportunity and seek a solution, and in doing do, with the seller, their company, and their products.
- The **Relationship** that the seller establishes as they work to earn trust, respect, and demonstrate their intentions to deeply understand the buyers' situation and operate in the buyers' best interests.

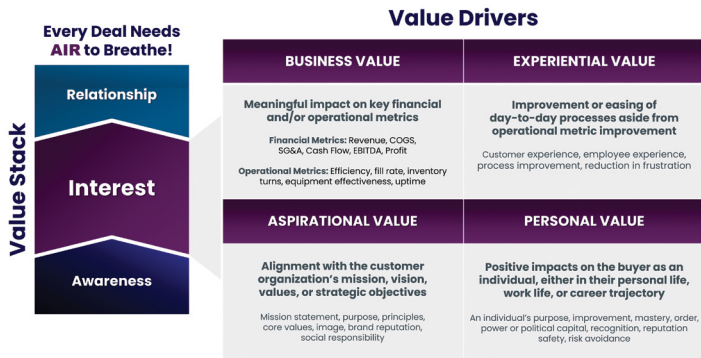
Example of Various Decision Thresholds



VALUE DRIVERS

The Bain Value Pyramid is a very inclusive taxonomy for how B2B buyers perceive value differently, but it's also complicated for the average seller to grasp and use. At SPARXiQ, where I work, my Modern Sales Foundation co-author, Doug Wyatt, mapped the pyramid to four distinct **Value Drivers** that are far more manageable for the average seller to remember and use.

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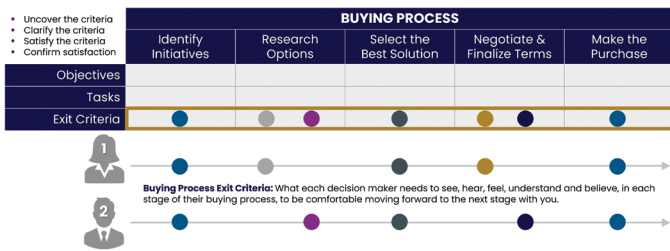
As you can see, those drivers are:

- **BUSINESS VALUE:** Meaningful impact on key financial and/or operational metrics
- **EXPERIENTIAL VALUE:** Improvement or easing of day-to-day processes, aside from operational metric improvement
- **ASPIRATIONAL VALUE:** Alignment with the customer organization's mission, vision, values or strategic objectives
- **PERSONAL VALUE:** Positive impacts on the buyer as an individual, either in their personal life, work life, or career trajectory

BRINGING IT TOGETHER WITH BUYING PROCESS EXIT CRITERIA

Here is where these concepts all converge, and how sellers can use them to achieve maximum effectiveness.

Take a close look at this depiction of one possible buying process. Whether or not this mirrors your buyers' journey, it will serve as a useful example.



Every buying (and sales) process has stages with stage names, objectives for each stage, tasks to be performed in the stage, and exit criteria. Exit criteria are the things that must be completed in a stage to move forward, or "exit" the stage.

With a buying process, the exit criteria are whatever each decision maker needs to see, hear, feel, understand and believe, in each stage, to feel comfortable moving forward to the next stage with a given seller.

As the image suggests, all the buyers may have the same criteria in one stage, but may have completely different exit criteria in another. The goal of seller, then, is to:

- **Uncover** the criteria for each stakeholder (decision makers and influencers) in the current stage.
- **Clarify** with each to truly understand their perspectives (acknowledge, clarify, and confirm, "peeling the onion" to get to root causes).
- **Satisfy** the criteria for each stakeholder, by delivering what they need or want.
- **Confirm** with each that you've done so, from their perspective, and that they are feeling confident to move forward.

As sellers do this, they'll have an opportunity to consider the **Decision Thresholds**, **The Value Stack**, and whether they have established the right **Awareness**, **Interest**, and **Relationship** for each buyer, and especially **The Value Drivers** that matter to each.

These terms and concepts are helpful because they become shorthand for sellers (and their managers), which will provide a common language for discussions (and coaching) as well as for sales calling planning and sales meeting management.

Ultimately, though, it comes down to disciplined execution of the four steps of exit criteria management (Uncover, Clarify, Satisfy, Confirm).

SPEAKING THE LANGUAGE OF VALUE

In working this way, sellers will become "multilingual." No, I don't mean they'll learn to speak several foreign languages, but rather they'll learn to speak the various languages of their buyer persona—at a high level—and then the specific value languages of the real people in their opportunities. Sellers will become agile and adept at how they talk about their solutions, based on what matters most to their buyers. You'll know this is happening, when your sellers can describe the same aspects of a solution from multiple perspectives.

In addition to "operating in your buyers' best interests," this concept of being "value multilingual" is a major step toward becoming truly buyer centric.

I probably don't need to tell you that most sellers aren't anywhere close to doing this today. The top 1-5% of elite sales performers are, but the average seller often does the same thing, the same way, each time, in every process stage. This is our best opportunity to forge significant improvements in sales effectiveness, leading to radically improved results.

And that would add real value, wouldn't it? Δ

Creating Value: Can a High School Sales Competition benefit your Professional Sales Program and Recruiting Efforts?



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There is no doubt that sales competitions for students are valuable. Although there may be differences in the way they are run, sales competitions typically involve some combination of role-playing, team selling, and speed selling. There is often an accompanying career fair where employers gain access to sales students, and students can display their sales skills and network with potential employers.

University sales competitions are extremely valuable. Students gain beneficial leadership and sales skills. Employers attend to recruit students for jobs and internships, and students can secure employment opportunities.

While university sales competitions are relatively widespread, with the Sales Education Foundation listing 25 major sales competitions in their 2022 SEF Annual report, sales competitions for high school students are less common. However, similar to the skills college students gain from competing in college competitions, they have value for high school competitors. They also have value to universities for potentially recruiting future students. Further, college students running the competition can gain valuable event management skills and hone their sales skills during the event.

With these benefits in mind, we launched the Susquehanna University High School Sales Competition in March 2022. Our competition, which we will be running annually in March, is

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a day-long event. In this article, we provide those who wish to consider running a high-school-level sales competition with our insights into how to do it successfully.

HOW THE COMPETITION WORKED

AT SUSQUEHANNA UNIVERSITY

To ensure the competition would be a success, we formed a committee to organize a full-day event, design the sales competition, promote the competition, recruit competitors and volunteers to participate, and ultimately run the event on competition day. Sponsors were then secured, providing funds to advertise and run the event and to be the firm the students would sell. Promotional efforts to recruit high schoolers to compete quickly ensued as we developed the high school sales competition. Our initial goal was to get high school students excited about the university and its sales program and consider the university in their college search.

Organizing the Event

Collaborations on and off campus were vital in making the event a success. On-campus partners included admissions, marketing and communications, event management, the IT department, dining services, the campus bookstore, faculty, and university students. Off-campus partners included sponsors, alumni, business professionals, and a local hotel chain.

After considering the space and time available, we decided that for the one-day competition to be feasible, given our resources, we would limit the competition to forty students from high schools in Pennsylvania, where our university is located.

We reserved multiple rooms for competitors and judges, to hold the opening and closing ceremonies, and for student and teacher workshops. We also had a waiting room for competitors and a control center for tallying scores. Thanks to our IT department, we connected each of the five competitor rooms by Zoom. Student volunteers managed the schedule.

Hotel rooms were provided, with sponsor support, for any student and their teacher or advisor who had to travel two or more hours to attend the event. Dining services offered a continental breakfast and full lunch for all participants, guests, and volunteers. The campus bookstore opened for the duration of the competition. The marketing and communications department built the competition site, covered the event, and followed up with a press release packet of photographs, which they sent to participating schools.

Designing the Sales Competition

We secured a sponsor willing to have their product sold by the students. The sponsor was a minor league hockey team—a bonus, with sports popular among many young people today. We wrote the role-play scenario student competitors would use to prepare for their sales call, which was easy

since we regularly use role-plays in classes. In the scenario, competitors assume the role of a group sales representative for the hockey team selling an employee engagement event to a human resources manager for a chain of businesses – but it could be written for any product sponsor.

The competition is designed as a two-round role-play where students meet and build rapport with the client, uncover needs, make a sales presentation, answer objections, and close in a fifteen-minute sales call with a professional buyer. The expected close is a follow-up appointment in round one and a sale in round two. Students are given scenarios for both rounds prior to the competition, with additional guidelines and instructional videos on the competition site for students and teachers to reference. All competitors participate in the first round in the morning. Individual scores are tallied, with the top 10 students moving on to round two, which takes place in the afternoon. The top ten students receive cash prizes, and all competitors receive a complimentary ticket to a hockey game. Competitors who enroll at our university are also eligible for scholarship opportunities. An awards ceremony and photograph opportunities wrap up the day's events.

Competitors must have a teacher or advisor accompany them and are encouraged to bring a guest, so they have someone to help them practice as they wait for their turn to compete. Workshops led by faculty and businesspeople and campus tours led by admissions are also a big part of the day for students and their teachers.

Registration is free and can be completed quickly with a form shared by our admissions department on the competition site.

Promoting the Event

With the help of our marketing and communications department on campus, we developed the competition site and the promotional campaign for the event. The target audience is high school students, teachers, and parents of high schoolers. Included in the campaign's promotional efforts are the following:

- 1) Marketing and communications created a link on the university website with dedicated pages for the high school sales competition, accessible with a direct link or by navigating to the business school or the department of communication program pages. The site includes general information, the registration form, the role-play scenario, supporting documents, and videos for high school students and their teachers to learn about the sales process and how to prepare for the competition.
- 2) A full-color flyer with details about the event was created, posted on the university's social media accounts, and emailed to students and teachers. The Pennsylvania Future

Business Leaders of America (FBLA) distributed the flyer to their members, and the product sponsor posted it on their social media accounts. Admissions also posted the flyer on their Instagram and sent it as an email attachment to all high school students who applied to the university. The business school and the communications department also posted the flyer on their social media accounts.

Running the Event

As the saying goes, running an event takes a village. We were able to recruit students, faculty, alumni, and businesspeople to fill the roles of buyers, judges, and event workers. All sales students, as well as business and communications students, were emailed and asked to volunteer if they could. While there is a significant upside to hosting an event on campus during a university break, the downside is that students and faculty are on break, and fewer are available. Luckily for us, many sales students volunteered. Athletes who were required to stay on campus and students who lived locally to the university and were not going on a planned spring break trip also volunteered to help.

We also had a handful of faculty volunteer their time. Because our business school has a great relationship with alumni, we were able to get a few alumni to serve as judges. Our sales partners also participated as buyers and judges.

VALUE TO COLLEGE COMMUNITY

Hosting the high school sales competition helped support the university's recruitment efforts and provided a new and different experience-based learning opportunity for the university sales students, a vital component of all Professional Sales programs.

Recruitment for the University and the Professional Sales Program

Hosting a high school sales competition on a university campus can be a recruitment tool for a university. The competition allows high school students to visit a college campus, and many are likely still deciding which college to attend. When promoting the competition, the university is not only recruiting students to compete but also implicitly recruiting students to attend the university. From the moment the high school students arrive on campus, they are immersed in the competition and accompanying experiences, far more than what is offered by admission departments on the typical college visit. The most challenging part of the recruitment process is reaching the target audience with the promotional message. As mentioned earlier, we sought help from multiple campus departments and sponsors to help promote the event successfully. And although only having data from one competition makes it hard to produce any significant results, we did have four students commit to the university after our inaugural competition.

Experience-based Learning for University Sales Students

Because university students cannot compete in the high school competition, their role is helping to organize, promote and engage in various roles during the event. The most critical role of the university sales student, and one that provides the most experience-based learning, is that of a judge. Students are provided the unique perspective of seeing the participants compete while acting as judges alongside faculty and practitioners.

Students in the sales program, particularly students in advanced classes, are asked if they would like to participate as judges. Because the role of a judge is difficult to fill, it is nice to have a built-in pool of judges from advanced selling classes. The learning for the university sales student includes networking with and learning from faculty, alumni, and business professionals; gaining the ability to differentiate between a good and bad sales presentation; and understanding what it takes to run a successful event.

Many factors contribute to the success of a sales competition. We hope our perspectives on launching a sales competition for high school students are helpful for those considering introducing a program like this. Both authors are happy to help in any way should interested readers want to host a similar competition. ▲

The Sales Education Renaissance



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President, USCA

While it's difficult to determine when sales was first taught in higher education, many universities did offer sales courses (sales management/sales) in the first half of the 20th century. Between the 1940s and the early 1980s, sales courses fell in and out of favor as scholars argued whether sales should be taught at universities or vocational schools. During that period, Georgia State University faculty members Mr. Lloyd Antle, Dr. William Harris, Dr. Henry Baker, and business professional Mr. Lewis F. Gordon believed strongly in sales and marketing education at the university level. And in 1952 (at Georgia State University), the four men established Pi Sigma Epsilon (PSE), the first professional fraternity for sales and marketing students (and industry professionals). While PSE chapters began appearing on college campuses around the country, the notion that sales should be taught (distinct from sales management) at the university level was slower to gain acceptance. However, a few key events occurred in the 1980s that would begin the sales education renaissance.

In 1981, the *Journal of Personal Selling and Sales Management* (JPSSM) became the first scholarly publication focusing on sales and sales management. In volume 1, issue 1, the editor wrote:

This issue represents the first publication that addresses expressly the research currently being conducted into the areas of Personal Selling and Sales Management. With this beginning, both practitioner and academician can find a locus to the literature rather than pursue an Odyssey through a variety of journals both within and outside of Marketing.

The original intent of the publisher, Pi Sigma Epsilon (PSE), was to create a publication outlet that would bring together sales academicians and practitioners in the advancement of sales and sales management thought and practice. Today,

JPSSM is arguably the most highly regarded academic journal focusing on selling and sales management.

In 1984, the American Marketing Association (AMA) held the first Faculty Consortium in Sales and Sales Management. Hosted by Texas Christian University, the consortium signified a renewed interest in sales research and education within the academy.

In January 1985, Baylor University established the first Center for Professional Selling. The objective was to differentiate Baylor's marketing degree and to increase professional opportunities for students. At that time, many universities were teaching sales (some even offering a sales major), but this was the first time a university formally recognized the value of sales to business schools and, subsequently, to the academy.

Later that same year, faculty from several universities who served as PSE chapter advisors held the first National Conference in Sales Management (NCSM). The conference was held in conjunction with the PSE National Convention and created to give faculty (PSE chapter advisors) a forum for presenting research so they could more readily be reimbursed (by their respective universities) for travel expenses associated with bringing students to the PSE National Convention.

Over the next decade, schools like the University of Memphis (known as Memphis State University at that time), the University of Florida, Indiana University, and Texas A&M began encouraging more doctoral dissertation work in sales. As a result of the rapidly growing interest in sales research and education, NCSM developed into a conference for sales scholars regardless of their affiliation with PSE. In addition, academicians (including the growing number of those recently completing their doctoral work in sales) began expanding sales offerings at their respective schools, creating sales role-play recording labs, and establishing partnerships with business organizations hungry for sales talent. During this time, a handful of schools began establishing sales centers similar to Baylor's.

As the 20th century drew to a close, two other significant events occurred that would accelerate the sales education renaissance that started in the 1980s. First, while attending the 1998 NCSM, Dr. Bill Weeks (Baylor University) and Dr. Ramon Avila (Ball State University) began discussing an idea to bring sales faculty from schools with sales centers together to work on ways to enhance sales education and help other schools establish sales centers of

excellence. Over the following months, Dr. Weeks and Dr. Avila invited other leaders (known as Directors) of sales centers together to flush out the idea. Although it would take a couple of years, that group would later form the University Sales Center Alliance (USCA). The second pivotal event occurred in 1999 when Dr. Terry Loe (a Ph.D. graduate from the University of Memphis) held the first National Collegiate Sales Competition (NCSC) at Baylor University. Thirteen schools attended that first competition, not knowing the significance NCSC would play in the coming years.

In 2002, faculty from Ball State University, Baylor University, Illinois State University, Kennesaw State University, Northern Illinois University, Ohio University, the University of Akron, the University of Houston, and the University of Toledo met on Ball State University's campus and formed the University Sales Center Alliance (USCA). The USCA immediately began working on ways to improve and expand sales education by sharing best practices, discussing sales research, and identifying ways to help faculty at other schools develop sales centers.

In 2003, Dr. Loe joined Kennesaw State University as an Assistant Professor and brought the NCSC with him. Kennesaw State University was eager to support NCSC, and as a result, the competition grew substantially over the next few years. More importantly, the number of companies sponsoring the competition grew as they saw the event as an annual opportunity to recruit the best sales talent from around the country. The success of the NCSC inspired other schools to begin offering sales competitions.

As those numbers grew, sales programs began generating significant interest from business school deans who saw sales and sales competitions as vehicles for driving student success and industry engagement.

2007 was another pivotal year in the sales education renaissance. First, 2007 was the year Howard and Sally Stevens established the Sales Education Foundation (SEF). The mission of the SEF was to elevate the sales profession through university education.

During the next few years, Howard, Sally, and others from the SEF assisted many universities by offering educational resources to support faculty teaching sales. The SEF also produced a PBS Special designed to help promote the sales profession among the general public. 2007 was also the year Dr. Ellen Pullins (University of Toledo) established the Global Sales Science Institute (GSSI). The goal of the GSSI is to unite the scientific research, teaching, and best practice of professional B2B selling & sales management around the globe.

GSSI brings together sales educators, scholars, and practitioners worldwide to further advance global collaboration in B2B sales research, practice, and education. Although it started small, GSSI would grow significantly over the next several years and was evidence the sales education renaissance wasn't limited to the United States.

By 2011, the demand for sales courses had grown significantly. To meet the need for teachers, many schools hired adjunct faculty

(non-tenure line) with significant industry experience to teach the sales courses. Dr. Leff Bonney (Florida State University) recognized the need to help those teachers make the transition to the classroom and, in collaboration with Dr. Greg Marshall (Rollins College), held the first Sales Educators' Academy (SEA) at Rollins College. The SEA became an annual conference bringing sales educators from around the world together to share ideas and best practices.

FAST FORWARD TO 2023

Between 2012 and 2023, sales education programs, organizations, and opportunities continued to grow. Here is a quick look at where the organizations described above are today.

- JPSSM (www.tandfonline.com/toc/rpss20/current) has published over 1000 sales-related research articles and is currently working on its 43 volume.
- NCSM (<https://pse.org/ncsm/>) is attended by sales scholars and educators from around the world who are interested in sharing research and sales education best practices. NCSM provides awards for best paper, best doctoral student paper, and best teaching innovation.
- NCSC (www.ncsc-ksu.org/) is celebrating its 25th anniversary. Over the past 25 years, thousands of students have competed and otherwise participated in the competition, selling Dayrunners, FedEx, UPS, Goldmine, Netsuite, ADP, and Gartner. The NCSC continues to be recognized as the premier national sales competition.
- The USCA (www.universitiesalescenteralliance.org/) now has over 70 members, including schools in Austria, Canada, Germany, and the Netherlands. It is working on expanding graduate sales education, promoting sales research, helping members attract and graduate students from underserved communities, and finding ways to serve the business community through outreach.
- The Sales Education Foundation (<https://salesfoundation.org/>) continues its mission of "Elevating the sales profession through university education," sponsoring sales research, providing content to sales faculty and students, and helping sales organizations connect sales talent at universities around the world.
- GSSI (<https://gssi.world/>) has been held in Europe, Asia, Africa, North America, and South America. It now supports regional GSSI conferences and continues to connect academicians and practitioners.

We are still in a sales education renaissance because sales has yet to gain international acceptance as a business discipline (like Accounting, Finance, Management, Marketing, Advertising, Public Relations, and so forth). Nevertheless, it's impressive to see the size, strength, and scope this movement has achieved. Moving forward, the post-covid era of virtual selling and the expansion of AI will continue to influence and change how sales is practiced. The close relationship between practitioner and academic, a hallmark of sales education, will ensure sales students are prepared to embrace those changes and be successful. ▲



Unique Events Showcase Talent Found at University and College 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 and colleges. Some competitions are regional, while others bring in international students. These events are supported by sponsoring companies who bring recruiters for career fairs and employees who serve as buyers and judges.

SEF's 2023 feature lists "major" Sales competitions provided worldwide. SEF defines a major competition as open to students from other universities. Use the chart and 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.

COMPETITION NAME	UNIVERSITY HOST	VIRTUAL	FACE-TO-FACE	TEAM	SPEED SELLING	CAREER FAIR	NETWORKING EVENT	AWARDS EVENT
ACSC-ARIZONA COLLEGIATE SALES COMPETITION	Arizona State University		▲	▲	▲	▲	▲	▲
DSC-DANISH SALES COMPETITION	Aalborg University Business School		▲	▲		▲	▲	▲
ESC-EUROPEAN SALES COMPETITION	Wittenborg University of Applied Sciences		▲			▲	▲	▲
GBSC-GLOBAL BILINGUAL SALES COMPETITION	Florida International University	▲	▲		▲	▲	▲	▲
GNSW-GREAT NORTHWOODS SALES WARM-UP	University of Wisconsin Eau Claire		▲		▲	▲	▲	▲
ICSC-INTERNATIONAL COLLEGIATE SALES COMPETITION	Florida State University		▲	▲	▲	▲	▲	▲
KSC-KEYSTONE SALES CHALLENGE	Bloomsburg University at Commonwealth	▲	▲			▲	▲	▲
KU/KING'S HAWAIIAN TEAM SALES COMPETITION	University of Kansas		▲	▲	▲		▲	▲
NCSC-NATIONAL COLLEGIATE SALES COMPETITION	Kennesaw State University		▲		▲	▲	▲	▲
NCSSC-NATIONAL COLLEGIATE SPORTS SALES COMPETITION	Baylor University S3	▲	▲	▲	▲	▲	▲	▲
NISC-NORTHEAST INTERCOLLEGIATE SALES COMPETITION	Bryant University		▲		▲	▲	▲	▲
NSC-NATIONAL SALES CHALLENGE	William Paterson University		▲	▲	▲	▲	▲	▲
NSSC-NATIONAL SHORE SALES CHALLENGE	Salisbury University		▲		▲	▲	▲	▲
NTSC-NATIONAL TEAM SELLING COMPETITION	Indiana University		▲	▲			▲	
OCSC-OHIO COLLEGIATE SALES COMPETITION	Cleveland State University		▲		▲		▲	▲
PACIFIC OFFICE AUTOMATION PACIFIC NORTHWEST SALES COMPETITION	Oregon State University		▲		▲	▲	▲	▲
PSE PRO-AM SELL-A-THON*	Various University Locations		▲			▲	▲	▲
RMM-ROCKY MOUNTAIN MADNESS COMPETITION	Metropolitan State University of Denver	▲						▲
RNMKRS SALES COMPETITION	Bryant University	▲			▲		▲	▲
RNSC-REDBIRD NATIONAL SALES COMPETITION	Illinois State University	▲				▲		▲
ROBERT MORRIS UNIVERSITY ANNUAL SALES CHALLENGE	Robert Morris University		▲					▲
SEASAC-SOUTH EAST ASIAN SALES COMPETITION	Gadjah Mada University (Indonesia)		▲				▲	
SwtB-SELLING WITH THE BULLS	University of South Florida		▲	▲	▲	▲	▲	▲
SCSC-STEEL CITY SALES CHALLENGE	Duquesne University	▲			▲		▲	
TCCSTC-TWIN CITIES COLLEGIATE SALES TEAM CHAMPIONSHIP	University of Minnesota	▲	▲	▲		▲	▲	▲
UTISC-UNIVERSITY OF TOLEDO INVITATIONAL SALES COMPETITION	University of Toledo	▲	▲			▲	▲	▲

ACSC-ARIZONA COLLEGIATE SALES COMPETITION
ARIZONA STATE UNIVERSITY

wpcarey.asu.edu/marketing-degrees/arizona-collegiate-sales-competition

Detra Montoya | Detra.montoya@asu.edu

ACSC features a sales role-play, elevator pitch and team social media competition. The sales role-play and elevator pitch are tournament style competitions. Student competitors will earn points for each competition, contributing to an overall University Champion. Sales professionals serve as buyers and judges for all three competitions. Professional development for student competitors includes a career networking event and corporate panels.

DSC-DANISH SALES COMPETITION
AALBORG UNIVERSITY BUSINESS SCHOOL

www.facebook.com/profile.php?id=100088209202519

Karina Burgdorff Jensen | burgdorff@business.aau.dk

The Danish Sales Competition is a unique opportunity for students to compete with up to 80 students for the title of Denmark's brightest Sales talent. The Danish Sales Competition is held in cooperation with the consultancy Intenz and Port of Aalborg, and all students are welcome to sign up! Students will have great experiences to boost your resume, get professional sales training from experienced sales experts and lastly, a professional jury will judge your solution.

ESC-EUROPEAN SALES COMPETITION 2023
WITTENBORG UNIVERSITY OF APPLIED SCIENCES

www.europeansalescompetition.com/

Myra Qui | myra.qiu@wittenborg.eu; esc2023@wittenborg.eu

The European Sales Competition was founded in 2014 to strengthen the studies of sales across Europe by bringing the art of sales to be more visible to the public, sharing the best teaching practices and by benchmarking the best universities across Europe. In the intensive 3-day programme, students (competitors) will not only rapidly improve their sales skills but also have the opportunity to connect, work and build up careers through diversified activities.

GBSC-GLOBAL BILINGUAL SALES COMPETITION
FLORIDA INTERNATIONAL UNIVERSITY

www.fiu-gbpc.com/

Gabriela Alpizar | galpizar@fiu.edu

COACH: Rafael Soltero | rsoltero@fiu.edu

The Global Bilingual Sales Competition (GBSC) brings together universities and organizations looking to promote the sales profession at a global level. Through simulated sales call role plays, students compete individually in English and Spanish and participate in numerous networking activities. GBSC gives talented bilingual students the opportunity to showcase their sales skills to corporate recruiters and sales executives on FIU's main campus in Miami, Florida.

GNSW-GREAT NORTHWOODS SALES WARM-UP
UNIVERSITY OF WISCONSIN EAU CLAIRE

www.uwecsaleswarmup.com/

Lenita Davis | davislen@uwec.edu

The Great Northwoods Sales Warm-up (GNSW) is a national competition designed to give sales students personalized feedback on their sales skills. Approximately 20 universities (3 competitors and alternates) are invited to participate. GNSW creates an atmosphere where students have fun working hard. Competitors are guaranteed to participate in two 20-minute role-plays with the case sponsor's sales personnel and receive immediate feedback from sponsor judges. Alternates participate in a Speed Selling competition with our sponsors.

ICSC-INTERNATIONAL COLLEGIATE SALES COMPETITION
FLORIDA STATE UNIVERSITY

<https://icsc-fsu.com/>

Shannon Young | styoung@fsu.edu

Chuck Viosca | cviosca@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, featuring our motto of: 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.

KSC-KEYSTONE SALES CHALLENGE
BLOOMSBURG UNIVERSITY at COMMONWEALTH

www.bloomu.edu/keystone-sales-challenge

Dr. Monica J. Favia | mfavia@commonwealthu.edu

KSC will feature a virtual first round warm-call. Competitors will not be eliminated in this round, and all will go forward to the next round which is face-to-face. Competitors will earn points for their placement which will contribute to the school's team total. While we will accept up to five competitors per school, the coach will decide which two competitors points contribute to the team's total. Individuals can still place and earn prizes.

KU/KING'S HAWAIIAN SALES COMPETITION
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 and a Team Case Competition, three-round tournament-style case competition on a real-life business situation for King's Hawaiian.

NCSC-NATIONAL COLLEGIATE SALES COMPETITION
KENNESAW STATE UNIVERSITY

www.ncsc-ksu.org/

Dr. Terry W. Loe | tloe@kennesaw.edu

Mary Foster | mfoster@kennesaw.edu

The National Collegiate Sales Competition (NCSC) founded in 1999, provides a venue for dedicated collegiate sales students to improve their skills and pursue career opportunities with top professional sales organizations. The NCSC facilitates the engagement of industry sales leaders with leading sales professors from across the U.S. Graduates from participating schools enjoy a 30% lower turnover rate and a 50% faster ramp-up time compared to other entry-level sales hires.

NCSSC-NATIONAL COLLEGIATE SPORTS SALES CHAMPIONSHIP
BAYLOR UNIVERSITY S3

<https://sites.baylor.edu/baylors3/axsnscac/ncssc/>

Lane Wakefield | lane_wakefield@baylor.edu

The NCSSC is the preeminent role-playing tournament for professional sports. Recruiters and students from around the country participate in the virtual round in November and in-person in February. The in-person rounds are held at State Farm Arena in Atlanta, GA, home of the Atlanta Hawks.

NISC-NORTHEAST INTERCOLLEGIATE SALES COMPETITION
BRYANT UNIVERSITY

<https://nisc.bryant.edu/>

Stefanie Boyer | sboyer@bryant.edu

Kathy Stichel | kstichel@bryant.edu

Join us, NISC is an opportunity for students to connect with employers and receive individualized and immediate feedback from sales professionals. Put your skills to the test and showcase your brand through networking, a tournament-style sales role play and speed sell competition (multilingual), skill and leadership building sessions, social media and more. Compete for cash prizes and awards while you explore internship and job opportunities and expand your network.

NSC-NATIONAL SALES CHALLENGE
WILLIAM PATERSON UNIVERSITY

<https://rbisaleschallenge.wpunj.edu/>

Michael Gatlin | rbisales@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.

NSSC-NATIONAL SHORE SALES CHALLENGE
SALISBURY UNIVERSITY

www.salisbury.edu/nssc

Kelly Hickey/Dr. Amit Poddar | mamsi@salisbury.edu

The NSSC is the largest collegiate sales competition in the Northeast United States and the third largest in the country, hosting 40-45 universities from around the country. NSSC provides travel subsidies to competitors and also takes care of all stay and food arrangements. Students get to not only experience a fast-paced role play competition (including a cold calling round), but also take part in elevator pitch competitions and attend a job fair.

NTSC-NATIONAL TEAM SELLING COMPETITION
INDIANA UNIVERSITY

gokelley.iu.edu/ntsc

Sonya Dunigan | ntsc@indiana.edu

NTSC is a premier team selling competition that attracts undergraduate sales students from America's leading universities who wish to pursue high-level, complex sales careers. Teams compete in two rounds of role-play with a final presentation pitch from top three schools. Cash prizes: 1st place \$3,000, 2nd place \$2,000, 3rd place \$1,000. Two networking receptions are included for all participants.

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**OCSC-OHIO COLLEGIATE SALES COMPETITION
CLEVELAND STATE UNIVERSITY**

<https://business.csuohio.edu/sales/ohio-collegiate-sales-competition>

Dr. Paul Mills | p.mills@csuohio.edu

The Ohio Collegiate Sales Competition is open to undergraduate sales students attending any Ohio college or university. Student competitors can be enrolled in any year of undergraduate study. Participating schools may send up to three student competitors plus alternates, coaches and faculty. The OCSC emphasizes real-world sales role play scenarios with a mixture of academic and practitioner judges in a collegial, educational, and friendly atmosphere.

**POAPNWSC-PACIFIC OFFICE AUTOMATION PACIFIC
NORTHWEST SALES COMPETITION
OREGON STATE UNIVERSITY**

<https://business.oregonstate.edu/student-experience/student-centers/sales-academy/competitions>

Eric Nelson | eric.nelson@oregonstate.edu

Oregon State University's Sales Academy is pleased to host an annual sales competition. The corporate sponsors of OSU's Sales Academy are committed and deeply involved in our competition. This provides student competitors with relevant and realistic Role Play scenarios that will challenge their skills in professional sales. Additionally, this provides students with multiple opportunities to network with representatives and leaders from our corporate sponsors during the event. We welcome you to join us.

**PRO-AM SELL-A-THON®
PI SIGMA EPSILON NATIONAL SALES & MARKETING FRATERNITY**

<https://pse.org/>

Joan E. Rogala, IOM, CAE CEO | joan.rogala@pse.org

The PSE Pro-Am Sell-A-Thon® is a B2B role-play competition with 400 student competitors representing 50 universities annually. Competitions are held during the fall and spring and are designed to develop professional selling and communication skills and connect students with top employers. Competitors must complete Carew International's Dimensions of Professional Selling training modules to prepare them for success. \$15,000 in cash and prizes awarded. No limit to the number of competitors.

**RMM-ROCKY MOUNTAIN MADNESS
METROPOLITAN STATE UNIVERSITY OF DENVER**

www.msudenver.edu/selling/competition/

April Schofield | aschofi3@msudenver.edu

RMM is a unique intercollegiate event that follows a bracket-style competition (similar to college basketball's March Madness). Students compete in a variety of categories including role plays and interviews. RMM was designed as a virtual competition and allows students to sharpen their virtual communication and selling abilities.

**RNMKRS SALES COMPETITION
BRYANT UNIVERSITY**

www.rnmkrs.org/

Stefanie Boyer | sboyer@bryant.edu

Scott Randall | scott.randall@rnmkrs.com

RNMKRS allows students to learn and practice selling skills, culminating in a worldwide competition in April and November each year. Students watch videos and train as much as they like in the app with an AI customer bot. Students attend networking and recognition events, compete in a speed sell and roleplay/advanced roleplay competition. Faculty see real time data on student and class performance. Students compete for free, no limit on number of competitors.

**RNSC-REDBIRD NATIONAL SALES COMPETITION
ILLINOIS STATE UNIVERSITY**

<https://business.illinoisstate.edu/centers/psi/redbird-national-sales-competition/>

Duleep Delpchitre | dsdelp@ilstu.edu

The Virtual Redbird National Sales Competition (RNSC) is a collegiate sales competition hosted by the Professional Sales Institute at Illinois State University. RNSC is a developmental event that allows students to demonstrate their selling skills through simulated sales role-plays. The objective of RNSC is to provide collegiate sales teams with an opportunity to prepare and compete in a competitive setting before the National Collegiate Sales Competition (NCSC).

**ROBERT MORRIS UNIVERSITY ANNUAL SALES CHALLENGE
ROBERT MORRIS UNIVERSITY**

www.rmu.edu/sales

Dr. Jill Kurp | kurp@rmu.edu

The RMU Sales Challenge is a one-day, two-round sales role-play competition open to undergraduate students. Students play the role of a sales professional in this tournament-style competition. All participants compete in Round 1 where groups of 3-4 students are assigned to each role-play room and have 10 minutes to role play. The top-scoring student from each group will move on to the final round and have 15 minutes to role-play. \$5,000 in prize money.

**SEASAC-SOUTH EAST ASIAN SALES COMPETITION
UNIVERSITAS GADJAH MADA**

<https://seasalescompetition.com/>

Nabilla Kusuma Vardhani | nabilla.kusuma.v@ugm.ac.id

The main aim of the SEASAC project is to strengthen South-East Asian Universities' capability to provide highly skilled B2B Sales professionals for the emerging international markets. In the project, we utilize existing European knowledge and experiences in developing a pedagogically rich concept for the cooperation of universities and companies in sales education. Best practices from Europe will be matched with Asian sales cultures.

**SwtB-SELLING WITH THE BULLS
UNIVERSITY OF SOUTH FLORIDA**

www.usf.edu/business/centers/marketing-sales-innovation/competition.aspx

Dr. Rob Hammond | rwhammond@usf.edu

Selling with the Bulls has earned its reputation as "The Toughest Test in Sales Education" with all competitors competing in all events that span the entire sales process including prospecting, 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 Muma College of Business, University of South Florida.

**STEEL CITY SALES CHALLENGE
DUQUESNE UNIVERSITY**

www.duq.edu/academics/colleges-and-schools/business/team-competitions/steel-city-sales-challenge.php

Andrea Dreher | drehera1@duq.edu

Sue Eppley | eppleys@duq.edu

We are proud to announce the 7th Annual Steel City Sales Challenge presented by Erie Insurance. The 2023 competition will be held Friday, October 20th and Saturday, October 21st at Duquesne University. The competition features sales role plays and elevator pitches and offers more than \$15,000 in cash and prizes, making it one of the largest sales competitions in the United States. In 2022, there were over 70 participants from 13 universities.

**TCCSTC-TWIN CITIES COLLEGIATE SALES TEAM CHAMPIONSHIP
UNIVERSITY OF MINNESOTA**

<http://csle.umn.edu/>

Michael Oster | oster398@umn.edu

The TCCSTC provides collegiate sales teams a unique opportunity to compete on a team basis. All students will be guaranteed a minimum of 3 role play experiences, including both virtual and face-to-face rounds, as well as group and individual presentations. We are no longer accepting new university entrants for the 2023 competition, but we are looking for participants during 2024!

**UTISC-UNIVERSITY OF TOLEDO INVITATIONAL SALES
COMPETITION
UNIVERSITY OF TOLEDO**

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 hosts 36 universities. UTISC 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.

「a special *thank you*」
from SEF to:

NO

all who contributed financially to SEF during 2022; our guest authors who make each edition special; all who financially supported the Barbara Giamanco Memorial Scholarship; the educators who continue to “elevate the Sales profession through university education.”

NO

CELEBRATED
PUBLISHING OUR
**16TH SEF
ANNUAL**

AWARDED
\$10,000
IN SALES RESEARCH
GRANT FUNDING

SINCE 2011 CONTRIBUTED OVER
\$ 1 8 5 , 0 0 0
IN SALES RESEARCH GRANT FUNDING
AND EDUCATIONAL CONFERENCE SUPPORT

THROUGH OUR CAREER DEVELOPMENT
PROGRAM POWERED BY CHALLY
SERVED **80 UNIVERSITY PROFESSORS**
AND OVER 6,300 STUDENTS

AWARDED **8** BARBARA GIAMANCO
MEMORIAL SCHOLARSHIPS

Success can be predicted

Chally is the **leading predictive talent assessment software provider.**

We provide **best-in-class solutions** for hiring, developing and managing **top talent.**



Accurately predict
capacity for job success

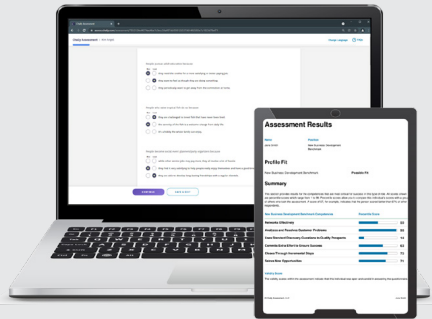


Put candidates
in the **right roles**



Retain **engaged**
and **skilled employees**

Predictive Sales Talent Assessment



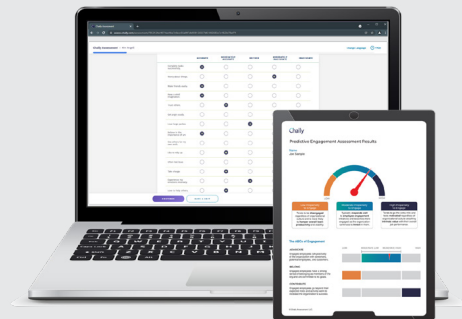
Reliably predict sales capacity
and identify stellar talent.

Clients have achieved on average:

- **46%** faster time to hire
- **43%** lower cost per hire
- **21%** more likely to achieve sales goals
- **11%** increase in contract renewal rate

NEW

Predictive Engagement Assessment



Reliably predict candidates' propensity
to engage before hiring them.

Key benefits:

- **Avoid** the staggering costs of bad hires
- **Maximize** talent potential & return on payroll
- **Reduce** turnover & improve workforce productivity
- **Supplement** your existing surveys & programs

For more information visit our website:

<https://chally.com/solutions/>