

SEF
2024

Annual

SALES EDUCATION FOUNDATION

University Sales Education

Career Selection & Alignment

Sales Research Grants

SEF
TOP
SALES
PROGRAMS

18 YEARS

SALES EDUCATION FOUNDATION

*Elevating the the Sales Profession
through University Education*

SPRING 2024
18th Edition

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from the editors :

Our 18th Edition Explores the Reimagining of Sales

OUR 2024 EDITION FOCUSES ON THE REIMAGING OF SALES TAKING place in the world of professional sales and sales education. One thing is certain, generative AI is already impacting sales. Educators are making decisions on how or whether to include generative AI in their coursework. Professional sales people are also embracing this new world, perhaps at a faster pace than academia.

Our feature guest author’s article, *Sales Force Challenges and Opportunities*, explores how sales organizations today are learning to co-operate with institutions of higher education and these institutions are keeping up with the current demands on the sales professions. Other articles from our guest authors explore many different topics—all related to sales and sales education.

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. In 2024’s listing you’ll find information on over 235 universities and colleges. Our SEF Annual survey allows us to collect, analyze and share the self-reported data from 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.

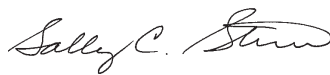
On behalf of the Advisory Board and the entire SEF community, we want to take this opportunity to wish Marty Holmes good luck and Godspeed as she prepares to enter a new phase of her life, retirement. We will miss her warm smile and constant willingness to help others. She has dedicated the last fourteen years to fulfilling SEF’s mission to Elevate Sales. Many thanks, Marty. Our national parks await!

Finally, we thank those involved in professional sales education—whether an educator, administrator, professional or corporate sponsor. We continue to see 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 18th edition! **Δ**



MARTY HOLMES



SALLY C. STEVENS



MARTY HOLMES
Executive Director



SALLY C. STEVENS
SEF Co-Founder

The Sales Education Foundation is hosted by:



University of Dayton
School of Business Administration

Sales Force Challenges and Opportunities

THE LAST TWO DECADES HAVE SEEN THE SALES function evolve at a pace never before documented in sales textbooks or journals. The rise of the internet, the introduction of cloud computing, the financial crisis of 2008, advent of social media, changing business models, the COVID-19 pandemic and the subsequent supply chain contagion, the ongoing geopolitical conflicts, and not to mention the increasing shift towards sustainability—highlight just some of the exogenous shocks sales organizations have had to deal with. When faced with such odds, sales organizations consistently grapple with challenges associated with meeting market demands while ensuring that their sales force is well equipped with the right resources to ensure success for all stakeholders. This challenge is compounded by the fact that customers today (a) have become increasingly demanding with multiple members involved in purchasing decisions, (b) are very risk averse preferring to defer buying decisions, (c) need constant servicing across all stages of the customer journey (including post-sale), and (d) be accessible across multiple channels of interaction (face-to-face, online, and/or hybrid).

Sales organizations have responded to these challenges by placing increasing demands on their salespeople and by deploying various digital technologies and platforms with the belief that salespeople can successfully navigate and cope with all these demands and technologies. However, there is plenty of research both amongst academics and sales practitioners that would suggest that salespeople today feel increasingly overburdened with job demands and isolated in the workplace- which in turn has been shown to be a harbinger for salesperson turnover and burnout. Salesperson burnout or turnover presents another problem as access to sales talent is a bottleneck to many sales organizations. Furthermore, onboarding sales talent and coaching them to become productive is another major obstacle for sales organizations as sales managers increasingly complain about not having enough time or resources to coach and mentor salespeople. Given these issues, sales organizations today are learning to co-operate with institutions of higher education that focus not only on doing cutting edge research on sales management but are also involved in shaping the next generation of sales talent.



Image generated through Adobe Firely.

Many business schools and universities around the world today are including professional selling and sales management as part of their curriculum mostly based on the demands from local businesses for sales talent. Some of these business schools have dedicated sales centers focused on working with local organizations to understand their specific needs for sales talents as well as the specialty skills needed from the sales talents. The curriculum is then created by faculty who curate content from a wide variety of sources including academic research, practitioner research, and content from sales executives who bring their day-to-day

“ *By embracing a culture of lifelong learning, salespeople can stay ahead of their peers and be successful.* ”

experiences across to the audience. More specifically, in keeping with the current demands on the sales professions, some of the topics that students are educated on include:

Communication and Active Listening Skills: Professional selling demands excellent communication skills. Young graduates must be able to clearly articulate their ideas, whether in writing, speaking, or through digital platforms. The ability to convey messages succinctly and persuasively is crucial in engaging potential clients and conveying the value proposition of a product or service. Moreover, graduates should possess active listening skills to understand clients' needs and concerns accurately.

Grit: The sales landscape is dynamic, requiring young graduates to be adaptable and resilient. They must be open to learning new sales techniques, technologies, and industry trends. Whether it's mastering a set of sales technologies (tech stack) or understanding the latest market developments, adaptability is key to staying relevant in the ever-changing sales environment. Additionally, grit is essential in facing rejection and overcoming setbacks while also coping with minimal support from their organizations. Salespeople must also possess the mental strength to face challenges, learn from failures, and maintain a positive attitude in pursuit of their sales goals.

Problem Solving and Analytical Skills: Successful sales professionals possess strong problem-solving skills. Young graduates should be able to identify clients' pain points and offer innovative solutions to address their needs. This requires a deep understanding of the product or service being sold, as well as the ability to think creatively and adapt solutions to meet clients' specific requirements. In addition, given the access to multiple sources of customer data across multiple interactions, salespeople today need to be able to possess the necessary analytical skills to be able to make sense of the data and provide solutions to the needs of the customers.

Omnichannel Skills: Complex problems of customers require complex solutions that might require salespeople having to work with an ecosystem of partners. Combined with dealing with multiple stakeholders in the customers decision making

unit, it is vital for salespeople to be adept at using different technologies to deal with multiple stakeholders and still be able to provide an exceptional experience to their customers. In these circumstances providing omnichannel skills is vital for young salespeople.

Time Management: Professional selling often involves managing multiple clients, tasks, and deadlines simultaneously. Young graduates must possess strong time management and organizational skills to prioritize their workload effectively. This includes setting clear goals, creating action plans, and allocating time efficiently to meet sales targets. Additionally, graduates should leverage technology and productivity tools to streamline workflows and maximize productivity.

Lifelong Learning: Salespeople today need to have a growth mindset and a commitment to lifelong learning. This includes staying updated on industry trends, attending training sessions, and seeking feedback to improve their sales skills. By embracing a culture of lifelong learning, salespeople can stay ahead of their peers and be successful.

In conclusion, salespeople today face plenty of challenges on a daily basis and they need the support of their organizations to be successful. Organizations in turn can benefit from working with academic institutions that focus on training, developing, and fostering sales talent. This symbiotic relationship between sales organizations, sales educational institutions, and sales talents is vital, if the sales profession is to thrive in the future. **Δ**



DEVA RANGARAJAN
IESEG School of Management

It's that most wonderful time of the year again ...

TIME TO SHARE SOME SALES RESEARCH!

EACH YEAR SINCE 2011, THE SALES EDUCATION Foundation has awarded at least \$10,000 in grants to promote world-class academic research into practical topics that affect the sales profession. The topics are wide-ranging—this year's two teams of grant recipients will be researching the influence of loneliness on sales performance and the impact that artificial intelligence will have on the sales role.

While we look forward to that pending research, we want to highlight a 2019 team of grant recipients who recently completed their work. The researchers were Alec Pappas from Washington State University, Maria Rouziou at Texas A&M University, Bruno Lussier of HEC Montreal, Willy Bolander from Texas A&M University, and Christopher R. Plouffe at the University of Tennessee at Chattanooga. The title of their final paper is *Not All Networks are Created Equal: The Effects of Network Centralities on Salesperson Performance and Turnover*.

THE RESEARCH

In essence, the researchers looked at the impact of different social network structures on the performance of salespeople—and more specifically, on the individual seller's position within those networks. They found that low performing salespeople benefit most from having a tightly packed network of co-workers—think of a new salesperson who works closely with his immediate sales teammates. He can have local interactions and learn the basics rather quickly, since he will experience frequent repetition of common sales best practices.

When it came to mid- and high-performing sellers, they discovered that a more far-reaching network of connections led to improved performance. For instance, this might be a seller who is connected with other teams and even other functional departments across her company. The mid/high-performer is able to gather diverse information and inputs from across the organization and apply them to her own sales challenges. A tighter, closed network like the one that benefits low-performers offers little developmental

value to an accomplished seller. Conversely, a low-performer is unable to leverage the insights from a far-flung network of connections. In addition, this far-reaching position helps reduce salesperson turnover, making it a particularly impactful position for employee retention.

THE IMPLICATIONS

In practice, the researchers suggest that low performers should be encouraged to attend internal events that foster stronger intra-departmental connections. For instance, there would be high value for them in mentorship programs, internal happy hours, or other forums where common knowledge is easily exchanged.

For mid/high-level performers, the authors propose that peer-driven initiatives or special interest groups that connect diverse individuals across the organization would be most helpful. Examples could be cross-departmental sports, self-improvement, or alumni networks that foster new connections a seller would not likely encounter in a typical workday.

And there you have it... Once again, good sales research yields practical insights. Now go hit that team happy hour or cross-departmental networking event and take your career to the next level! Δ



JASON JORDAN
Director of Research, SEF

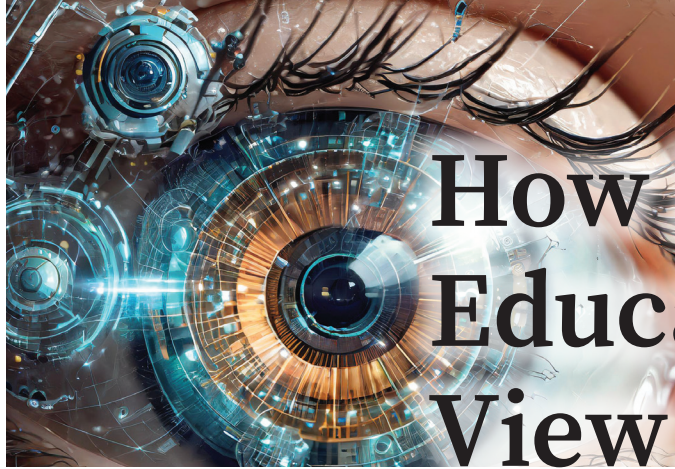


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How Do Sales Educators View AI?



ANDREA ZAVAKOS, Ph.D.
University of Dayton

ARTIFICIAL INTELLIGENCE (AI) AND CHATGPT ARE hot topics all over the globe these days. It's no different in the world of sales. In a recent Harvard Business Review article titled, How Generative AI Will Change Sales, the authors suggest that "AI-powered systems are on the way to becoming every salesperson's (and every sales manager's) indispensable digital assistant." Still, sales educators and business people may be wondering just what AI means for the future:

- Will AI replace salespeople?
- Will AI advance the interests and professions of salespeople and businesses?
- Will AI create ethical and legal issues in the business world?
- Do we even know what we don't know about AI's risks and benefits at this point?

For the first time ever, the Sales Education Foundation (SEF) included questions about the inclusion of Generative AI in sales education programs in its annual survey of sales programs in 2023. The results are compelling with a strong nod toward embracing this technology for the future.

COURSES THAT INCLUDE GENERATIVE AI

Of the 226 sales programs that responded to the additional survey questions, 54 (23.9%) reported that they currently offer a course that includes generative AI technologies. Within these sales education programs, ChatGPT was most frequently cited as at least one of the technologies (28). Other frequently-mentioned tools are Salesforce AI (7), RNMKRS and RNMKRS Pro (6), BingChat (5), and XiQ (3). Others that were mentioned once or twice include Virtual Sales Role Play, Claude, Edges, AI Bot, Lavender, Leexi, Generative AI for Python, LLM, Bard, CRM Integrated, Humanic AI, Speed Sell, Make a Video (Meta), Gen-Z, Firefly Photoshop, Good AI Art Creator, Allego, Cold Call Generative AI, Saleshood, Sales Biometrics Lab, Microsoft Viva Sales, Cognisell, and Chorus.

Among those sales programs that do not have a course that formally includes generative AI technologies, 23 reported using AI platforms such as ChatGPT (15), Virtual Sales Role Play (3), RNMKRS (2), and others such as Piloted Virtual Speech with AI (1), Claude (1), and Edges (1).

GENERATIVE AI FOR COACHING AND ROLE PLAYS

Fifty-five programs (24.3%) reported that they use some form of AI to assist with coaching students and/or with role plays. The tools used provide learning/teaching support such as recording audio sales calls, providing written transcripts, searching for and providing comments to sales call transcripts, role playing using ChatGPT, building sales pitches, competition preparation, developing multiple sales scenarios, Avatar buyers, generating role plays and associated feedback, and even writing LinkedIn profiles.

Participants reported that their curriculum leveraged generative AI to assist students with the following activities (from most listed to least): research real or fictitious buyers or personas, create responses to buyer objections, email, role plays/virtual role plays, improve outreach, speed selling, develop questions to ask prospects, and develop need identification questions.

DO YOU EMBRACE AI? SHOULD YOU?

University sales programs are most definitely not all in agreement when it comes to AI, but the majority are leaning towards AI. One program has banned the use of AI, three discourage its use, and 51 programs (26.7%) report that they do not use AI in their programs. However, over 71% of the sales education programs reported either allowing the use of AI under certain circumstances (27.2%) or embracing its use when possible (44%). Programs that aren't incorporating AI appear to be in the minority, at least for this survey population, and may want to consider how AI could enhance their sales courses in the future. We'll be eager to explore this with our survey next year to see how the numbers change. If I were a gambler, I'd bet on an increase in those allowing and embracing AI next year, and in the years to come. **Δ**

Reimagining Sales Education: A Focus on Becoming

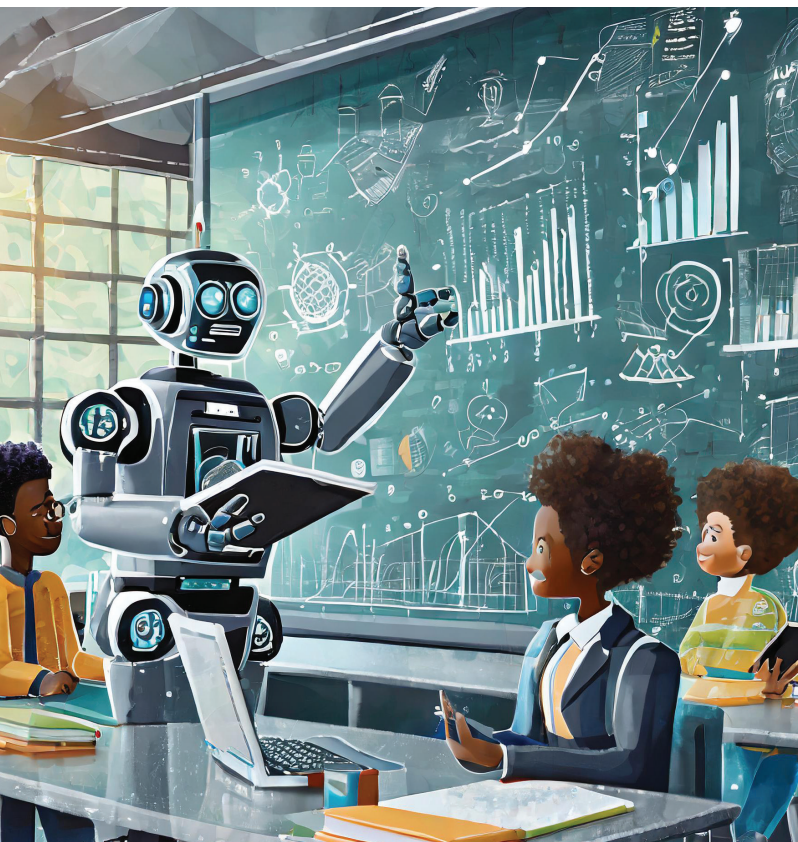


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I WANT TO START OFF WITH TWO SCENARIOS that illustrate situations that many sales students find themselves in.

The first scenario involves my friend in his first sales course as an undergraduate student. His professor used a traditional introduction-to-selling textbook. It was filled with definitions, charts, and information about how sales works. While he learned a lot about the structure of sales organizations and sales terminology, my friend never actually learned how to sell. When he got his first sales job, he realized his professional selling course had done little to prepare him for a career in sales. He had learned about sales, but he had not learned how to do selling. In short, he had not become a salesperson.

The second scenario involves myself in the first sales course I taught to undergrads. Not wanting to use a traditional text-

book, I used popular practitioner books to teach about the art of professional selling. I mostly used the book *SPIN Selling* and taught about the wonderful world of discovery and application questions. I spent a semester teaching how to uncover the customer's problems and how to help the customer appreciate the solution I was offering. While the learnings from class were good, the problem was that when my students started their first sales job, only a small portion of my class was related to what they were doing. They had no idea how to do the things that most entry level sellers do: cold call, cold email, prospect, find leads, etc. My class had taught them great principles about sales, but it had not turned them into sellers. In short, they had not become salespeople.

Both of these scenarios illustrate how much of sales education is not focused enough on creating salespeople. Some professors focus on theory, and some professors focus on skills, while others focus on sales methodologies (*SPIN*, *Challenger*, *Sandler*, *MEDDIC*, etc.). All of these are useful and have their proper place in sales education. However, a major gap, especially in lower-level sales courses, is a lack of instruction on the day-to-day activities that sellers do. When Donald Kelly¹, a world-renowned sales expert, and I started writing our *Professional Selling* textbook and simulation for *Stukent*², we started off with a list of questions regarding what content to include. We were advised that we should ask professors—because they would be the ones adopting our course—about which subjects to include. Instead, Donald and I took a different approach. We talked to practitioners and sales managers about what they wanted entry-level sellers to know. We focused on what new sellers do and what gaps managers saw from sellers straight out of college. Our findings were fascinating. Below I will highlight some of the most salient findings which I believe that any sales professor can implement.

1. EXPERIENCE WITH DAY-TO-DAY ENTRY-LEVEL SALES ACTIVITIES

Sales managers find that one of the biggest challenges in training college grads is that they have little experience in what they will be doing as entry-level sellers. Much of what they learned in school is high-level sales strategy, which is actually being performed by their sales leaders. However, they are unfamiliar with the day-to-day activities involved

in their new job. They do not know how to do a prospecting phone call, write a prospecting email, network on LinkedIn, use their CRM system, develop a sales cadence, and the list goes on. For example, in SaaS/tech sales, most new sellers do not start performing discovery calls, doing demos, or closing until they have been with the company 18–24 months. They spend the first 18–24 months strictly doing business development and creating appointments with clients for their Account Executives (i.e., closers). Managers are pleading for new sellers who are familiar with what entry-level sellers do in their organization.

2. EMERGING SALES TRENDS

Sales and business development managers almost always prefer to hire someone with sales experience. However, they see one advantage of hiring freshly minted college grads being that they come with new ideas and little “this is how we did it in my former job” baggage. Managers are especially excited about hiring younger people who are familiar with things like social media. Sales managers love it when sellers come to their organization knowing how to use emerging sales trends. Personally, I have found that one of the most useful trends we discuss in my class is social selling. Social selling is an easy topic for students to grasp because they know much more about social media than I do. We focus on teaching students how to use social media for prospecting without spamming, that is, developing organic relationships and then waiting for trigger events that signal that a prospect might be ready for a sales opportunity. Students learn how to develop social selling processes and strategies. Another important emerging trend in sales is the use of artificial intelligence (AI), such as learning how to use AI to automate sales process and sales cadences, and using tools like ChatGPT to help create prospecting emails. In summary, sellers are more prepared for their sales jobs when they are trained in emerging technologies and trends.

3. CREATIVE PROSPECTING

The average office worker sends and receives over 100 emails³ a day. Thus, it is no surprise that one of the biggest struggles that our students have in their first jobs is finding a way to get their prospecting efforts to stand out. One way to overcome this is by teaching students creative prospecting methods. We focus on three things: be bold, be different, be personalized. Much of our class time is spent discussing examples of what this looks like, such as the seller who sent an executive a package related to a hobby the executive mentioned on Facebook, or the seller⁴ who found out the prospects favorite NFL team and used it in a prospecting email. Perhaps my students’ favorite creative method is video email as an effective way to stand out in an oversaturated email box. Video email is using a personalized imbedded video in your email as the content of the email. Not only is it more engaging, video email can increase⁵ open rate and reply rate by over 15%. We also focus a lot on what studies show are the most effective and creative email subject lines.

In summary, as the sales world continues to evolve, we—the sales educators—must continue to reimagine what sales education looks like. We must ask those recruiting at our school what their industries are experiencing and what day-to-day skills they want new sellers to know. As we focus on helping our students become salespeople rather than just knowing about sales, they will be better prepared to succeed in their sales careers. **△**

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5. www.salesloft.com/resources/content-hub/



BJ ALLEN, Ph.D.
Brigham Young University

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 join with the friends and family of **Barbara Giamanco** in announcing the 2023 **Barbara Giamanco Memorial Scholarship** recipients. Eighty-three applications were received from female students studying Professional Sales at thirty-seven universities. Recipients were chosen by an independent Selection Committee and judged on their written essays as well as their match to scholarship requirements.

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

Barbara Giamanco made an impact on professional selling. She was passionate about advocating and supporting women role models in B2B sales. She was a successful sales professional in the technology sector and blazed a trail for other women to follow in her footsteps. Tragically, Barb passed away in May 2020.



Announcing the ten Barbara Giamanco Memorial Scholarship recipients for 2023.

Gracie Baun, Western Kentucky University

Savana Berhane, University of Cincinnati

Madison Kelsh, University of New Mexico

Grace Lewis, Texas Christian University

Alekha Malhotra, Michigan State University

Megan Moeller, University of Kansas

Danielle Niziolek, Arizona State University

Lili Nunez, Texas Christian University

Sofi Reyes, Baylor University

Melissa Tuttle, Bloomsburg 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/

THE MYTH: **SALES MYTHS** **DEBUNKED**

Sales enablement pros must have sales experience

Does sales or sales management experience help in sales enablement?

Yes, of course it does, to a degree. (And assuming the candidate has the other mindsets, traits, and skills needed for enablement success.) Sales experience does help an enabler understand the profession and what sellers and managers go through. And it does help with credibility with sales leaders and the sales force (initially – credibility can also be earned in other ways). But sales enablement pros do not need to have “carried a bag” (sold or managed sales) to be highly successful in their role. Enablement and selling are two very different roles with very different competency requirements.

Do enablers need to deeply understand sales and selling?

Absolutely. Is front-line experience the only (or even the best way) to gain that understanding? No. They must become a “student of the game,” astute observers, and study the profession. They should speak with many in the profession in multiple roles, hold focus groups, read constantly, conduct top-performer analyses, and get out into the field with both reps and managers. We onboard and teach new reps, don’t we? Sometimes straight out of college or from different industries. This is not different. Build on strengths. Close developmental gaps.



MIKE KUNKLE
SPARXiQ

Does it hurt to have the experience?

Again, no. It’s just not required, like some think it is. (And many who think so are very adamant. So much so that they will swear at you and call you names. Trust me on this.)

- Otherwise, an instructional designer would have to personally master every job they develop training for.
- And every sports coach would need to have excelled personally in the sport they coach.
- Tim Galway (the author of *The Inner Game of Tennis*) once helped a professional tuba player get better at something he was struggling with. Tim doesn’t play the tuba.
- Neil Rackham (author of *SPIN Selling* and other sales books, founder of Huthwaite, and supporter of the Sales Education Foundation) was primarily a researcher who studied the profession. Would you hire Neil to help your sales force improve?

So, let’s remove the artificial constraints and end this myth. Enablement pros would be better served with backgrounds in analytics, organization development, organization effectiveness, organization behavior, business process management, performance consulting, systems thinking, change management, and other problem-solving and performance improvement disciplines. It often takes more time to learn organizational performance improvement principles and methods than it does to learn GTM motions and selling skills, inside one company. **△**

2024 SEF TOP UNIVERSITIES AND COLLEGES FOR PROFESSIONAL SALES EDUCATION

TOP NORTH AMERICAN UNIVERSITIES

	ONLINE COURSE	USCA MEMBER F-FULL, P-PARTIAL	SALES INTERNSHIP REQUIRED	TOTAL FACULTY	% OF JOB PLACEMENT
Appalachian State University				4	90+
Arizona State University		A	▲	5	90
Arkansas State University	▲	A	▲	3	100
Auburn University	▲			6	65
Aurora University				3	50
Ball State University	▲	F		4	90
Baylor University		F	▲	5	100
S3@Baylor University			▲	3	95
Bemidji State University	▲			1	N/A
Bentley University			▲	2	100
Bloomsburg University		F	▲	3	95
Bowling Green State University	▲			4	95
Bradley University		F	▲	2	100
Bryant University			▲	1	100
California Polytechnic State University				N/A	95
California State University, Chico		F		7	90
California State University, Fullerton	▲	F		6	80
Campbell University	▲			2	100
Catholic University of America (The)			▲	5	98
Central Michigan University	▲			4	95
Clemson University	▲			5	100
Cleveland State University	▲			4	80
Colorado State University				5	95
DePaul University	▲	F		14	92
Duquesne University	▲			14	95
East Carolina University	▲			3	70
Eastern Kentucky University	▲	A	▲	5	95
Eastern Michigan University	▲	A		5	N/A
Elon University		F		3	N/A
Fairleigh Dickinson University				1	N/A
Ferris State University	▲			4	80
Florida Gulf Coast University	▲			2	N/A
Florida International University	▲	A		6	90
Florida State University		F	▲	4	100
Georgia College & State Univeristy				1	85
Georgia Southern University	▲	F		4	90
Georgia State University	▲			3	50
HEC Montréal				8	95
High Point University	▲			10	85
Illinois State University	▲	F		3	98
Indiana State University	▲	F		3	99
Indiana University	▲	F		3	100
Indiana University Southeast	▲			3	90
Iowa State University				5	100
James Madison University		F		5	95
Kansas State University	▲	F		9	100
Kennesaw State University	▲	F		7	99

TOP NORTH AMERICAN UNIVERSITIES continued

	ONLINE COURSE	USCA MEMBER F-FULL, P-PARTIAL	SALES INTERNSHIP REQUIRED	TOTAL FACULTY	% OF JOB PLACEMENT
Kent State University	▲		▲	5	100
La Salle University		A	▲	4	100
Liberty University	▲			1	N/A
Louisiana State University	▲	F		7	100
Manchester University			▲	4	100
Marian University			▲	2	100
Marquette University	▲	A		2	100
Metropolitan State University of Denver	▲	F		5	99
Michigan State University	▲		▲	7	100
Middle Tennessee State University	▲	F		5	100
Missouri State University	▲			4	90
North Carolina A&T State University	▲			3	90
North Dakota State University	▲	F	▲	4	100
Northern Arizona University				9	100
Northern Illinois University	▲	F		5	95
Northern Kentucky University	▲		▲	3	65
Northwood University	▲			5	92
Ohio University	▲		▲	6	100
Oklahoma State University	▲	A	▲	6	98
Old Dominion University				2	N/A
Pace University				3	100
Penn State University Harrisburg				3	N/A
Plymouth State University	▲	A		3	90
Point Park University	▲	A		3	96
Purdue University		F	▲	7	100
Purdue University Northwest		A		3	N/A
Robert Morris University		A		2	90
Saint Cloud State University	▲	A		4	99
Salisbury University		F	▲	5	95
Samford University			▲	2	100
Sonoma State University				1	N/A
Southeast Missouri State University	▲			5	N/A
Southeastern Louisiana University		A		3	95
Southern New Hampshire University	▲			6	100
St. Ambrose University	▲	F	▲	4	100
Stetson University	▲	A		4	100
Susquehanna University				2	95
Temple University				N/A	N/A
Texas A&M University		F		7	100
Texas Christian University			▲	7	100
Texas State University		F		4	95
The Citadel				8	93
Toronto Metropolitan University		F		3	100
Tuskegee University			▲	1.5	100
University of Akron (The)	▲	F		4	100
University of Alabama (The)	▲			4	90
University of Alabama Birmingham	▲			2	90

TOP NORTH AMERICAN UNIVERSITIES continued

	ONLINE COURSE	USCA MEMBER F-FULL, F=ASSOCIATE	SALES INTERNSHIP REQUIRED	TOTAL FACULTY	% OF JOB PLACEMENT
University of Arkansas at Little Rock	▲	A		3	100
University of Central Florida		F		3	97
University of Central Missouri	▲		▲	2	95
University of Central Oklahoma	▲	A		6	99
University of Cincinnati				11	93
University of Colorado-Boulder				3	90
University of Connecticut	▲			3	100
University of Dayton				6	N/A
University of Denver		A	▲	3	100
University of Florida	▲		▲	2	98
University of Georgia	▲			2	98
University of Houston	▲			12	97
University of Iowa				4	95
University of Kansas				6	N/A
University of Louisiana at Lafayette			▲	1	100
University of Louisville	▲			4	90
University of Minnesota		A		3	98
University of Minnesota Duluth				3	99
University of Mississippi	▲		▲	11	100
University of Missouri		A		22	100
University of Nebraska - Kearney	▲			5	96
University of Nebraska - Lincoln		A		5	N/A
University of Nebraska - Omaha	▲	A	▲	6	100
University of New Hampshire		A		3	90
University of New Haven			▲	2	100
University of New Mexico (The)				3	97
University of North Alabama	▲	F		3	90
University of North Carolina Greensboro	▲			3	95
University of North Carolina Wilmington		F	▲	4	90
University of North Carolina	▲			1	90
University of North Dakota	▲			5	99
University of North Georgia	▲		▲	2	99
University of North Texas				4	100
University of San Diego				2	95
University of South Carolina				5	N/A
University of South Florida	▲			6	100
University of Southern Mississippi	▲	A	▲	3	95
University of Tampa		A		2	100
University of Tennessee - Chattanooga	▲			5	N/A
University of Tennessee - Knoxville	▲			5	N/A
University of Texas at Arlington	▲			1	N/A
University of Texas at Austin			▲	5	95
University of Texas at Dallas (The)		F	▲	4	90
University of the Fraser Valley			▲	4	85
University of Toledo	▲	F	▲	7	54
University of Utah	▲		▲	6	98
University of Washington				2	99
University of Wisconsin - Eau Claire		F		2	75
University of Wisconsin Oshkosh				2	80
University of Wisconsin - Parkside	▲	A		3	98

TOP NORTH AMERICAN UNIVERSITIES continued

	ONLINE COURSE	USCA MEMBER F-FULL, F=ASSOCIATE	SALES INTERNSHIP REQUIRED	TOTAL FACULTY	% OF JOB PLACEMENT
University of Wisconsin - Platteville				1	100
University of Wisconsin - River Falls	▲	A		3	100
University of Wisconsin - Whitewater	▲	F		6	82
University of Wyoming		A		4	95
Utah State University	▲	A		3	90
Virginia Commonwealth University	▲	A		6	100
Virginia Polytechnic Institute & State University	▲	F		4	90
Washington State University			▲	5	100
Weber State University	▲	F		14	100
West Virginia University	▲	F		4	80
Western Carolina University	▲			3	85
Western Colorado University				2	N/A
Western Kentucky University	▲	F		4	99
Western Michigan University				6	97
Widener University				4	100
William Paterson University	▲	F	▲	8	100
Winona State University		F		4	N/A
Xavier University of Louisiana	▲			2	97
Youngstown State University	▲			3	75

TOP NORTH AMERICAN COLLEGES

	ONLINE COURSE	USCA MEMBER F-FULL, F=ASSOCIATE	SALES INTERNSHIP REQUIRED	TOTAL FACULTY	% OF JOB PLACEMENT
Algonquin College			▲	N/A	95
British Columbia Institute of Technology				5	95
College of New Jersey (The)				1	88
Conestoga College	▲			7	90+
Douglas College	▲			11	N/A
Hocking College				3	85
Kristiania University College				15	100
Morehouse College				3	N/A
Seneca College	▲			15	60

TOP INTERNATIONAL SCHOOLS

	ONLINE COURSE	USCA MEMBER F-FULL, F=ASSOCIATE	SALES INTERNSHIP REQUIRED	TOTAL FACULTY	% OF JOB PLACEMENT
Aalborg University Business School	▲			12	95
Aalen University of Applied Sciences	▲			13	80
Athens University of Economics and Business				3	100
Copenhagen Business School	▲		▲	17	90
EM Strasbourg Business School				2	100
ESB Business School			▲	14	100
Euridis Business School	▲		▲	10	95
Haaga-Helia University of Applied Sciences	▲			13	95
HAN University of Applied Sciences		A		14	90
Justus Leibig University	▲	F		6	100
Middlesex University	▲		▲	3	100
Tampere University of Applied Sciences	▲			14	N/A
Technological University Dublin	▲		▲	7	98
Turku University of Applied Sciences				11	95
Universidad del Desarrollo	▲			9	90
Università Bocconi			▲	3	90
University Clermont Auvergne				16	95
University of Applied Science in Upper Austria	▲	A		14	N/A
University of Applied Science in Wiener Neustadt	▲	A	▲	19	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.

NOTE: Universities listed in *blue* are members of the University Sales Center Alliance

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

Jochen Reiner

jochenreiner@business.aau.dk

Aalborg Ø, Northern Jutland 9220
004599408595

Students: 40

Start Year: 2020

Accreditations/Affiliations: EICU

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: 12

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: 327

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

Arkansas State University's 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 emphasizing consultative and relationship selling processes. The "Collaborate & Create" culture of the Sales Lead Program sparks student innovation and collaborative thinking by teaching, coaching, and pushing students to champion their ideas.

ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS

www.aueb.gr

Vlasis Stathakopoulos

stathako@aubg.edu

Athens, Greece 10476

+ 302108203433

Students: 180

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

Focus Option(s): Entrepreneurship, 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 or Business

Muncie, IN 47306

765 285 3410

Students: 150

Start Year: 1996

Accreditations/Affiliations: AACSB, USCA Full Member, PSE

Program Type(s): UMJ, UMN

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: 450

Start Year: 1985

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

Program Type(s): UMJ

Baylor ProSales is a competency-based major and co-curricular program creating strong consistent outcomes that allow us to guarantee student placement in paid internships and in FT roles prior to graduation.

#1 FASTEST GROWING SALES PROGRAM IN THE COUNTRY



575+
Over 575 students in our sales classes and growing



WVU PROFESSIONAL SALES INSTITUTE

STUDENTS ARE CREATING THEIR OWN PATH FOR SUCCESS

business.wvu.edu/marketing-sales | @wvuchambers



S3@BAYLOR UNIVERSITY

www.BaylorS3E.com
Lane Wakefield
lane_wakefield@baylor.edu

Center for Sports Strategy and Sales
Waco, TX 76798
210 913 2727

Students: 40
Start Year: 2004

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

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

Baylor's Center for Sales Strategy in Sports and Entertainment is the premier program for selling in the sports and entertainment industry. Our vision is to instill integrity in the industry. We do that by emphasizing integrity with guest speakers, scoring rubrics and innovative competitions.

BEMIDJI STATE UNIVERSITY

www.bemidjistate.edu
Robert Strand
Robert.Strand@bemidjistate.edu
Bemidji, MN 56601
218 755 2758

Students: 30
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: 100
Start Year: 2015
Accreditations/Affiliations: AACSB, USCA Full Member, PSE
Program Type(s): **UMN, UMJ**
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
Schmidthorst 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
The specialization in Sales and Services Marketing is the only undergraduate sales curriculum to focus 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. Further, 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.

BRADLEY UNIVERSITY

*INFORMATION FROM 2023
www.bradley.edu/academic/departments/mtg/major/sales/
Dr. Mark C. Johlke



UNIVERSITY of NORTH CAROLINA WILMINGTON

CAMERON SCHOOL of BUSINESS
CENTER for SALES EXCELLENCE AND CUSTOMER DELIGHT

On behalf of our 200+ professional sales students,
sales faculty, advisory board and corporate sponsors...
Thanks to the SEF for all you do to support
our programs and your work in elevating
the sales profession.



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
401 232 6475
Students: 50
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: 80
Start Year: 2018
Accreditations/Affiliations: AACSB
Program Type(s): **UMN**
Focus Option(s): Communication, Broadcast, or Media Sales, Entrepreneurship, Financial Services, Technology
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
www.csuchico.edu/cob/programs/professional-sales/index.shtml
Tom Villa
tpvilla@csuchico.edu
Seufferlein Sales Program
Chico, CA 95928
916 223 2171
Students: 200
Start Year: 2008
Accreditations/Affiliations: AACSB,
USCA Full Member
Program Type(s): **UCE**
The Seufferlein Sales Program is an award-winning, USCA accredited program that prepares students for dynamic careers. Our 21-Unit Professional Sales Certificate, a fully accredited curriculum, provides students with sales/negotiation skills that are in high demand with Fortune 500 corporations. Our mission is to teach students "how to effectively articulate a thought." no matter what major they may be pursuing and has translated in over 500 students enrolled in the program with 60+ majors actively participating.

CALIFORNIA STATE UNIVERSITY, FULLERTON
business.fullerton.edu/engagement/Sales-Leadership/
Brad Anderson, Director

branderson@fullerton.edu
Fullerton, CA 92831
657 278 3235
Students: 110
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.

CAMPBELL UNIVERSITY
www.campbell.edu
Michael Rodriguez
mrodriguez@campbell.edu
Buies Creek, NC 27506
201 232 8441
Students: 50
Start Year: 2022
Accreditations/Affiliations: AACSB
Program Type(s): **UEM**
Focus Option(s): Entrepreneurship, Financial Services, Insurance, Technology
The Center for Sales and Analytics is open to Campbell Business students.



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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PROFESSIONAL
SALES**

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KENNESAW STATE UNIVERSITY
 COLES COLLEGE OF BUSINESS
 Center for Professional Selling

The program is ideal for anyone who seeks to build skills in the area of professional selling with a focus in technology. The program prepares students to understand the sales process and utilize sales technology in today's digital driven market.

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, USP, GF**

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

Our Sales program seeks to develop the next generation of sales leaders with the highest degrees of professional excellence and personal integrity. Our philosophy promotes building trust-based relationships as key to a successful sales career and central to competing ethically in selling. All classes are taught by highly experienced and successful sales professionals who combine practical

and intellectual training in sales with the principles of Catholic social teaching. The results are extremely well-formed individuals who stand out and rise quickly specifically because of their ethics training.

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**

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

Carter McElveen

cwill24@clemson.edu

Clemson, SC 29634

864 656 2290

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 44214

216 687 4724

Students: 100

Start Year: 2019

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

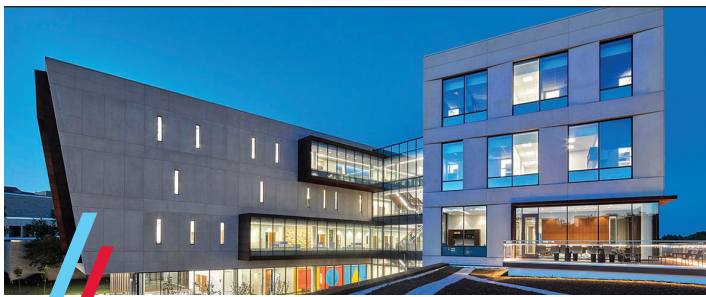
Start Year: 2019

Accreditations/Affiliations: AACSB

Program Type(s): **UCE**

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

Our sales program provides the opportunity for our students to explore careers in professional sales and develop



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



business.ku.edu/professional-selling

the skills necessary to succeed in today's competitive market. Through classroom learning and hands-on selling experiences with our corporate partners, we help build our student's skills so they can thrive in their 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 2139

Students: 100

Start Year: 2018

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

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

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

DEPAUL UNIVERSITY

<https://salesleadershipcenter.com/>

Dr. Rich Rocco

rrocco1@depaul.edu

Chicago, IL 60604

312 362 8655

Students: 360

Start Year: 2005

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

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

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

DePaul's Center for Sales Leadership offers a hands-on, competency-based curriculum taught by nationally recognized faculty. Our courses are supported by leading technologies, case studies, and live sales projects through our many corporate partners. This provides students with an understanding of relevant real-world knowledge and experiences that are essential for successful internships and careers.

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**

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

EAST CAROLINA UNIVERSITY

business.ecu.edu

John Chapman

chapmanjo22@ecu.edu

Greenville, NC 27858-4353

336 210 7492

Students: 426

Start Year: 2016

Accreditations/Affiliations: AACSB

Program Type(s): **UCE**

Through the ECU Sales Academy, we will help develop the next generation of effective sales professionals. Additionally, this initiative provides exposure for our partner firms to current thought leaders in the field of professional selling and sales leadership. We believe the best approach to make the program truly successful, is to partner with industry.

EASTERN KENTUCKY UNIVERSITY

sales.eku.edu/

Paul Niemann

paul.niemann@eku.edu

Berman Center for Professional Sales

Richmond, KY 40475

859 622 1410

Students: 100

Start Year: 2016

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

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

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

The College established the Berman Center for Professional Sales at Eastern Kentucky University to provide professional sales education to students and professionals, equipping them with skills, knowledge, and experience to satisfy the needs of the market. Providing these services enhances economic development in our service area and

provides professional sales career opportunities for students.

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, USCA Associate Member

Program Type(s): **UCO**

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

Our program provides a Concentration in Sales within the Marketing Major and opportunities for paid internships with local partner firms in logistics and retail financial services.

ELON UNIVERSITY

elon.edu/salescenter

Raghu Tadepalli, Ph.D.

rtadepalli@elon.edu

Chandler Family Professional

Sales Center

Elon, NC 27244

336 278 6000

Students: 20

Start Year: 2000

Accreditations/Affiliations: AACSB, USCA Full Member, PSE

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

Michel Klein

m.klein@unistra.fr

Strasbourg, France 67085

+33(3) 68 85 80 00

Students: 120 Undergraduate

35 Graduate

Start year: 2015

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

Eve Bastrenta

e.bastrenta@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

*INFORMATION FROM 2023

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

jinajacksonrockwell@ferris.edu

231 591 2445

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

Lutgert College of Business

Fort Myers, FL 33965

239 590 7598

Students: 16

Start Year: 2017

Accreditations/Affiliations: AACSB

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

Florida Gulf Coast University offers Professional Sales concentration within the Marketing major as well as a minor in Professional Sales. The university also offer a digital badge in Professional Sales.

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PROFESSIONAL
SELLING CAREER**



**CHANGEMAKERS
WANTED**

msudenver.edu/selling

**MSU
DENVER**
Center for
Professional
Selling

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, USCA Associate Member, 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.



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



College of Business

#UCFBusiness

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: 230

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.

HAAGA-HELIA UNIVERSITY OF APPLIED SCIENCES

<https://www.haaga-helia.fi/en>

Anu Nieminen

Anu.Nieminen@haaga-helia.fi

Helsinki, Finland 00520

+358 40 488 7268

Students: 40 Undergraduate

285 Graduate

Start Year: 2006

Accreditations/Affiliations: ESCA

European Sales Competition Association

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

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.

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 Postgrad levels.

HIGH POINT UNIVERSITY

www.highpoint.edu

Larry Quinn

lquinn@highpoint.edu

High Point, NC 27265

336 884 2714

Students: 725

Start Year: 2014

Accreditations/Affiliations: SACS

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

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-confi-

dence, 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.

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: 135

Start Year: 2010

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: 71

Start Year: 2016

Accreditations/Affiliations: AACSB

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

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

Start Year: 2015

Accreditations/Affiliations: AACSB, USCA Full Member

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

www.kennesaw.edu/coles/centers/professional-selling/

Dr. Terry W. Loe



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

tloe@kennesaw.edu

Coles College of Business

Kennesaw, GA 30144

470 578 2017

Students: 343

Start Year: 1996

Accreditations/Affiliations: AACSB, USCA Full Member, SACS

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

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

dipietrom@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


ELON UNIVERSITY | MARTHA AND SPENCER LOVE School of Business


BUILDING THE NEXT GENERATION OF SALES LEADERS

THE CHANDLER FAMILY PROFESSIONAL SALES CENTER

- Develops student sales knowledge and skills
- Connect students with the best national employers
- Offers experiential learning opportunities through Pi Sigma Epsilon, Women in Sales, and competitions

CENTER DIRECTOR

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

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: 130
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: 200
Start Year: 2014
Accreditations/Affiliations: AACSB, USCA Full Member, PSE
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 market-

place. 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 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.

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
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

<https://salesleader.msu.edu/program/>
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.

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 Full Member

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

Recognized as one of the top sales programs 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.

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, EC**
 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.

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**

We are big on application. We don't just want students to learn the skills, we want them to use the skills in mock real-world situations.

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., Ph.D
 jrhuscroftjr@ncat.edu
 Greensboro, NC 27411
 336 285 3386

Students: 55
 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 https://www.ndsu.edu/business/centers_institutes/sales_center/

Eric Gjerdevig
 eric.gjerdevig@ndsu.edu

Fargo, ND 58102
 701 866 8964
 Students: 125
 Start Year: 2013
 Accreditations/Affiliations: AACSB, USCA Full Member
 Program Type(s): **UCE, UMN**
 Focus Option(s): Entrepreneurship, Technology
 NDSU's Center for Professional Selling and Sales Technology offers both a certificate and minor in professional selling that enables students across the university to develop their sales competencies. The Center combines a highly-engaged advisory board, a group of committed corporate partners with an academically qualified teaching staff possessing industry experience in an extremely experiential learning environment.

NORTHERN ARIZONA UNIVERSITY

<https://nau.edu/franke-college-business/certificates/professional-sales/>

Steven Liu
 steven.liu@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 vibrant 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

Jenny Redisi
 jredisi@niu.edu
 DeKalb, IL 60115
 630 715 4885
 Students: 255
 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



National Team Selling Competition | October 16–18

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

#3

in marketing

U.S. News & World Report
 Best Undergraduate Business Programs, 2024

Advancing professional sales

gokelley.iu.edu/globalsales



KELLEY SCHOOL OF BUSINESS
 Center for Global Sales Leadership

is also the only university to publish a journal that bridges sales theory and practice (Journal of Selling).

NORTHERN KENTUCKY UNIVERSITY

<https://www.nku.edu>
 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).

NORTHWOOD UNIVERSITY

www.northwood.edu
 Dr. Andrew Anderson
 andersan@northwood.edu
 Midland, MI 48640
 989 837 5152
 Students: 80
 Start Year: 2023
 Accreditations/Affiliations: ACBSP
 Program Type(s): **UMJ, UMN**

Focus Option(s): Communication, Broadcast, or Media Sales, Entrepreneurship, Financial Services, Insurance
 The Sales Major and Minor at Northwood University are designed to equip students with the skills and knowledge they need to excel. Sales is not just about selling products, it's about building relationships, communication, negotiations and problem-solving. Our Sales Major and Minor offer real-world experience through internships, role-playing scenarios, sales competitions and live sales projects. Students work closely with experienced faculty who have extensive industry background, providing valuable insights and mentoring to prepare students for the challenges and opportunities in sales.

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: 700
 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

REYNOLDS & REYNOLDS
SALES LEADERSHIP INSTITUTE
MAYS BUSINESS SCHOOL

www.mays.tamu.edu/sales
@tamUSALES

USCA
UNIVERSITY SALES CENTER ALLIANCE
Advancing the Sales Profession Through Teaching, Research and Outreach

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 700 active members.

OKLAHOMA STATE UNIVERSITY

business.okstate.edu/csse/index.html

Whitney Roman

whitney.roman@okstate.edu

Stillwater, OK 73074

817 723 2872

Students: 300

Start Year: 2015

Accreditations/Affiliations: AACSB, USCA Associate Member

Program Type(s): **UCE**

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

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: 50

Start Year: 2019

Accreditations/Affiliations: AACSB, PSE

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

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

917 678 6933

Students: 75

Start Year: 2019

Accreditations/Affiliations: AACSB

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

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

PACE UNIVERSITY

www.pace.edu/lubin/faculty-and-departments/departments/marketing-department/lubin-sales-team

Harvey Markovitz

hmarkovitz@pace.edu

New York, NY 10009

917 453 0938

Students: 30

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/

Dr. 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

Greg Dumont

gdumont@plymouth.edu

Plymouth, NH 03264

603 969 9839

Students: 200

Start Year: 2010

Accreditations/Affiliations: ACBSP, USCA Associate Member

Program Type(s): **UMN**

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

www.pointpark.edu/academics/schools/business/michael-p-pitterich-sales-innovation-center

Dr. Dorene Ciletti

dciletti@pointpark.edu

Pittsburgh, PA 15222

412 392 8020

Students: 112

Start Year: 2019

Accreditations/Affiliations: IACBE, USCA Associate Member

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

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

Point Park's professional sales program demonstrates a commitment to social responsibility in sales. With small class sizes and experiential learning, the program strives to develop career-ready graduates who are well-prepared to meet the demands of the marketplace. We view sales skills as success skills and 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: 2010

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: 2018
 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.

ROBERT MORRIS UNIVERSITY

www.rmu.edu/sales
 Jill A. Kurp, Ph.D.
 kurp@rmu.edu
 Moon Township, PA 15108
 412 397 3465
 Students: 80
 Start Year: 2018
 Accreditations/Affiliations: AACSB,
 USCA Associate Member, PSE
 Program Type(s): **UCE**
 Focus Option(s): Entrepreneurship
 Communication, Broadcast, or Media
 Sales, Financial Services, Industrial Distribution, Medical or Healthcare Sales,
 Technology
 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/programs/professional-selling/default.aspx
 Dr. Denny Bristow
 dbristow@stcloudstate.edu
 Saint Cloud, MN 56301
 320 431 0009
 Students: 90
 Start Year: 2014
 Accreditations/Affiliations: AACSB,
 USCA Associate Member
 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
 masmi@salisbury.edu
 Perdue School of Business
 Salisbury, MD 21801
 410 548 4509
 Students: 105
 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: 70
 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.

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 es-

sential 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
 Harrison College of Business and Computing
 Cape Girardeau, MO 63701
 901 229 4259
 Students: 40
 Start Year: 2010
 Accreditations/Affiliations: AACSB
 Program Type(s): **UMJ, UMN**
 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,
 CAHIM, CCNE, CACREP, CEPH, CAEP
 Program Type(s): **UCE, UCO, UMN**
 Focus Option(s): Medical/Healthcare Sales
 The Southern New Hampshire Univer-



University of Dayton

**Fiore Talarico
Center for
Professional Selling**



2023 NCSC Overall Team Champions

Tony Krystofik, Director
akrystofik1@udayton.edu

sity (SNHU) Professional Sales Program provides specialized training in sales and relationship-building skills applicable across industries. Students develop competencies in needs assessment, solution design, and ethical influence. Through simulations, coaching, competitions, and internships, they gain practical experience in consultative selling and sales management. A focus on empathy, cultural competence, and ethics prepares graduates to build value-added relationships and promote social good. The program aligns with SNHU's emphasis on understanding diverse contexts in shaping human needs and relationships.

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**

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.

STETSON UNIVERSITY

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

John Riggs

riggs@stetson.edu

Deland, FL 32723

386 822 7363

Students: 120

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
Selingsgrove, PA 17870-1164
570 372 4306

Students: 50

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-myyynnin-ja-myyntin-johtamisen-ylempi-tutkinto-ohjelma

Sini Jokiniemi

sini.jokiniemi@tuni.fi

Tampere, Finland 33520

+358 50 5985705

Students: 70

Start Year: 2016

Accreditations/Affiliations: GSSI

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

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): **UCO, 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/

Melissa Glenn

melissa.glenn@temple.edu

Fox School of Business and Management

Philadelphia, PA 19122

215 204 4341

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, 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 is a group of faculty, staff and students dedicated to providing sales, marketing, and business education for Aggies (former, current, and future) through a variety of educational and experiential opportunities. We focus on effective communication, problem-solving, relationship building, and general business acumen as keys for success.

TEXAS CHRISTIAN UNIVERSITY

neeley.tcu.edu/SalesCenter/

Dr. Zachary Hall

z.hall@tcu.edu

Fort Worth, TX 76109

817 257 5068

Students: 210

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): **UCE, 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-supply-chain-economics/

Bob Riggie

bob.riggie@citadel.edu

Charleston, SC 29409

843 395 5056

Students: 50

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

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 Ful 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

www.tuas.fi/en/study-tuas/degree-programmes/master-business-administration-professional-sales/

Timo Holopainen

timo.holopainen@turkuamk.fi

Turku, Finland 20520

+358 50 985786

Students: 170

Start Year: 2008

Accreditations/Affiliations: GSSI, Ministry of Education, AASE

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

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

Turku UAS utilizes a learning approach called Innovation pedagogy, which links together education, RDI and real-life businesses. Turku UAS publishes its own online magazine TALK, and is active in Research and Development and Innovation activities in sales via RDI projects and Customer Behavior Laboratory. We have a profound role in local, national and international Sales Competitions in Europe and Asia, and offer a Bachelor major, with focus on B2B sales, technology sales, financial and insurance sector sales. Turku UAS also provides MBA in Sales Management.

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: 30

Start Year: 1999

BUILDING THE CONNECTIONS

Join our team of corporate partners who engage and network on campus, participate in competitions, and contribute to classroom training that enriches students' education and creates career opportunities that can strengthen your sales teams.

LEARN MORE

JMU
Center for Professional Sales

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

<https://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**

Focus Option(s): Entrepreneurship

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@sdabocconi.it

Milano, Italy 20139

+39 02 58366820

Students: 90

Start Year: 2002

Accreditations/Affiliations: AACSB, GSSI

Program Type(s): **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

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

& 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): Entrepreneurship, Financial Services, Industrial Distribution, Insurance, International Business, Medical or Healthcare Sales, Technology

After years of class development, actual classes and credentials creation, The University of Akron's sales program was officially launched in 1994, with now well over 1,500 graduates. We offer a sales major, a professional selling minor and 3 sales certificates (general, engineering and healthcare). 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 training starts here and NOW!

UNIVERSITY OF ALABAMA

www.uasalesprogram.com

Joe Calamus 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 and provide professional opportunities for students.

UNIVERSITY OF ALABAMA AT BIRMINGHAM

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

John Hansen

jdhanen@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

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 UPPER AUSTRIA

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

Christian Stadlmann

christian.stadlmann@fh-steyr.at

Steyr, Austria 4400

0043-5080433512

Bachelor Students: 50

Master Students: 45

Start Year: 2003

Accreditations/Affiliations: GSSI, AASEI, USCA Associate Member

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 APPLIED SCIENCES IN WIENER NEUSTADT

<https://www.fhwn.ac.at/studiengang/business-development-und-sales-management>

Johannes Reiterer

johannes.reiterer@fhwn.ac.at

Wiener Neustadt, Austria 2700

+43 5 0421 1412

Students: 50

Start Year: 2014

Accreditations/Affiliations: USCA Associate Member

Program Type(s): UMJ, UMN, GCE

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

The master program Business Devel-

opment & 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 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 UA Little Rock Center for Professional Selling joins students, faculty, and business leaders for a student-centered sales education. There is a sales concentration within the marketing major, a 12-hour sales minor, or a 12-hour sales certificate with classes online, via Zoom, or in the classroom. The Certificate is designed for anyone looking for training in professional sales and is also available to any student admitted to UA Little Rock; it 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 Full 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. We have a sales lab sponsored by State Farm that includes state of the art video recording technology. Our students

successfully compete in several national sales competitions each year, as well as compete for sales scholarships in the Fastenal sales competition we host each year. Our corporate sponsorship program provides partners access to our sales students, and students with internship and job opportunities.

UNIVERSITY OF CENTRAL OKLAHOMA

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

The sales program at the University of Cincinnati is designed to prepare students for B2B sales careers. With over 400 students enrolled in a sales course every semester and 240 students enrolled in our ground-breaking Women in Sales course each year, our program thrives on the diversity of our students and instructors. Open to all majors across campus, the UC sales program attracts students from a variety of majors, experiences, ethnicities and backgrounds.

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, Real Estate, Sports Marketing, 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 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): Communication, Broadcast, or Media Sales, Entrepreneurship, 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

https://udayton.edu/business/experiential_learning/centers/center_professional_selling/index.php

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. 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 Center is strategically aligned with High-Technology Industries that are engaged in B2B Consultative Selling, focused on Major Sales opportunities, which leads to the development of long-term Customer Partnering Relationships.

UNIVERSITY OF DENVER

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

Yashar Atefi

yashar.atefi@du.edu

Daniels College of Business

Denver, CO 80208

303 871 3317

Students: 75

Start Year: 2018

Accreditations/Affiliations: AACSB, USCA Associate Member, PSE

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

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

Cindy Rippé

cindyrippe@uga.edu

Terry College of Business

Athens, GA 30602

706 542 5582

Students: 150

Start Year: 2001

Accreditations/Affiliations: AACSB, PSE

Program Type(s): **UEM**

In partnership with Hormel Foods



GREAT NORTHWOODS SALES WARM-UP

University of Wisconsin-Eau Claire

October 10-12th, 2024



Become a GNSW Sponsor!

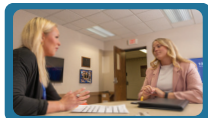
General Sponsor

Recruit your next sales hire!

- Engage with students from the top sales programs in the country
- Immediate Digital recordings of participants' role play
- Resumes of all student participants
- Job Listings posted on the GNSW website

Increased student engagement!

- Booth at the Career Fair on Friday
- Activities and prizes to encourage student engagement
- Network with students prior to the career fair
- Opportunity for at least 3 reps to judge student role plays



Contact us now about GNSW!
Dr. Lenita Davis
(davislen@uwec.edu)

Melaney Barba
(barbama@uwec.edu)

Reception Sponsor

General sponsorship benefits plus.....

- Named sponsor for either reception or dinner
- Signage and acknowledgment at reception
- Present at the reception/dinner

More Info
www.uwecsaleswarmup.com



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, GSSI

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

Focus Option(s): Non-profit, Major Account Sales

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 IOWA

<https://tippie.uiowa.edu/businesses/partner-our-centers/inside-sales-lab>

Charles Keene

charles-keene@uiowa.edu

Iowa City, IA 52242

319 335 1037

Students: 100

Start Year: 2021

Accreditations/Affiliations: AACSB

Program Type(s): UCO

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

Building on the strengths of the Tippie College of Business, the sales initiative seeks to align top students with the resources and experiences needed to address the challenges of sales in the 21st century. Utilizing a state of the art Inside Sales Lab and combining cutting-edge analytics with personal connection, Tippie Sales strives to combine science with art and equip Tippie graduates to be sought after problem identifiers, and solvers.

UNIVERSITY OF KANSAS

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

Kristen Helling

khelling@ku.edu

Lawrence, KS 66045

785 864 6776

Students: 350

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

*Information from 2023

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/

Katina Kulow

katina.kulow@louisville.edu

Louisville, KY 40241

502 852 4855

Students: 125

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

jjgardne@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

The Professional Sales major emphasizes experiential learning in key areas such as selling fundamentals, team selling, negotiations, and sales analytics. Students can refine their sales skills through competitions, conferences, training sessions, networking events, and diverse industry internships. The student-led sales club fosters a growth mindset, business acumen, and leadership skills, aligning with our goal to equip students for successful careers. The club organizes an annual sales conference, participates in national sales competitions, and conducts regular meetings with industry professionals to support student development.

UNIVERSITY OF MISSISSIPPI

business.olemiss.edu/

Barry J. Babin

bbabin@bus.olemiss.edu

University, MS 38677

662 915 1822

Students: 200

Start Year: 2020

Accreditations/Affiliations: ACBSP, PSE

Program Type(s): UMJ, USP

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

<https://business.missouri.edu/programs-admissions/centers-institutes/center-sales-and-customer-development>
 Dr. Anthony G. Vatterott, Executive Director
 Agv9@umsystem.edu

Trulaske College of Business
 Columbia, MO 65211
 573 882 9348
 Students: 250
 Start Year: 2016

Accreditations/Affiliations: AACSB, USCA Associate Member

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

*Information from 2023

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, Ph.D.

ravisohi@unl.edu

Lincoln, NE 68588-0492
 402 472 2316

Students: 640

Start Year: 2013

Accreditations/Affiliations: AACSB, USCA Associate Member

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

402 544 3156

Students: 188

Start Year: 2019

Accreditations/Affiliations: AACSB, USCA Associate Member

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

Students participate in live sales role-plays with professionals via phone, video conference, and in-person. The Center hosts sales job fair and speed-selling event with partners each semester with 200+ students in attendance. All students participate in professional development activities including job shadows, site visits, resume reviews, "lunch and learn" panels. Select students attend regional and national competitions.

UNIVERSITY OF NEW HAMPSHIRE

www.unhsales.com

James McIlroy

james.mcilroy@unh.edu

Peter T. Paul Center

Durham, NH 03824

603 862 1274

Students: 175

Start Year: 2017

Accreditations/Affiliations: AACSB, USCA Associate Member

Program Type(s): **UMN**

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

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

*Information from 2023

www.newhaven.edu

Ronald Kuntze

rkuntze@newhaven.edu

NEW NAME, WINNING SALES GAME

The Carl H. Lindner College of Business is proud to celebrate our sales center's renaming, inspired by alumnus **Jim Grau**, BBA '73.

From our groundbreaking Women in Sales class, to being a national leader in co-op and experiential learning, we are developing the next generation of sales leaders.

LEARN MORE:



University of CINCINNATI GRAU CENTER FOR PROFESSIONAL SELLING

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: 100

Start Year: 2020

Accreditations/Affiliations: AACSB

Program Type(s): **UCE**

The program at the UNM Center for Sales & Business Development emphasizes practical acquisition and application of sales skills. At the undergraduate

level, students can take courses in Professional Selling, Entrepreneurial Selling, and Advanced Sales. At the graduate level, students can take a course in Business Development. The sales faculty work closely with our corporate partners and Advisory Board to expose students to sales practices and career paths.

UNIVERSITY OF NORTH ALABAMA

www.steelesalescenter.com

Erin Gillespie

egillespie1@una.edu

Florence, AL 35632

256 765 4330

Students: 68

Start Year: 2012

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 transformational student engagement. The end goal is to provide our students with game-changing career opportunities and our corporate partners with superior sales talent.



**BALL STATE
UNIVERSITY**
Center for Professional Selling



READY TO TAKE FLIGHT



Ball State Sales students soar once they start their careers. They have real world skills and put relationships first. Through our innovative curriculum, professional development, networking events, sales competitions, and industry partners, our students see all aspects of sales before they take flight into the professional world.

Director **Chris Wilkey** • cawilkey@bsu.edu • 765-285-3410

Learn more about our events,
partnership opportunities,
and our programs at:
bsu.edu/salescenter



UNIVERSITY OF NORTH CAROLINA AT GREENSBORO

uncg.edu

James S. Boles

jsboles@uncg.edu

Bryan School of Business and Economics

Greensboro, NC 27402-6170

336 580 8763

Students: 100

Start Year: 2015

Accreditations/Affiliations: AACSB

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

Our program focuses on providing undergraduate students with a strong background in sales and sales leadership 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: 225

Start Year: 2013

Accreditations/Affiliations: AACSB,
USCA Full Member, PSE

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

The UNCW sales concentration prepares

students for a career in professional sales through a rigorous sales curriculum, opportunities to participate in internal and external sales competitions, close interaction with our corporate partners, and numerous internship opportunities.

UNIVERSITY OF NORTH CAROLINA

*Information from 2023

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 Business, Medical/Healthcare Sales, Technology, Channel Sales

The program focuses on B2B Consultative 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: 42

Start Year: 2021

Accreditations/Affiliations: AACSB

Program Type(s): **UMN**

Focus Option(s): Communication, Broadcast, or Media Sales, Entrepreneurship, Financial Services, Industrial Distribution, 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 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 customer mindset.

UNIVERSITY OF NORTH GEORGIA

*Information from 2023

ung.edu/degrees/bachelors/marketing.php

Dahlonega, GA 30597

Students: 125

Start Year: 2018

Accreditations/Affiliations: AACSB

Program Type(s): **UCO**

The program trains students in consultative and needs-based selling through hands-on sales practice and experiential learning. All students compete in two competitions judged by industry experts. 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

<https://cob.unt.edu/undergrad/explore-degrees/bba-marketing-professional-selling>

Terrence Suber

Terrence.suber@unt.edu

Denton, TX 76203-5017

940 565 3091

Students: 50

Start Year: 2014

Accreditations/Affiliations: AACSB

SACSCOC

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 training. 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 situations. 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

*Information from 2023

www.sandiego.edu

Carlton O'Neal

conear@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, Financial 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

Beth Renninger

beth.renninger@moore.sc.edu

Columbia, SC 29208

610 291 6954

Students: 500

Start Year: 2017

Accreditations/Affiliations: AACSB

Program Type(s): **UCO**

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/market-ing-sales-innovation/

Robert Hammond

rwhammond@usf.edu

Tampa, FL 33620-0001

813 974 2079

Students: 300

Start Year: 2018

Accreditations/Affiliations: AACSB

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

Kevin Buckley
kevin.buckley@usm.edu
Hattiesburg, MS 39406
601 266 5022
Students: 80
Start Year: 2010

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

Focus Options: Communications/ Broadcast Sales, Entrepreneurship, Medical/Healthcare Sales, Technology

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 Schetzslé
sschetzslé@ut.edu
Sykes College of Business
Tampa, FL 33606
813 257 3145
Students: 150
Start Year: 2019

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

The sales program blends theory and real-world application to enhance students' ability to sell themselves and effectively develop and manage mutually beneficial relationships with customers. Activities and projects are grounded in experiential B2B selling, focusing on value and solution selling. The Institute for Sales Excellence hosts internal sales competitions and a variety of networking opportunities throughout the year.

UNIVERSITY OF TENNESSEE CHATTANOOGA

www.utc.edu/rollins-sales-institute

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
The value proposition of the Sales

Institute at UTC includes: 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 2022; small sales Class sizes; individualized coaching and mentoring of UTC sales students.

UNIVERSITY OF TENNESSEE KNOXVILLE

<https://haslam.utk.edu/marketing/>

Christine White
cwhit125@utk.edu
James A. Haslam College of Business
Knoxville, TN 37996
865 974 1675
Students: 300
Start Year: 2017

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

Haslam College of Business seeks to develop the next generation of sales talent through the marketing department's innovative sales curriculum, hands-on leadership development opportunities, and meaningful interaction with best-in-class partner companies. Through its innovative professional sales curriculum track (including an on-campus sales internship course each semester in the Marketing and Sales Skills Lab) and student-led Professional Sales Leadership Program, the University of Tennessee remains focused and committed to providing students plentiful opportunities to learn and explore careers in professional sales.

THE UNIVERSITY OF TEXAS AT ARLINGTON

*Information from 2023
<https://catalog.uta.edu/business/marketing/undergraduate/#certificatetext>

Larry Chonko
Larry.Chonko@exchange.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.

California State University, Chico
SEUFFERLEIN SALES PROGRAM



Earn a Professional Sales Certificate, Analytical Certificate, and Communicative Certificate

Network with Industry leading Corporate Sponsors

Participate in Sales Competitions and Sales Workshops

LEARN HOW TO BEST ARTICULATE A THOUGHT



532 Students
30 Corporate Partners
Total \$ Awarded: \$38,000
60 Total Majors
400+ FREE Textbooks Given Out

California State University Chico
Seufferlein Sales Program

Learn more about our program



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 78735
512 468 1090
Students: 180
Start Year: 2020

Accreditations/Affiliations: AACSB, ACBSP

Program Type(s): **UMN**
UT Austin enables a Minor in Professional Sales & Business Development, open to all undergraduate majors who meet a 3.0 GPA requirement and complete 3 essays. The program is sponsored by, and curriculum delivered, in both the business and communication colleges. Students complete a curriculum of 16 credit hours. The program is supported by a PHD level Director and a former Corporate Sales Executive, and currently has 12 supporting corporations. We have grown from zero students in '20/'21 to nearly 200 students in '23/'24..

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, EC**
Focus Option(s): Entrepreneurship
Financial Services, Insurance, Medical or Healthcare Sales, Technology
The program at UT Dallas is an iterative design approach using modern technology and modern motions to adapt to the ever-changing buyer centric selling experience. Our program is experiential and uses modern technology sales technology stack that allows our students to learn to prospect and sell in the current ecosystem. All our core classes have skill development objectives and performance quotas. Our curriculum is a living breathing curriculum that moves to the market.

UNIVERSITY OF THE FRASER VALLEY

www.ufv.ca/programs/professional-sales-minor/

Mark Breedveld
mark.breedveld@ufv.ca
Abbotsford, British Columbia, Canada
V2S 7M8
604 864 4694

Students: 90
 Start Year: 2010
 Accreditations/Affiliations: AACSB, EFMD
 Program Type(s): **UMN**
 UFV is the only university in Canada offering a minor in Professional Sales.

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: 236
 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, 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

<https://advising.utah.edu/majors/quick-look/professional-selling-business-development.php>
 Kaylee Miller
 kaylee.miller@eccles.utah.edu
 David Eccles School of Business
 Salt Lake City, UT 84112
 801 581 7676
 Students: 93
 Start Year: 2018
 Accreditations/Affiliations: AACSB
 Program Type(s): **UCE, UEM, UMN**
 Focus Option(s): Technology
 The University of Utah provides courses in sales and negotiation to create skills in professional sales. We have found our students are top in their cohort as they move into industry prepared not just to find leads, but to ask and drill down on good discovery questions and present a solution meaningful to the prospect.

UNIVERSITY OF WASHINGTON

foster.uw.edu/academics/certificates-and-minors/sales-certificate-program/
 Jim Hawkins
 jimhawk@uw.edu
 Michael G. Foster School of Business

Seattle, WA 98105
 206 221 5734
 Students: 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: 150
 Start Year: 2006
 Accreditations/Affiliations: AACSB, USCA Full Member, PSE, GSSI
 Program Type(s): **UCE, UCO**
 The Center for Sales and Sales Management prepares students to be successful sales professionals or sales managers. Faculty help develop analytic and communication skills as well as knowledge of marketing and sales. Their real-world sales experience provides valuable insight into the potential of a sales career. In addition to course work and practical applications of skills in real-world situations, students work on community service projects, gain internships, compete in sales competitions and participate in student organizations such as Pi Sigma Epsilon (PSE) or the American Marketing Association (AMA).

UNIVERSITY OF WISCONSIN OSHKOSH

www.uwosh.edu/cob/sales/re-source-page/
 Heather S. Veesser
 veesserh@uwosh.edu
 Oshkosh, WI 54901
 920 424 7468
 Students: 20
 Start Year: 2012
 Accreditations/Affiliations: AACSB
 Program Type(s): **UCE**
 The UWO Sales Program moves education beyond the lecture hall with hands-on learning activities and sales competitions. Students learn best practices directly from professionals active across the field of sales, both on-campus and through field trips to local companies. Students earn a Sales Certificate as the

class is a 9-credit program—open to all majors—designed to prepare students for a position in professional sales. The program is normally offered during Fall and Spring semesters. Students complete all 9 credits in one semester.

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: 38
 Start Year: 2010
 Accreditations/Affiliations: AACSB, USCA Associate Member
 Program Type(s): **UCE, UCO**
 Focus Option(s): Financial Services, Technology
 Extensive participation by industry partners. Develop hands-on skills in salesforce.com.

UNIVERSITY OF WISCONSIN PLATTEVILLE

www.uwplatt.edu/program/professional-sales
 George Krueger
 kruegerg@uwplatt.edu
 Platteville, WI 53818
 608 342 1803
 Students: 30
 Start Year: 2008
 Accreditations/Affiliations: ACBSP
 Program Type(s): **UMJ**
 UW-Platteville's sales courses are built with a student-centric approach. We stress the importance of real-world applications for the knowledge you'll gain. Here you'll find experiential learning that connects your education to your future career, as well as the opportunity to help others achieve their goals.

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: 35
 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
 262 472 1333
 Students: 225
 Start Year: 2012
 Accreditations/Affiliations: AACSB, PSE, USCA Full Member
 Program Type(s): **UCE, UEM, UMN**
 Focus Option(s): Entrepreneurship, 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 programing opportunities without regard to major or background.

UNIVERSITY OF WYOMING

www.uwyo.edu/SALES/index.html
 Mike Burns
 mike.burns@uwyo.edu
 Laramie, WY 82071
 307 766 6457
 Students: 125
 Start Year: 2017
 Accreditations/Affiliations: AACSB, USCA Associate Member
 Program Type(s): **UMJ, UMN**
 Our programs and activities provide our sales students varied opportunities to refine networking skills and engage with the sales community helping students build a network of mentors and supporters enabling opportunities and success. Our supportive instruction and practice enables students to develop the essential selling skills demanded by today's organizations to effectively engage and develop relationships with prospective customers.

UTAH STATE UNIVERSITY

huntsman.usu.edu/prosales/
 Sterling Bone, Ph.D.
 sterling.bone@usu.edu
 Logan, UT 84322
 801 369 7171
 Students: 150
 Start Year: 2014
 Accreditations/Affiliations: AACSB, USCA Associate Member
 Program Type(s): **UMN**
 Focus Option(s): Industrial Distribution, Technology
 Huntsman ProSales is a professional development, mentoring and service organization focused on providing a strong foundation to students to receive the training, experience and mentoring

needed to build their careers in business and professional sales. Huntsman ProSales is a recognized national leader in higher education for providing a market-driven, student-led organization. To achieve this mission Huntsman ProSales transforms students' lives by focusing on its three supporting pillars and principles which are: (1) Extraordinary Networking; (2) Competitive National Presence; and (3) Rigorous Market-Driven Curriculum.

VIRGINIA COMMONWEALTH UNIVERSITY

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

Jonathan Ross Gilbert
gilbertjr@vcu.edu

Richmond, VA 23284-4000
702 406 9229

Students: 150

Start Year: 2018

Accreditations/Affiliations: AACSB, USCA Associate Member, 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

The mission of the VCU Center for Professional Selling is to be the #1 program for diverse sales talent in the U.S. and the academic incubator for developing professional sales talent in Virginia. Our vision is to drive academic and workplace performance through the power of educating in selling professionalism.

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: 240

Start Year: 2011

Accreditations/Affiliations: AACSB, PSE, USCA Full Member

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

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 Nelson

julie.nelson@wsu.edu

Carson College of Business
Vancouver, WA 98686

360 546 9750

Students: 155

Start Year: 2006

Accreditations/Affiliations: AACSB

Program Type(s): **UCE**

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: 500

Start Year: 1984

Accreditations/Affiliations: GSSI, USCA Full Member

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

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

WEST VIRGINIA UNIVERSITY

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

Dr. David Brauer

david.brauer@mail.wvu.edu

Morgantown, WV 26505

412 335 5507

Students: 220

Start Year: 2010

Accreditations/Affiliations: AACSB, USCA Full Member, PSE

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

LAUNCH YOUR SALES CAREER AT POINT PARK!



MICHAEL P. PITTERICH
SALES AND INNOVATION CENTER

ROWLAND
SCHOOL OF BUSINESS
POINT PARK UNIVERSITY



PointPark.edu/Sales



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: 110

Start Year: 1999

Accreditations/Affiliations: AACSB

Program Type(s): **UEM**

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 42103

270 745 2993

Students: 300

Start Year: 2007

Accreditations/Affiliations: AACSB, USCA Full Member

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

The WKU sales program is the only fully certified sales program in KY and TN, offering a major and minor in selling.

WESTERN MICHIGAN UNIVERSITY

wmich.edu/marketing/academics/sbm

James Eckert

jim.eckert@wmich.edu

Haworth College of Business

Kalamazoo, MI 49008

269 267 0742

Students: 250

Start Year: 1999

Accreditations/Affiliations: AACSB

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

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

Using our innovative "Selling the Western Way" curriculum, Western Michigan University's Sales & Business Marketing major has been a premier collegiate sales program since 1999. Our student success is the result of not just what we teach, but how we teach it. We deliver unmatched hands-on learning that delivers real experience and real skills that lead to real jobs. As a result, our students graduate from the program not just having learned about selling but having learned how to sell.

WIDENER UNIVERSITY

*Information from 2023

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, Ph.D.

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

*Information from 2023

<https://www.xula.edu/division/division-of-business/business-sales-marketing-major.html>

Amanda Helm

ahelm@xula.edu

New Orleans, LA 70115

504 520 5044

Students: 50

Start Year: 2002

Accreditations/Affiliations: ACBSP

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

The Sales and Marketing Program at Xavier University gives students a strong background in sales skills, sales role play experience, business analytics and marketing decision making skills. Our students have many internship opportunities through our active corporate partners.

YOUNGSTOWN STATE UNIVERSITY

<https://catalog.yzu.edu/undergraduate/colleges-programs/college-business-administration/department-management-marketing/marketing-sales-management-track/>

John Rossi

jfrossi@ysu.edu

Youngstown, OH 44555

330 941 3062

Students: 110

Start Year: 2014

Accreditations/Affiliations: AACSB

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

Focus Option(s): Industrial Distribution, Medical or Healthcare Sales

Professional selling directs the sales of goods, products, and/or services for a company or organization. Sales jobs can be found in virtually every industry, including wholesale and retail trade, manufacturing, and services industries. The employment of Sales Managers is expected to grow significantly within the next five years as the economy grows and existing organizations expand.

NORTH AMERICAN COLLEGES

ALGONQUIN COLLEGE

www.algonquincollege.com/

Patrick Charlton

charltp@algonquincollege.com

Ottawa, ON, Canada, K2G 1V8

613 727 4723 x 2502

Students: N/A

Start Year: 1995

Accreditations/Affiliations: CPSA

Program Type(s): **GCE**

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

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

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: 40

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.

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

*Information from 2023

www.hocking.edu/sales-certificate

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

tial learning in Social Media Marketing, CRM system utilization, and consultative selling applications.

KRISTIANIA UNIVERSITY COLLEGE

www.kristiania.no/studier/bachelor/digital-markedsforing-og-salgsledelse/

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

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/academics/schools/business/professional-selling/

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

706 729 2708

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.

BOISE STATE UNIVERSITY

www.boisestate.edu/cobe/

Frank Veltri

Frankveltri@boisestate.edu

Boise, ID 83579

208 426 3584

Boise State is preparing to start a sales program in the near future.

BRIGHAM YOUNG UNIVERSITY

www.byusalesociety.com/

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.

DOMINICAN UNIVERSITY

dom.edu

David Aron

daron@dom.edu

River Forest, IL 60205

708 524 6681

Dominican University offers one sales course. This course presents the principles and techniques involved in the selling process and the role of selling and sales management in the marketing plan.

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, 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!

GRAND VALLEY STATE UNIVERSITY

www.gvsu.edu/marketing/

Mark Kubik

kubikma@gvsu.edu

Grand Rapids, MI 45904

616 331 7236

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.

INDIANA UNIVERSITY EAST

www.iue.edu/
 LaCalvince Simpson
 lalcalvince.simpson@gmail.com
 Richmond, IN 47374
 765 973 8295

Indiana University East offers one sales course.

JOHNSON & WALES UNIVERSITY

www.jwu.edu/
 Diane 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/participated 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

DeGroote 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/html
 Terri Barr
 barrtf@miamioh.edu
 Oxford, OH 45056
 513 529 3096

The Professional Selling course is required of all Marketing majors, hence the number of undergraduates every semester in the course. The course is skills-based. A specialized certificate in Healthcare Sales was introduced in the Fall of 2022.

MONTPELLIER MANAGEMENT UNIVERSITÉ DE MONTPELLIER

www.montpellier-management.fr/liste-des-formations/ml-management-et-business-development/
 Estelle Pellegrin-Boucher
 estelle.boucher@umontpellier.fr
 Montpellier, France 34000
 06 61 74 94 88

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

<http://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.

OULU 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.

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.

RUTGERS UNIVERSITY

<https://myrbs.business.rutgers.edu/undergraduate-newark/professional-selling-concentration>
 Phillip Cohn
 pcohn@business.rutgers.edu
 Hillsdale, NJ 07642
 201 543 8354

Our Professional Selling Concentration

empowers students with the skills, strategies, and techniques necessary to be a successful sales professional and apply those learnings through "real-world" classroom experiences including: Finding customers and developing relationships, Using strategies and tools to meet client needs, Solving customer problems, Psychology of Selling, and Building and motivating a sales team.

TEXAS A&M UNIVERSITY

*INFORMATION FROM 2023
<https://agecon.tamu.edu/weston-agri-food-sales-program/>
 Codie Wright
 codie.wright@tamu.edu
 College Station, TX 77843
 979 458 0288

Our renowned Weston AgriFood Sales Program is an outstanding resource to students and professionals across the University, state and nation. We have built a strong network of corporate partners and industry representatives who bridge the gap between industry and academia. We prepare students for an exciting profession in business-to-business sales. Exposure to these classes would be essential to any student looking to pursue a career in professional sales, expand their professional network, and explore career development opportunities.

UNIVERSITY OF ARKANSAS

www.uark.edu
 John Ballentine
 jballentine@walton.uark.edu
 Fayetteville, AR 72701
 479 408 3307

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 V6N 2W5
 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 83844-3161
 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 2024.

UNIVERSITY OF MEMPHIS

<https://www.memphis.edu/mscm>
 Dr. John Cicala
 jcicala@memphis.edu
 Memphis, TN 38152-3120
 901 678 4613

We offer an Emphasis in Sales and Account Management for students obtaining a B.B.A. in Marketing, as well as a Minor in Professional Selling, in the hometown of FedEx, AutoZone, ServiceMaster, St. Jude's, and International Paper.

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 Kalwey
 t.kalwey@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 WISCONSIN
LA CROSSE**

www.uwlax.edu/marketing/sales-team/
Stacy Trisler
strisler@uwlax.edu
La Crosse, WI 54601
608 386 2989

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.

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

*INFORMATION FROM 2023
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.

**UNIVERSITY OF MASSACHUSETTS
LOWELL**

*INFORMATION FROM 2023
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.

ADDITIONAL UNIVERSITIES

The following universities have not recently completed the SEF Annual Survey. We support their efforts, but their listing has not been updated, therefore it cannot be confirmed as accurate in 2024.

CRANFIELD UNIVERSITY

www.cranfield.ac.uk
Bedford, UK MK43 0AL
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.

MARSHALL UNIVERSITY

www.marshall.edu/cob/sales-center/
Huntington, WV 25755
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.

NICHOLLS STATE UNIVERSITY

www.nicholls.edu/business/marketing/
Thibodaux, LA 70310
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.

NORTHWEST UNIVERSITY

www.northwestu.edu
Kirkland, WA 98033
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.

SAN DIEGO STATE UNIVERSITY

<https://business.sdsu.edu/undergrad/marketing>
San Diego, CA 92182
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.

UNIVERSITY OF COLORADO DENVER

business.ucdenver.edu/academics#sales
Denver, CO 80202
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 DELAWARE

lerner.udel.edu/programs/undergraduate-programs/minors/minor-in-professional-selling-and-sales-management/
Newark, DE 19716
Students: 180
Start Year: 2018
Accreditations/Affiliations: AACSB
Program Type(s): UMN
The minor is designed to introduce stu-

dents 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.

**ADDITIONAL OTHER
NOTABLES**

The following schools have not recently completed the SEF Annual Survey. We support their efforts, but their listing has not been updated, therefore it cannot be confirmed as accurate in 2024.

**INDIAN INSTITUTE OF
MANAGEMENT-KOZHIKODE**

www.iimk.ac.in
Kozhikode, Kerala, India 673570
This program offers three sales courses to graduate school students.

REINHARDT UNIVERSITY

www.reinhardt.edu/
Waleska, GA 30183
The program prepares students for careers as sales and marketing professionals and has been in existence since 2006.

UNIVERSITY OF ARIZONA

www.arizona.edu
Tucson, AZ 85721
This program is offering three sales classes.

UNIVERSITY OF WEST FLORIDA

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.

**VIENNA UNIVERSITY OF
ECONOMICS & BUSINESS**

executiveacademy.at/en/landing/professional-mba-marketing-sales
Vienna, Austria 1020
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.

SALES MYTHS DEBUNKED

Image generated through Adobe Firefly.



Research Debunks Three Critical Sales Myths

It's an old story: because of some new technology, buyers can now buy and do not need to be sold, and therefore salespeople will fade out of existence. Since it is an old story, we should be clear that the meaning of “new technology” varies across history—referring not only to the technology of today, but also to railroads, mail order catalogs, and land-line telephones (which were all “new technologies” at one point in time). The current iteration of this story focuses on internet-enabled AI technologies. While we readily agree that these new technologies are changing the way business is conducted, we dispute the mistaken conclusion that these changes foreshadow the end of the selling profession. The purpose of this article is to draw on our recent research to debunk three critical sales myths and paint a more realistic picture of the future of business-to-consumer salespeople.

For a more in-depth exploration of these (and other) myths, please refer to: ALEC PAPPAS, ELENA FUMAGALLI, MARIA ROUZIOU, and WILLY BOLANDER. “More than Machines: The Role of the Future Retail Salesperson in Enhancing the Customer Experience.” *Journal of Retailing* (2023).

MYTH 1: *With so much online information available to buyers, the salesperson role is becoming irrelevant.*

THE TRUTH: Echoing Einstein’s wisdom that information is not synonymous with knowledge, it’s crucial to recognize that information overload can impede decision-making. This insight is particularly relevant as purchases often stem from emotional rather than purely rational motivations. Salespeople understand this dynamic, acknowledging that buyers make emotional decisions and later seek logical justifications for their choices. While salespeople can’t possess all the information, their skill lies in building relationships with customers and asking questions to gather valuable contextual data during the sales process to generate creative solutions for them. Borrowing from philosopher Francis Bacon (inventor of the scientific method), “A prudent question is one-half of wisdom.” This direct engagement and skilled questioning of a salesperson is crucial for discerning the specific information customers need and unveiling deeper emotional motivations behind a purchase. Gathering nuanced customer information, paired with a salesperson’s product knowledge enables salespeople to tailor recommendations to resonate personally with customers.

MYTH 2: *With AI becoming so advanced, human salespeople are not needed.*

THE TRUTH: AI is getting very good at approximating human output. For example, CarMax’s online platform uses robust data analytics and algorithms to allow customers to explore a wide array of vehicles that align with their specified preferences and financial capacities without speaking to a salesperson; but it’s critical to remember that it is, indeed, an approximation. Stated more colorfully, AI needs human salespeople, and not necessarily the other way around. Consider that for thousands of years human salespeople have performed 100% of the job of selling and AI may come close (say, 80%) but will never fully close that gap. For salespeople and AI, this is great news. Both AI and salespeople possess distinct strengths and weaknesses. For instance, salespeople excel at forging emotional connections and deciphering

ethical dilemmas but are susceptible to negative states such as stress and fatigue, which frequently impact the quality of interactions with buyers. In contrast, AI excels at performing consistent, fast, and multifaceted tasks, but still cannot resonate emotionally with buyers or navigate ethical gray areas. So, while AI can be helpful in many ways, achieving a quality customer experience requires human involvement. We propose that the most effective strategy for sales organizations is to recognize and respect the distinct roles of AI and human salespeople, appreciating the unique contributions each makes to the buying experience and not buying into the myth that they are adversarial to one another.

MYTH 3: *With physical stores in decline, consumer-facing salespeople are especially useless.*

THE TRUTH: While it’s true that several major retailers, such as Bed, Bath, and Beyond, Circuit City, and Sears, have recently faced closures, undergone significant restructuring, or shifted towards e-commerce, it would be an oversimplification to conclude that these events represent an overall decline in consumer-facing salespeople. Instead, we must acknowledge the new forms that these salespeople are taking. For example, what are social media influencers if not virtual salespeople? And what are “pop-up shops” and promotional events associated with concerts and festivals if not temporary retail spaces where consumers can interact with salespeople? Upon closer examination, it is evident that consumer-facing retail has not vanished but has undergone a metamorphosis and relocation in response to changing consumer trends.

The key takeaway of our message is simple: the sales profession is safe and, more than that, thriving. While new technologies force salespeople to change and adapt, adaptation is actually the opposite of extinction. Sure, the salespeople of the future will be different than those in the past, but weren’t we all expecting that already? **Δ**



ALEC PAPPAS, Ph.D.
Washington State University



ELENA FUMAGALLI, Ph.D.
INCAE Business School



MARIA ROUZIOU, Ph.D.
Texas A&M University



WILLY BOLANDER, Ph.D.
Texas A&M University

New Sales Models, Strategy, and Terminology



BRYAN W. HOCHSTEIN, Ph.D.
University of Alabama



NAWAR N. CHAKER, Ph.D.
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THE SALES PROCESS SHOULD MIRROR THE customer's purchase journey. Specifically, the sales process addresses different points where the customer needs assistance as they work toward a purchase decision. However, as products, solutions, and technology have become more complex, the customer journey (and sales process to serve it) has been updated by many companies. From these new sales practices, new sales roles, strategy, and terminology have emerged. In this article, we offer an overview to help bring ideas from industry practice into sales classrooms.

The sales process is typically described as a linear, sequential set of steps. Yet, most models acknowledge that the process is far from linear, with many different actions and adaptations happening simultaneously. Our perspective takes a similar path, as we propose a sales process that is linear in description, yet in practice often “circles back and jumps forward.” The process itself is not overly novel - but the way many companies approach it can be unique. For some companies, a single salesperson handles all of the steps, while in others four (or more) sales employees may be involved at different stage of the process. These stages are distinguished based on the types of sales actions needed in pre-, during-, and post-sales interactions with customers. To update sales terminology, we briefly describe these stages as follows.

PRE-SALES

The pre-sales stage includes salesperson efforts to grow business by selling products, services, or solutions to prospects. The goal of the pre-sales stage is to develop an understanding that guides the evaluation of prospects to determine if they are worth pursuing as viable customers. The main actions of this stage include the salesperson's efforts to determine which prospects are a good fit and able to purchase a seller's products, services, or solutions. This step includes gathering knowledge, prospecting, generating leads, determining customer styles, and assessing risks and opportunities. For many companies, these actions are viewed as distinct from the rest of the sales process, which allows for them to be handled by specific sales employees that mainly develop, qualify, and make initial contact with prospects.

DURING-SALES

The during-sales stage is where a salesperson actually “sells.” The goal of this stage is to convert a prospect into a customer or grow new business with an existing customer. The main actions of this stage include a spectrum of sales tasks, each building off the prior – these include:

- **Approaching the customer** occurs after a prospect has been qualified and has agreed to meet concerning the seller's products. In this action,

the salesperson establishes credibility, gains the customer's attention, and builds rapport that helps the prospect to see potential value that can occur from working with the seller.

- **Needs Discovery** involves the salesperson asking a series of thoughtful, strategic questions to improve understanding of the prospect's business problems and buying criteria related to current needs. In an information rich sales environment, this action should be used to dig deeper, challenge, and envision new solutions with the customer.
- **Presentation** relates to a salesperson's actions to communicate a logical case for how their product addresses the buyer's business needs and creates value. Modern sales can be very objective, so a presentation should rely on facts that relate to measurable value outcomes. For many products, the presentation will include a demonstration or "hands-on" trial. This stage is where goals and expectations can be established—helping the prospect to see the tangible value of adopting the seller's product offering.
- **Closing the sale** is when the salesperson seeks to influence a prospect or existing customer to make a new purchase. While this step is required in sales, an effective seller will have overcome buyer objections in the prior stages. In modern selling, closing relates to establishing objective metrics that will indicate the value a customer should expect to receive—value that may come from the product, as well as the support that comes with it.

POST-SALES

The **post-sales stage** includes all of the activities that occur once a salesperson secures customer business. Customer onboarding is the first step, where the seller works to help the buyer reduce "time to value" by reducing the friction of switching to a new product or solution. The effort of salespeople in post-sales differs from the pre- and during-sales stages—moving from "getting the customer to keeping the customer." In this stage, salespeople may assist in onboarding but also seek to offer service and follow-up to develop long-term business relationships that grow.

- **Service and follow-up** are offered by the salesperson to ensure the product is consistently being used correctly by the customer—as its value proposition changes and evolves with the customer. Actions in this area can relate to traditional service, such as

ensuring a good experience (e.g., billing is accurate and contract requirements are completed). In addition, service and follow-up can be focused on helping the customer to grow with the product via training and education on new features and up dates. Ongoing, proactive service is key to maintaining and growing long-term business relationships.

- **A long-term relationship** is cultivated as salespeople focus on the value the customer realizes from using the product and working with the seller. As ongoing relationships expand, salespeople may seek to maintain, up-sell (convince a customer to purchase enhancements and additional options with current product purchases), or cross-sell (convince a customer to purchase different products with current product purchases). It is no secret that developing long-term business relationships are more effective than acquiring new customers and building short-term relationships.

For most, the prior description of the sales-process is not overly new—however, the distinctions of pre-, during-, and post-sales have led to many new sales jobs designed to specifically address the actions required in each unique step of the process. In essence, companies now have a range of options to serve customers, from traditional sales to much more specialized approaches.

SALES STRATEGY BASED ON SALES PROCESS STAGES

Many new salesperson titles are found in current day sales practice. A google search of "different types of sales jobs" returns new terms like: sales development representative (SDR), business development representative (BDR), acquisition sales, retention sales, and customer success manager. These new terms are found next to more traditional titles, such as inside sales representative, account manager, and account executive.

The question is: how do they all fit together?

The answer is: in many cases they don't — these new terms, as well as the traditional ones, represent different sales go-to-market strategies.

In practice, each strategy uses different types of salespeople. Companies can adopt a strategy based on what parts of the sales process the sales employee handles. We describe these in broad, generalized terms as three distinct sales strategies and the roles needed to accomplish each. We suggest that the sales classroom should address these three types of sales go-to-market strategy: (1) specialized sales strategy, (2) hybrid

continues on page 44

sales strategy, and (3) traditional sales strategy.

- **Specialized strategy** includes multiple sales employees that handle different sales process tasks and is suitable for sales situations where customers can easily churn.
 - o Four or more types of sales workers facilitate this strategy, (1) Development Representative, (2) Acquisition Salesperson, (3) Customer Success Manager, and (4) Account Manager.
 - o Based on product-use data that helps to drive proactive, value-focused customer relationships that help customers to set and achieve product-use goals.
 - o This strategy is most effective when products and solutions are sold via subscription-based models and when products are frequently updated.
 - o Examples of where this strategy works include cloud-based technology (software and services), logistics (need to manage customer expectations), and digitally integrated services (efficiency of fleet vehicles or maintenance programs).
- **Hybrid strategy** includes two main salespeople, one working to find new customers and the other working to keep existing customers. It may also include a combination of digital and in-person sales techniques.
 - o Two types of sales workers facilitate this strategy, (1) Account Executive (i.e., hunter salesperson) and (2) Account Manager (i.e., farmer salesperson).
 - o Based on marketing generated leads to acquire customers and understanding of customer sales needs to drive retention and growth.
 - o This strategy is most effective when products are relatively stable in the value they offer to clients, with less frequent updates and changes.
 - o Examples of where this strategy works include on-premise technology (non-cloud, installed applications), office technology (computers, printers, or copiers), and on-site services (janitorial, supplies, or manufacturing components).

- **Traditional strategy** is based on a single salesperson handling the entire sales process.
 - o One sales employee who facilitates this strategy is the Traditional Salesperson.
 - o The salesperson networks and builds new and ongoing business accounts, often working in a specific geographic market (city) or assigned territory (state).
 - o This strategy is most effective when products are very stable, or require a deep and trusted relationship with a single point of contact.
 - o Examples of where this strategy works include long sales cycle products (manufacturing equipment, cranes, or engines), small company sales (local company or community-based services), and consumables (food service sales, route sales to repair shops, or low-tech industries).

Each strategy has merit in some, but not all, situations. Thus, companies with different products need to consider which one is right for their situation. This generalized overview should be used by sales educators to start conversations with program partners—deepening understanding of what type of sales strategy each company utilizes to sell and service its products with customers. These distinctions are also critical to understand when placing students in sales roles—helping to fit the student to the right role could be the difference between their career success or failure.

If these sales roles are new to you, or if your program does not address these relevant distinctions in how companies market and sell their B2B products, we encourage you to look to research and industry reports that address the evolving nature of sales strategy. In addition, the Sales Education Foundation offers access to the Chally Assessment (<https://www.salesfoundation.org/elevating-sales/career-development-program/>), which helps students identify individual fit with new and traditional sales roles.

In conclusion, a sales job may not be for everyone, but new, specialized sales roles exist that may appeal to a broader set of students than you currently serve—allowing more students to find fulfilling careers in pre-, during-, or post-sales roles that fit their personality. Δ

Forget the Myth that Salespeople are Solely Chasing Dollar Signs



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RECENTLY, I HAD THE FANTASTIC OPPORTUNITY TO curate an electrifying selection of books that'll infuse a jolt of enthusiasm into the university library's focus on sales each semester. This initiative, which casts a spotlight on a diverse range of disciplines, allowed me to suggest reads that break free from the norm. In my Advanced Selling class, we've handpicked three game-changer books as required reading, each meticulously chosen to equip students with the dynamic skills they need for their future careers.

THE CORE SELECTIONS:

1. "Never Split the Difference" by Chris Voss: Dive headfirst into the dynamic world of negotiations with Chris Voss's masterpiece, packed with invaluable insights. This isn't just a read; it's a must-have survival guide for anyone stepping into the thrilling field of sales.
2. "The Little Red Book of Selling" by Gitomer: Gitomer's work is a deep dive into the emotional rollercoaster of sales, unlocking the secrets to a profound understanding of the human side of the profession. Get ready to be empowered and connect with clients on a whole new level.

3. "Creating a Productive Selling Zone" by John Boyens: Groundbreaking and essential, Boyens' book is the compass guiding students through the fundamental principles that will shape their successful careers. Consider it the roadmap to navigate the exciting complexities of the sales landscape.

RECOMMENDATIONS: Forget the myth that salespeople are solely chasing dollar signs. The truth is, they're driven by problem-solving and a passion for helping others succeed. Therefore, my recommendations are as follows:

"Raving Fans" by Ken Blanchard: This book is a manifesto for exceptional customer service in today's market. Blanchard's wisdom teaches that by anticipating and meeting customer needs before they're even recognized, salespeople can turn customers into fervent advocates, setting off a chain reaction of word-of-mouth referrals.

TOP RECOMMENDATION: "The Go-Giver" by Burg and Mann: Immerse yourself in the inspiring narrative that mirrors the ethos of the most successful salespeople. Prioritizing customer success isn't just a strategy; it's a way of life. "The Go-Giver" unveils the Five Laws of Stratospheric Success, the cornerstone of our sales program at MTSU. It emphasizes a comprehensive approach to sales, going beyond transactions to create an unparalleled experience.

These recommendations are more than just books; they're the keys to unlocking a prosperous and fulfilling career in sales, providing students with the knowledge and mindset they need to shine in the ever-evolving world of salesmanship. **△**



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Role-playing: Advantages and Dark Side



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ROLE-PLAYS HAVE RULED IN COLLEGE CLASSROOMS FOR DECADES! They allow students to practice, refine skills, and gather feedback. Like no other majors, they also allow students to experience a trial run of their potential career. Role-play training is a powerful way to learn and incorporates all four elements of the Kirkpatrick model.

- REACTION: students are engaged, see the relevancy and value.
- LEARNING: knowledge, skill, and confidence increase.
- BEHAVIOR: actions change based on application and replication.
- RESULTS: a sale, next step, satisfied prospect, etc.

Good role-playing contains both pre- and post-role-playing activities in addition to the role-play activity itself. Prior to the role-play perfecting the questions, running some numbers, collecting relevant data on the firm, industry, and potential products is key.

Post role-play must involve quality feedback to the student. This feedback can include the things the student did well but should also include what needs to be improved in as much detail as possible. If the feedback is recorded, all the more powerful. Don't underestimate a young mind's ability to not recall all the debrief items being thrown at them, they are truly overloaded.

Feedback should also come from the buyer, the professor, and fellow students if possible. As a baseline task, students should watch themselves and offer a self-critique as a minimum requirement, and it does not need to be taxing. It could be as simple as – What did you do Right? Wrong? What will you Change? What did you Learn?

Role-plays are excellent tools for experiential learning. But like anything, you can't use one tool to solve all problems. A toolbox needs something beyond a hammer or screwdriver.

It is critical that a sales role-play does not become a script or rehearsed theater. In both classroom and competition settings, evaluators must ensure they are assessing the sales skill in the role-play and not simply assessing how well a student memorized a script. Seldom does the selling process go step

1-2-3 in sequential order. It's more of a loosely structured improv experience to create solutions vs. offering a transaction.

Anecdotally, some firms have said some students are very robotic in their approach and have a hard time being adaptive in the field post-graduation. Buyers seek delineation between suppliers, and we make it hard if role plays are following a cookie-cutter approach to selling.

While the focus of role-plays is the student selling, the role of the buyer is also pivotal. How many times have students engaged a buyer in a competition where the buyer clearly was not prepared, saying the wrong things, not giving everyone a level playing field? In reality, buyers are not always listening, engaged, or feel they are being listened to, yet a lot is riding on this 12-20-minute role-play exchange.

The rubric must also mirror reality. No two sales calls are exactly the same, so any measuring stick must contain the flexibility to reflect the situation. If a grading scale states you must do these 13 items, no matter the table dialogue, it might be too rigid for any situation. A student who has excelled in 12 of the 13 times but skipped one item shouldn't be egregiously punished if the overall role-play was excellent. Would there be room for a metric for how they differentiated themselves, their firm, or solutions from others?

Role-plays can be overly emphasized when assessing a student's skill. Students great at role-plays might not have the same level of skills when it comes to activities such as cold calling, dealing with rejection, and following up with a client. A holistic assessment approach should be taken to include all selling activities that are important for a salesperson to have success.

The positive thing about sales education is it has become more effective, more widespread, and remains a coveted skill in the marketplace. Yet, like any successful sales representative, let's not become complacent with finding a powerful product solution but instead let's keep filling the top of the pedagogy funnel. Δ

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You ARE Your Number. NOT.



BARRY TRAILER
Sales Mastery

FOR AS LONG AS I CAN REMEMBER, AND PROBABLY longer than that, sales has been all about making the number. You either do or do not. Those reps that meet/beat their quota assignment are celebrated, rewarded, recognized and, often, enjoy attending President's Club getaways.

Those that don't are warned they need to do better, try harder, get with the program. If they fail to do so more than a couple times (depending on how frequently their management is measuring) they'll be put on a PIP—a performance improvement plan.

In reality this is a “fire you're a-- plan,” but we need 90 days to actually record your subpar performance so you can be let go. This binary grading distills down to a simple truth: You ARE your number. Good number, good rep. Bad number (below quota), bad rep.

But this simple truth is a lie.

In fact, it is the biggest, and longest running lie foisted upon sellers since who knows when? It continues to be told and believed despite being untrue.

Here is what IS true. Your performance, your quota attainment, your number, is a reflection of *what* you do and *how well* you do it, but it is NOT you. Take away your hot car, cool lifestyle, fancy awards and you're still here. And, if you did do well, you get the opportunity to do it all over again!

Which brings us to the first of two important points. What is the “it” in doing it again? The answer is not “make the number,” because you also don't do a number. The number is a result and you don't do results, you only track them. You do stuff, and the stuff you do, its relevance, significance and the skill with which you perform these tasks is what you do. Enter sales process, skills and methodologies.

These are the things that sellers actually execute on a daily basis that lead to and result in their eventual performance. The almighty number is a result and, by definition, a lagging indicator. That is, it's **historical**. By the time you know what the number is, it's done, baked, fini. So, you don't/can't manage results, you only monitor them.

In addition, the number is hysterical. It's completely made-up based on growth goals, payroll and expense requirements, capital plans, etc. These are estimated, rolled up, inflated by some stretch percentage, then assigned to territories and divided up among sellers as their quota.

These quota figures are then arbitrarily—some would argue, rationally—spread across months and quarters and carefully tracked. You then are either ahead, on or behind plan based on these made-up figures.

Here is the second thing that's both true and important. These quotas are the company's best guess at an account or territory's potential but they have nothing to do with your potential.

I've heard plenty of sellers pleased to report they're 130% of plan. I've never heard any sellers say they're 130%—or even 100%—of their potential. Enter sales coaching.

Having a coach is the #1 contributor to improved performance. And coaching looks to identify a specific behavior that, when improved, will have significant impact on your results. For example, planning each sales call and defining, in advance, the purpose of the call (why the prospect/customer thinks you're meeting), the best and minimum outcomes for the call (specific actions to advance the sale), key questions to ask (how best to phrase them, what types of questions, etc.), and value you'll add.

Another seller might be focusing on her presentation skills. Another on more consistently improving his social selling efforts (measured by an increased SSI score).

These are leading indicators, leveraging process and methodology, to impact outcomes, results—your number.

Nowhere and no way am I saying your quota attainment, your number, isn't important. It is important. You do need to perform. But do not believe and do not accept that you are your number or that you are simply a unit of quota. You're much more and much better than that! **Δ**



Reimagining Sales: The Use of ChatGPT in the Advanced Selling Course

**This article was not written by ChatGPT*

GENERATIVE ARTIFICIAL INTELLIGENCE (AI) (E.G., ChatGPT) continues to be a topic of discussion in many industries including in higher education. McKinsey & Company (2023) define generative AI as, “algorithms (such as ChatGPT) that can be used to create new content, including audio, code, images, text, simulations, and videos.”

Because generative AI is still so new, there is a lack of clarity on the role that AI will play in both education and business. Just last year, Howard Dover, in the 2023 SEF Annual, authored an article about the value of ChatGPT for use to craft an e-mail message that can be used for outreach. However, according to Pew Research, only 15% of United States adults say that ChatGPT is extremely useful and 20% say that is it very useful (Vogels, 2023). Therefore, while the early adopters may be familiar with ChatGPT, the majority are waiting to see how it unfolds.

Regardless of how we feel about AI, it is here to stay. According to Gartner (2020), a lead research and advisory firm, in five years there will be no separation between sales process, applications, data and analytics. Instead, there will be one single concept: AI for sales.

Educators will either fight generative AI or embrace it. There is the potential to increase the difficulty for instructors to assess knowledge obtained in a course. However, there is a real opportunity to leverage these tools to enhance experiential learning and productivity.

A current issue with generative AI is our limited knowledge of how to incorporate the tool into the sales curriculum. We have used the tool to help write exam questions, in-class activities, and role-play prompts. To put the tool in the students’ hands, we created an experiment that we executed in our Advanced Selling class. We created a single assignment in which students created email cadences.

The questions that influenced our experimental design were:

- 1) Does the use of generative AI in creating email cadences result in a higher response rate from prospects compared to email cadences created without generative AI assistance?

- 2) How much does generative AI impact the time and effort required by students to create effective email cadences?

To address the research questions, we conducted an experiment with 37 students enrolled in a course titled Advanced Selling. Advanced Selling is one of five sales courses in our curriculum. Students in the class have typically taken at least two other sales courses and are seniors. All the students were given the same case and task: Create a three-email cadence based on information provided in a role-play case situation. The case included background information on the prospect and the company that the student represents. The students were asked to track the amount of time (in minutes) that they spent creating the three-email cadence.

The students were divided into two groups, (1) Without AI and (2) With AI. Students in the With AI group were asked to use ChatGPT to create the email cadence, while those in the Without AI group were asked to create the cadence on their own, without the use of ChatGPT. The students knew that they were participating in an experiment but did not know that we were assessing time and quality.

Then, students sent their work (the three emails) to a pre-assigned industry representative, who played the role of the buyer for the experiment. The industry representatives were asked to score the students’ cadence on a scale of one to five based on the likelihood that they would respond. The industry representatives were unaware of the experiment and whether the emails that they were asked to score were written using ChatGPT or written by the student. Each industry representative scored approximately 2 cadences.

The results indicate that the average ChatGPT cadence score difference was insignificant between the With AI group (3.9/5.0) and the Without AI group (3.8/5.0) (SEE TABLE 1). However, the 16 students in the With AI group ($M = 14$, $SD = 16.8$) compared to the 17 students in the Without AI group ($M = 50$, $SD = 41.9$) saved significant time, $t(32) = -3.2$, $p = .002$; significant at $p < .05$.

In our experiment, ChatGPT did not produce better results, but it produced faster results. Therefore, if we want our students to increase their productivity, we need to teach them how to use ChatGPT effectively, so they get both better results and faster results.

In our courses, as we introduce students to sales technology tools, we focus on why they use the tool and what the outcome should be. We believe that ChatGPT should be taught as a sales enablement tool. In a recent Bain & Company article, generative AI was described as a tool that will “supercharge productivity” (Singh & O’Keeffe, 2023).

The impact of generative AI could add trillions of dollars in value to the global economy. McKinsey research estimates that generative AI could add as much as \$4.4 trillion annually through uses that support customer interactions, generate creative content for marketing and sales, and draft computer code (Forbes, 2023).

Equipping our sales students with knowledge and experience in the use of generative AI as a sales enablement tool will have significant impacts on their careers and their companies. We plan to develop additional exercises that intentionally incorporate the use of generative AI.

We can share another example of an exercise that uses generative AI in the classroom. In a different class for our sales students, the instructor worked with xiQ, a sales enablement tool. XiQ leverages both AI and generative AI to increase buyer intelligence. Representatives of the company joined remotely to introduce the platform. Students were encouraged to complete a brief “certification.” Additionally, the use of xiQ, specifically its generative AI functionality was incorporated into a larger project leveraging sales enablement tools such as Microsoft Excel.

Our next step will be to have a workshop with all faculty who teach our sales courses to assess their experience and comfort with generative AI as a user. We will also assess their comfort with teaching/encouraging the use of AI. We will collectively create assignments and brainstorm ways to assess student learning in the world of generative AI.

In conclusion, generative AI will be a powerful tool to aid salespeople and educators alike if taught and used effectively. The goal will be to increase the productivity and career readiness of our students. **Δ**

	Without AI Group	With AI Group
AVERAGE SCORE 1–5 scale; 1 = unlikely to respond 5 = likely to respond)	3.8/5.0	3.9/5.0
AVERAGE TIME (in minutes) to create the cadence	50 minutes	14 minutes
MEDIAN TIME (in minutes) to create the cadence	30 minutes	6 minutes



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Tips for Career Preparedness



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I HAVE TO ADMIT, WHEN I WAS FIRST ASKED TO WRITE an article on preparing for your first sales job, I chuckled a little bit. Not because I don't have anything to say, but rather because my own career journey has been anything but normal and—some would say—a bit unusual.

I tell my students that they are far more mature than I was when I was their age, and this isn't some empty platitude; it's absolutely true. While my classmates were busy applying for jobs during our senior year, I couldn't get over the fact that, for the first time since I was five years old, I would not be in school. Thus, it never really struck me that applying for a job is something that I needed to do. So, when I graduated with a degree in political science, I went back home to Ohio and took a job as a bartender. A year later, I was in graduate school in Oregon, pur-

suing a degree that I wouldn't finish. Over the next few years, my journey was rather itinerant. I worked in a fish cannery in Alaska, as a teacher on the Texas-Mexican border, actually finished a degree program in Ohio, and then worked as an accountant in Colorado.

Notice how none of these jobs really had anything to do with sales (at least on the surface), but here I am now, a Sales Professor and head of the Management and Marketing Department at the University of Dayton, which boasts one of the top sales programs in the country. Over the course of my very winding path, I have learned some things that might be useful to young sales students who are preparing to enter the professional world. My advice, in no particular order of importance, is listed below.

1. Always be open to new experiences, and meeting new people. I really dislike cellphones. I can see how they are useful but, for a technology that is supposed to connect people, they do a wonderful job of preventing us from connecting with the people who are near us. In my trips to bars and restaurants, I am endlessly surprised that couples on dates care more about their social media feeds than the person across the table. Meanwhile, folks seated at bars connect virtually with someone who may be thousands of miles away while perfectly interesting people are sitting next to them. In my own professional journey, I have always made it a point to befriend people who have very different backgrounds from my own. Talking to strangers, something we are told to avoid as children, is critical for our personal development, and is crucial for developing the skills needed to be a good salesperson. Through my conversations with others quite different from me, I learned to develop empathy for those who didn't have my advantages in life and learned to be a good listener. The stereotype is that salespeople are good at talking, but the reality is that the best salespeople are good listeners who have empathy for the problems their customers are facing. The more varied your experiences, and the more you talk to people very different from yourself, the more likely you are to develop the sorts of interpersonal skills needed for sales success.

2. Develop Grit and Resilience. In my younger days, I developed a toughness that has helped me later in life. In Alaska, I worked for 84 straight days, eating the same meal for lunch and dinner every day. In Oregon, I slept on the floor of an apartment without any furniture, which beat my accommodations


of a year later when I slept in a friend's walk-in closet to save money. However, the most challenging experience may have been my time in Texas. Growing up as something of an arachnophobe, I was rudely awakened one Tuesday afternoon, when that thing I felt on my leg turned out to be a tarantula crawling toward my face. The lesson: Life can be challenging. But, no matter what, we have to endure. I certainly don't expect most of you to be dealing with tarantulas, but you will experience all sorts of difficulties. You will have extremely busy days that will make you long for the relatively-unencumbered experience of college. You will have customers who are rude and demanding, and that doesn't even account for the fact that most of the people you talk to won't even be your customers, as they will immediately say "no" to your offerings, sometimes in a brusque manner. Life can be really hard, and a career in professional selling is no exception. However, amidst life's difficulties is when we really grow, both as people and professionals. Thus, we should embrace the challenges, knowing that we are going to come out on the other side both stronger and more resilient.

3. A.B.L...Always be Learning. In the movie *Glengarry Glen Ross*, Alec Baldwin's character explains the A.B.C.'s of sales, that is, "Always Be Closing." Such advice is dated, if it were ever valuable in the first place. It ignores the fact that the buyer could be in the need recognition stage, and not ready to be closed. Plus, despite the fact that we are in sales, no one likes being "sold to." Thus, better advice for this contemporary era of selling is to "Always be Learning." In my experience teaching senior sales students, I've noticed that some think that, once they graduate, their days of reading books are over. Nothing could be further from the truth! The reality is that you will learn a lot more on the job than you ever have in school, and the most successful salespeople are those who are always looking to maintain their edge, which often means reading new books about novel sales techniques and strategies. In other words, if you don't like learning new ideas and techniques, sales is not the career for you. Of course, there are other ways to learn than through books, but in my experience the students who end up having the most success as sales professionals are the ones who ask me for additional book recommendations once the semester is over. Learning doesn't stop once you graduate. If anything, it accelerates.

4. Don't take life too seriously; no one makes it out alive, anyways. Now, I know this sounds dark, but it is not intended to be. As mentioned above, life can be a challenge, but much of what we take so seriously is, in the grand scheme of things, not that important. That B- you got on your Accounting final will be forgotten in short order. That embarrassing moment during your presentation was probably not even noticed—and certainly not remembered—by anyone. This does not mean that you shouldn't try hard and put forth maximal effort, it just means that once we have done our best, everything else is outside of our control.

I assign my senior sales students a book by Ryan Holiday entitled *The Obstacle is the Way*, which examines how principles of Stoic philosophy can be applied to our personal and professional lives. This might seem odd, but I think it is important for students to get their mindsets and motivations right before entering the professional world. In addition to teaching us to only focus on those things within our control, the Stoics, a varied group of Ancient Romans, teach us about a concept called negative visualization: in essence, we should occasionally imagine the worst case scenario of what might happen to us, with the intent of prompting us to think of what we would actually do if such a scenario happened. In other words, what if we lose that account or, worse, lost our job? Chances are, after a tough few days, we are going to be just fine. It is important to keep things in perspective, and recognize that only the actual end of the world, is "the end of the world."

5. Have fun. My most recent foray as a salesperson was playing the role of Ajax McLain, a nefarious glass salesman from the 1920s. Huh, you ask? Every year my wife writes a murder mystery for our urban Dayton, Ohio neighborhood, and every year I get cast as some sort of historic figure, be it a salesperson or police officer. A bunch of people in the neighborhood pitch-in, and it's a total blast. As someone who does sales research in addition to their teaching and administrative responsibilities, I could be spending all of this time in a more "productive" manner, and I have many colleagues around the country at various schools who would do just that. But, I am big—really big—on work-life balance. Sure, you could spend as many waking hours as possible working in order to maximize your income and, for some people, that's their dream come true. However, I would argue that, for most of us, time spent with friends and family is irreplaceable. We've probably all heard the old adage that no one on their death bed ever wished they had worked more. Now, I am not saying you shouldn't work hard; anything but! However, we should always make time for those most important things in life, and those things can't be logged into a CRM system.

Entering the professional world can be difficult, but it wouldn't be any fun if it weren't! Those reading this are already a leg-up on the competition, as you have made the wise decision to pursue a collegiate sales education. I am confident that your lives and careers will be a smashing success, and I can't wait to see all that you accomplish. 

Sales Education in Europe: Status and Trends



Digital sales technologies play a big part in the daily work of B2B salespeople. Some universities lag behind in teaching the skills needed for modern complex B2B sales at a practical level. In SPLASH project, we aimed to build a model with teaching guides and new knowledge to be taught widely in Europe for modern selling.

— SILVIO CARDINALI Associate Professor from Università Politecnica delle Marche, Italy and SPLASH project leader



SALES EDUCATION IS CONDUCTED ACROSS EUROPE from Finland to Portugal, and from UK to Latvia. As over 15 countries are conducting sales education in higher education institution (HEI) level, several differences exist. However, is the amount of sales education in Europe growing and how is sales education predicted to transform in coming years?

To investigate the status and future trends of European sales education, a survey was conducted during December 2023 and January 2024 with faculty members related with Universities and University of Applied Sciences. Close to 30 replies from Belgium, France, Germany, Netherlands, Austria, Norway, UK, Romania, and Finland were received. The survey was distributed via European Sales Competition Association (ESCA), Academic Association of Sales Engineers (AASE) and network of national sales educators of Finland.

As a general statement, sales education in Europe is gaining more foothold as independent education discipline and area of research. Sales is offered as a wide spectrum of possibilities: from elective courses to full bachelor's degrees in B2B selling, like at least in Norway, Finland, Austria and Germany.

In those HEI's, where Sales is not offered as an own degree program, various Sales and Sales Management courses are part of the curricula as elective or separate courses, or even as a study minor. Some HEI's offer Sales specific content and courses combined with courses like innovation, general, or international management, business development, international management or strategy, and especially (digital) marketing.

Sales Engineering has a strong foundation in Germany, where Sales Engineering is offered as a major in Bachelor of Engineering degree. In addition, HEI's in Finland (Turku UAS) and France (ESTA) offer similar programs. To support advancement of Sales Engineering, international organization of Academic Association of Sales Engineering (AASE) was formed in 2014. The organization aims to promote and establish Sales Engineering as a separate profession, renowned by industry, politics, and future students. AASE's focus on education, research, and collaboration helps to advance the field and promote the importance of sales engineering in bridging the gap between the technical aspects of a product or service and the customer's needs.



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Responders from UK and Germany highlighted B2B Sales or Sales Engineering Bachelor degree programs, which are offered as apprenticeship programs. At the same time, Master degree programs in Sales or Sales Management are offered at least in Finland, UK and Austria. However, there are fewer Master's programs focused on Sales Management in Europe, which suggests that there might be a need for more of these programs, or perhaps even a Europe-wide Master's degree program in Sales Management.

In our results, some of the HEI's reported separate courses related to negotiations, while most of the universities with a strong sales education degree program, did not report such courses. While all sales meetings have a negotiation element, all negotiations do not necessarily have a sales element in them. Therefore, negotiation courses may or may not be regarded as a sales education related course and based on this survey, no conclusions can be drawn. Furthermore, for future educational purposes, it would be interesting to closely examine how sales-related negotiation is taught at universities.

TO GROW OR NOT TO GROW

Most of the faculty members of HEI's stated that the number of applicants and students within sales-related courses or degree programs has stayed more or less the same, with few exceptions. Some HEI's in Germany, UK, Austria and Finland, report the number of applicants has increased (significantly) due to new elective courses, new degree programs and new projects. In addition, new combinations of Sales and Sales Management with business management or development, innovation or digitalization, and marketing have had a positive effect on both the number in student admissions and students studying sales.

At the same time, some HEI's in Germany, Austria and France reported considerable drops in the number of applicants. This seems to be quite HEI specific, since at the same time, responses from same country HEI's, significant increases in sales student applicants were reported. Seems like post COVID-19 pandemic era combined with promotion, social media, and word of mouth has affected the number of applicants. Based on the results of the survey, no conclusions related to expansion of sales education to new HEI's can be stated.

SALES COMPETITIONS

Several HEI's listed sales competitions as one of their main pedagogical methods for competence development of sales students. Local competitions like the ones held in DHBW (Germany) and Turku UAS (Finland), national competitions like *Négociales* in France and *Best Seller* in Finland, and European Sales Competition were seen as one of the best possibilities to enhance and assess students' abilities and competencies.

In 2015, the European Sales Competition Association (ESCA) was formed to govern the European Sales Competition and to ensure a proper continuum of it. Since 2015, European Sales Competition has been arranged annually by preselected HEI as competition organizer. Nowadays, as an evident consequence the COVID-19 pandemic, most sales competitions in Europe are executed to enhance omnipresent sales approaches by having both online and onsite elements.

“European Sales Competition is a great opportunity for students to boost their competencies and employability, and for sales educators it provides a unique knowledge sharing platform to renew sales education in Europe together.”

—HARRI LAPPALAINEN, Vice Chair of the European Sales Competition Association.

New European level innovative approaches, like European Online Business Negotiation and Sales Platform Studies for Higher Education (SPLASH) Competitions, have also been developed.

STAKEHOLDER COOPERATION AND SALES EDUCATION TRENDS

To enhance interaction with industries and to enable networking possibilities, responded HEI's listed mechanisms like sales advisory boards, sales clubs, cooperation with associations and socializing events to have a continuous dialog with future

continues on page 54

and existing sales professionals and companies. Some of the respondents consider boosting their cooperation with external stakeholders by new means and methods.

Although Sales is about seeking solutions and creating value, times are indeed changing. Almost all respondents see sales education as becoming more technology-driven, citing new technological advances and their implementation, such as AI and virtual simulations, as trends that will change sales education. Additionally, general changes in various elements related to the sales process and buyer journey, including hybrid or omnichannel sales methods and digital sales technologies and tools, further underscore the importance of soft sales skills training at both the selling and sales management levels. With AI handling routine tasks, the question arises: how will the time saved be utilized? Moreover, changes due to digitalization at the marketing-sales interface were mentioned.

Although few responders have integrated AI and its utilization into their sales courses, this can be seen as a very current trend. As companies are pointing to the use of AI in sales as widely as it is already used in marketing, sales education will

need to reform with AI. In a recent study conducted among 678 Finnish Sales and Marketing professionals, 48 % of the respondents had a positive notion related to the usage of AI. At the same time, most of the marketing professionals (74%) have already tested the use of AI.

NEXT STEPS FOR EUROPEAN SALES EDUCATION

The need for proficient sales graduates seems to be increasing, especially those who can add value for their customers, influencing sales education. The need for B2B Salespeople and Sales Engineers equipped with a toolset, mindset, and skillset that meet today's requirements is continuous. This is evidenced by survey responses indicating that companies still face challenges in finding new professional salespeople. However, as the sales profession is quickly transforming based on the listed trends, there are also challenges in recruiting the right salesperson with the appropriate competencies and skills to meet a firm's specific needs. Overall, the need to renew and increase sales education - to produce more value adding future professionals equipped with proper sales "toolbox" - is evident. However, based on our survey, we may say that the European network of sales educators is ready for this challenge. Δ



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SALES MYTHS DEBUNKED

THE MYTH: *You have to be super extroverted to be in sales.*

THE TRUTH: Someone who can ‘talk to a wall’ is a stereotypical way to describe an ideal salesperson. Super outgoing, jovial, boisterous, and so on. I have found these types of people tend to be more confident and comfortable talking to people, which can be helpful. However, they can have self confidence that leans in the narcissistic direction. Some extroverts are actually more challenging to train. What I think is critical to confidence in sales is the belief in your organization’s ability to help prospective customers solve a problem or achieve a benefit. Those less extroverted people tend to listen more than they talk, and through that have developed a better sense of empathy and emotional intelligence. What I also find is sales training empowers those without natural comfort and confidence. The willingness to do the work is more critical than where you start. So, even if you aren’t the ‘life of the party’, you can still be very successful in sales. **Δ**



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THE MYTH: *People are ready to buy from robots.*

THE TRUTH: Despite contemplating machine capabilities in sales, there are clear limitations. People’s comfort with AI-driven interfaces varies based on factors like technology trust, user experience, and perceived security. Due to their lack of empathy and emotional understanding, robots cannot address every buyer’s query, interpret emotions, or gauge interest. Purchasing decisions are often relationship-driven, making human interaction more natural and comfortable. Robots lack the capacity to provide the nuanced experiences that people distinctly appreciate in comparison to direct human interactions during the purchasing process. **Δ**

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SALES EDUCATION MYTHS DEBUNKED



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MYTH ONE: *That anyone is a “natural salesperson.”*

THE TRUTH: Charm, charisma, or extroversion are poor indicators of potential success in sales. Worse, those who rely on these characteristics frequently fail to perform at a high level without ever realizing why they were outpaced by their peers.

Enterprise sales require a combination of mindset, skillsets, and a mastery of sales tools. The most effective, highly compensated salespeople combine high-level analytical skills, business acumen, and exceptional communication ability. They don't just understand their customers but also the metrics and business drivers of their target markets. They are tenacious, skilled at navigating complex political and group dynamics within prospect firms, and adept at formulating and implementing sometimes complex strategies within their firms and customers' organizations.

Drawing on my own experience, first as a sales leader and now as an educator, I have seen firsthand (and been guilty of) the assumption of natural sales ability. Those who rely on their engaging personalities without developing the much more complex skills rarely reach their full potential. In contrast, the introvert, the engineer, or the student who first develops an interest, then views sales as a craft – who focuses on learning and growth – consistently outperform those peers. Sales is not a natural gift but a skill that can be cultivated, learned, and honed. Δ

MYTH TWO: *Customers only buy from people they like.*

THE TRUTH: No one enjoys or chooses to engage with someone unpleasant, but the actual driving force behind customer engagement is the perception of value, not amiability.

The insight a salesperson brings to the conversation and the impact of the discussion on the customer's business transforms a social call into a meaningful professional exchange. The salesperson's role is not to be agreeable company but to be a solution provider.

The risk of focusing on likeability can lead to the pitfall of the “professional visitor”—who is liked but not respected. The goal is to be perceived as a valuable professional whose insights are actively sought—whose opinions are circulated within the firm, and whose recommendations are implemented.

Debunking this myth is critical to our student's success. It is not about being liked, but about being perceived as valuable. While rapport is crucial to gaining trust and earning the opportunity to uncover needs, long-term sales success is rooted in being perceived as a valuable partner uniquely equipped to address and solve real-world challenges. Δ

Addressing the Challenges of Sales Recruiting and Attrition



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THERE CONTINUES TO BE A RISING DEMAND FOR skilled sales professionals. The Department of Labor predicts that the demand for sales occupations requiring a bachelor's degree will continue to grow through 2032. Aside from meeting the increasing demand for sales professionals, recruiters face many challenges when attracting and retaining sales talent. Recruiting sales talent can be costly, yielding a meager return on investment. For example, cost estimates of hiring a sales representative are 1.5 to 2 times their annual salary (Sales Vista). Research on sales training effectiveness found that it takes three months to onboard and train a new sales representative; after training, it takes another nine months before they achieve a competent level of sales performance (Rain Group). Research on sales representatives' tenure found that the average sales representative will leave after 1.4 years despite significant investments in their sales training and onboarding (Bridge Group).

Recruiting sales talent is costly and frustrating; despite significant investments in training and onboarding, most sales representatives have a short tenure. Consultants and other experts offer many solutions, focusing solely on reducing attrition and not improving recruiting efficiency or reducing costs. In this article, the solution to this dilemma will lower attrition rates while improving sales recruiting efficiency. The solution is strategically forming partnerships with collegiate sales programs, particularly those accredited by the University Sales Center Alliance (USCA).

Research has shown that students graduating from a collegiate sales program onboard and achieve a competent level of performance in half the time of those who do not graduate from a collegiate sales program. Graduates from collegiate

sales programs are fully prepared for the challenges of a professional sales career; therefore, their retention rate is higher than that of the typical sales hire. Corporate partners of collegiate sales programs have multiple opportunities to identify and build relationships with sales talent.

There are over 100 collegiate sales programs in North America and Europe, and that number continues to grow. The University Sales Center Alliance (USCA) was established in response to the proliferation of sales programs. USCA sets standards for sales curriculum and sales program staffing qualifications using a two-stage accrediting process (Associate member level and Full member level). USCA accreditation signals to recruiters that a collegiate sales program is an established university program committed to a certain level of excellence. Consequently, many recruiters use USCA accreditation to qualify potential collegiate sales program partners. Recruiting sales talent is highly competitive at USCA-accredited schools, and many USCA schools have restrictions on the number and type of corporations with whom they will partner.

Location is another popular criterion recruiters use to select collegiate sales program partners. However, using location to choose partners may place unnecessary restrictions on the size of the sales talent pool used for recruitment. Many students are now more willing to relocate, particularly as flexibility concerning paid time off increases. Alignment with multiple attributes of a collegiate sales program should be the cornerstone of an effective partnership with collegiate sales programs. In my experience as a Sales Program Director, successful partnerships are built when a partner's recruiting strategy is compatible with the access to sales talent provided through partnership, the commitment and resources required

continues on page 58

for student engagement are at an acceptable level, and partners are competitive when recruiting in the sales program. Therefore, it is vital that when identifying potential collegiate sales program partners, recruiters understand the offerings for partners in each of these areas mentioned above. The following sections discuss the potential value that can be gained in each of these areas. Recruiters can use this as a guide for evaluating collegiate sales programs; sales directors can also use these guides to develop the value proposition they offer potential partners.

ACCESS TO SALES TALENT

As a partner, your access to sales students will extend beyond the classroom presentation and the quick career fair encounter. Many corporate partnership agreements include opportunities for corporate partners to mentor or coach students and invitations to judge internal, local, regional, and national competitions. However, access to sales students will not guarantee a successful partnership. The knowledge and skills recruiters seek in potential job candidates must mesh with the capabilities of the sales student. The sales curriculum of a collegiate sales program may focus on developing sales insights in areas that do not coincide with the needs of a potential recruiter. The following questions will start to uncover how access to sales students within a particular sales program will support the hiring needs of a corporation:

1. How many students are in your sales program?
2. What are the sales classes taught in the sales program?
3. Can you describe how you prepare students for the sales profession?
 - a. How are you developing your student's sales skills?
4. Please describe the internship program for sales students.
5. When do most of your sales students graduate?

STUDENT ENGAGEMENT

Student engagement is a recruiter's opportunity to connect with students in small groups or individually. When you partner with a collegiate sales program, time and resources must be committed to attending and engaging with students at sales program events. Reviewing the profile of collegiate sales programs in the SEF Annual reveals that each has a different student engagement strategy. Therefore, the time and resource commitment needed to capitalize on student engagement can vary greatly. Recruiters who are successful with collegiate sales program partnerships pre-determine

the resources required to engage with students in the sales program effectively. Below are examples of questions that will uncover the commitment necessary to be an engaged partner with a collegiate sales program:

1. How many people from my company are expected to participate in the student engagement events?
2. What type of preparation is required before each particular event?
3. What are the expectations concerning follow-up after a student engagement event?
4. Which student engagement events are best attended by sales personnel versus corporate recruiters?
5. What is the schedule for student engagement events, and what is the time commitment?
6. How many students typically attend the various events?
7. What student organizations are associated with the sales program?
 - a. Is engagement with these student organizations included or expected in the partnership?

RECRUITING COMPETITIVENESS FOR SALES TALENT

Creating and managing your brand with collegiate sales programs is critical. The corporate recruiter's relationship and messaging with students are instrumental to the impressions sales students form about the company. The impressions sales students form affect their intent to apply for internships and employment opportunities after graduation. As a recruiter, you must understand how your corporate brand will fare against the others that recruit from the sales program. For example, recruiters should know how their company's compensation and benefits compare to the other sales program partners. Beyond compensation, other things determine your competitiveness with other corporate partners. The following questions provide insight into the competitiveness for sales talent within the collegiate sales program:

1. How many corporate partners does the sales program have currently?
2. Who are your corporate partners?
3. What are the limits or restrictions on corporate partnerships?
4. How many corporate partners typically attend your student engagement events?

5. Would it be possible to sponsor an exclusive engagement activity for your organization?
6. Which companies do well at recruiting your students and why?
7. What is the average compensation and benefits package offered to your students?

There are many aspects to a partnership with a collegiate sales program, and the guidance provided in this article should help recruiters and sales program directors develop successful partnerships. Partnering and recruiting from collegiate sales programs can improve recruiting efficiency and lower attrition rates. The SEF directory of sales programs is an excellent resource if you are a corporate recruiter seeking sales talent. Also, if you would like to get more involved with USCA sales programs or are interested in obtaining USCA accreditation, please feel free to contact me. **△**



Image generated through Adobe Firely.

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Competitions Showcase Talent Found at University Sales Programs Worldwide

University sales competitions provide opportunities for professional sales students to showcase their talents while networking with potential employers and students from other universities. Competitions can be virtual, hybrid, regional, or international. These events are supported by sponsoring companies who bring recruiters for career fairs and employees who serve as buyers and judges.

SEF's 2024 feature lists "major" sales competitions provided worldwide. SEF defines a major competition as open to students from other universities. Use the listing to discover events held throughout the year. Visit the websites and email the contacts. University Sales competitions are "the" premier venues for top Sales organizations to meet the future generation of Sales professionals and see them in action.

COMPETITION NAME	UNIVERSITY HOST	VIRTUAL/HYBRID	FACE-TO-FACE	TEAM	SPEED SELLING	CAREER FAIR	NETWORKING EVENT	AWARDS/RECEPTION
ACSC-ARIZONA COLLEGIATE SALES COMPETITION	Arizona State University		▲	▲		▲	▲	▲
CNSSC-CANADIAN NATIONAL SPORTS SALES CHAMPIONSHIP	Baylor University S3E Program		▲		▲	▲		▲
DSC-DANISH SALES COMPETITION	TBD		▲	▲			▲	▲
ESC-EUROPEAN SALES COMPETITION	Haaga-Helia 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	Commonwealth University - Bloomsburg	▲	▲			▲	▲	▲
KU/KING'S HAWAIIAN SALES COMPETITION	University of Kansas		▲	▲	▲		▲	▲
NCSC-NATIONAL COLLEGIATE SALES COMPETITION	Kennesaw State University		▲	▲	▲	▲	▲	▲
NCSSC-NATIONAL COLLEGIATE SPORTS SALES COMPETITION	Baylor University S3E Program	▲	▲		▲	▲	▲	▲
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		▲		▲		▲	▲
PNWSC-PACIFIC NORTHWEST SALES COMPETITION	Oregon State University, Corvallis Campus	▲	▲	▲		▲	▲	▲
PSE PRO-AM SELL-A-THON®	Various University Locations		▲			▲	▲	▲
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	TBD	▲	▲				▲	▲
SELLING WITH THE BULLS	University of South Florida		▲	▲	▲	▲	▲	▲
SCSC-STEEL CITY SALES CHALLENGE	Duquesne University	▲			▲		▲	
TCCSC-TWIN CITIES COLLEGIATE SALES CHAMPIONSHIP	University of Minnesota-Twin Cities		▲	▲			▲	▲
TCCSC-UNIVERSITY OF TOLEDO INVITATIONAL SALES COMPETITION	University of Toledo	▲	▲			▲	▲	▲
WSSC-WESTERN STATES SALES COMPETITION	California State University, Chico		▲	▲		▲	▲	▲

**ACSC-ARIZONA COLLEGIATE SALES COMPETITION
ARIZONA STATE UNIVERSITY**

<https://wpcarey.asu.edu/marketing-degrees/arizona-collegiate-sales-competition>

Detra Montoya, detra.montoya@asu.edu

The Arizona Collegiate Sales Competition brings together students from 15 top universities to compete in a sales role play and team competitions. Each university is invited to bring four students: two students to compete in a three-round tournament style sales role play competition and two students to compete in a two-round team presentation featuring a marketing/sales pitch. ACSC includes generous cash prizes, a career networking event, and a social event.

**CNSSC-CANADIAN NATIONAL SPORTS SALES CHAMPIONSHIP
BAYLOR UNIVERSITY S3E PROGRAM**

<https://sites.baylor.edu/baylors3/canadian-national-sports-sales-championship/>

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A spinoff of the highly successful CNSSC in Atlanta, the 2024 CNSSC is the inaugural event for graduating or recently graduated students to land a job in sports sales in Canada. Showcase skills for recruiters, including 9 properties represented by the Maple Leaf Sports and Entertainment (MLSE) Sales Development Academy and multiple clubs in the American Hockey League. The vision of the event is to instill integrity in the industry.

**DSC-DANISH SALES COMPETITION
UNIVERSITY COLLEGE OF NORTHERN DENMARK,
AARHUS UNIVERSITY BUSINESS SCHOOL AND
COPENHAGEN BUSINESS SCHOOL (in Collaboration)**

<https://dsc.nemtilmeld.dk/3/> and

<https://www.linkedin.com/company/danish-sales-competition/?viewAsMember=true>

Karina Burgdorff Jensen, kbje@ucn.dk

The Danish Sales Competition is a unique opportunity for you to compete with other students for the title of Denmark's brightest sales talent. The competition is held in a corporation between the consultancy company Intenz and the educational institutions UCN, CBS, and AU. All students are welcome to sign up!

**ESC-EUROPEAN SALES COMPETITION
HAAGA-HELIA UNIVERSITY OF APPLIED SCIENCES,
Helsinki, Finland**

<https://www.europeansalescompetition.com/>

Riku Hytonen, riku.hytonen@haaga-helia.fi and esc@haaga-helia.fi

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 program, students (competitors) will not only rapidly improve their sales skills but also have an opportunity to connect, work and build up careers through diversified activities.

**GBSC-GLOBAL BILINGUAL SALES COMPETITION
FLORIDA INTERNATIONAL UNIVERSITY**

<https://www.fiu-gbpc.com/>

Gabriela Alpizar, galpizar@fiu.edu

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 in English and Spanish, talented students can showcase their sales skills on FIU's main campus in Miami, Florida. GBSC strives to build the next generation of culturally diverse sales professionals as the need for bilingual sales representatives, key account managers, and sales managers rapidly increases worldwide.

**GNSW-GREAT NORTHWOODS SALES WARM-UP
UNIVERSITY OF WISCONSIN EAU CLAIRE**

<http://www.uwecsaleswarmup.com/>

Lenita Davis, davislen@uwec.edu

The Great Northwoods Sales Warm-Up (GNSW) is a 2½ day national collegiate sales competition in which students from across the United States participate. GNSW is the first national sales competition for the 2024–2025 school year. Competitors do two different 20-minute sales role-plays with sales professionals acting as buyers. Representatives from sponsoring companies evaluate each role play. Competitors have a debriefing session with one of their judges after each role-play, a unique feature of GNSW.

**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. Our motto: Work Hard,

relationship development skills in a Role-play Competition; Sales management problem solving skills in a Sales Management Case Competition; Presentation and speech skills in a Speed Selling Competition; Play Hard, after working hard participants are treated to an Orlando Theme Park; Give Back, Social Legacy Project in support of Second Harvest Food Bank of Central Florida.

**KSC-KEYSTONE SALES CHALLENGE
COMMONWEALTH UNIVERSITY - BLOOMSBURG**

<https://www.bloomu.edu/keystone-sales-challenge>

Dr. Monica J. Favia, mfavia@commonwealthu.edu

The Keystone Sales Challenge is a progressive role-play competition beginning with a virtual warm-call and moving to the final round close.

**KU/KING'S HAWAIIAN SALES COMPETITION
UNIVERSITY OF KANSAS**

KU Professional Selling Program/King's Hawaiian Sales Competition | School of Business

Kristen Helling, khelling@ku.edu

Sponsored and judged exclusively by King's Hawaiian, the competition is open to all universities, with four undergraduate students and one sales coach representing each university. Components of the competition include: Individual Speed Selling Round; 90-second elevator pitch to get King's Hawaiian a meeting with a potential grocery store chain buyer; Team Case Competition: Three-round tournament-style case competition on a real-life business situation for King's Hawaiian.

**NCSC-NATIONAL COLLEGIATE SALES COMPETITION
KENNESAW STATE UNIVERSITY**

<https://www.ncsc-ksu.org/>

Mary Foster, mfoster@kennesaw.edu

Terry W. Loe, tloe@kennesaw.edu

The National Collegiate Sales Competition (NCSC) founded in 1999, is the oldest university sales competition and 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 sales hires.

**NCSSC-NATIONAL COLLEGIATE SPORTS SALES CHAMPIONSHIP
BAYLOR UNIVERSITY S3E PROGRAM**

<https://sites.baylor.edu/baylors3/national-collegiate-sports-sales-championship/>

Heather Grover, Heather_Grover@baylor.edu

Lane Wakefield, lane_wakefield@baylor.edu

The premier event for seniors to land a job in sports sales. Showcase your skills for 30+ recruiters from around the country representing NBA, NFL, MLB, NHL, MLS, NCAA teams and organizations. Over 50 participants accepted a job in sports after last year's event. The vision of the event is to instill integrity in the sports and entertainment industry, which is done through a focus on integrity components in the scoring rubric, speakers and more.

**NISC-NORTHEAST INTERCOLLEGIATE SALES COMPETITION
BRYANT UNIVERSITY**

<https://nisc.bryant.edu/>

Stefanie Boyer, sboyer@bryant.edu

Kathy Stickel, kstickel@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://rbsaleschallenge.wpunj.edu>

Michael Gatlin, rbsales@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/nsscKelly Hickey, [masmi@salisbury.edu](mailto:masm@salisbury.edu)

The Mid-Atlantic Sales and Marketing Institute (MASMI) at Salisbury University invites university sales programs to register their best two sales students to compete in the National Shore Sales Challenge. Student competitors from universities across the country compete in a role-play and speed-selling competition across this two-day event. Universities may also register up to 4 student alternates to compete in the speed-selling competition. Top University will also be awarded.

**NTSC-NATIONAL TEAM SELLING COMPETITION
INDIANA UNIVERSITY**gokelley.iu.edu/ntscCharles Ragland, ntsc@indiana.edu

NTSC is a premier team selling competition that attracts undergraduate sales students from leading universities who wish to pursue high-level, complex sales careers. Teams compete in two role-play rounds with a final presentation pitch from top three schools. Cash prizes awarded. Two networking receptions are included for all participants.

**OCSC-OHIO COLLEGIATE SALES COMPETITION
CLEVELAND STATE UNIVERSITY**<https://business.csuohio.edu/sales/ohio-collegiate-sales-competition>Paul Mills, Ph.D., p.mills@csuohio.edu

The Ohio Collegiate Sales Competition is open to any college or university in the state of Ohio. Students compete in a series of progressive role play scenarios designed to mimic a realistic B2B sales process. The competition is free for students. A speed selling (elevator pitch) competition is also offered. Universities may bring up to 3 students, plus alternates. Faculty members are asked to help by volunteering to judge. Monetary and non-monetary prizes are awarded.

**PNWSC-PACIFIC NORTHWEST SALES COMPETITION
OREGON STATE UNIVERSITY, Corvallis Campus**<https://business.oregonstate.edu/student-experience/student-centers/sales-academy>Eric Nelson, eric.nelson@oregonstate.edu

Students play the role of a sales representative and sell products or services in the context of a real-life sales situation. Students demonstrate their selling abilities by discovering a customer's needs, formulating a solution addressing the customer's challenges, and presenting the value proposition of their product(s) to the leaders of OSU's Sales Academy corporate partners. Cash scholarship awards are presented to top performers.

**PRO-AM SELL-A-THON®
PI SIGMA EPSILON**<https://pse.org/service/pro-am-sell-a-thon/>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.

**RNMKRS SALES COMPETITION
BRYANT UNIVERSITY**<https://www.rnmkrs.org/><http://faculty.rnmkrs.com/>Dan Camins, dan.camins@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 Delpechitre, deldelpe@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/salesDr. Jill Kurp, Director, kurp@rmu.edu

The RMU sales challenge is a one-day, two-round role-play competition with prizes for the top three students totaling \$5,000. The competition is tournament-style with the top-scoring participants advancing to the final round. Students assume the role of a salesperson interacting with a potential buyer to uncover the needs and offer an appropriate solution. Registered coaches and students will receive a case several weeks in advance of the competition.

**SEASAC-SOUTH-EAST ASIAN SALES COMPETITION
Thailand/Malaysia/Indonesia - TBD**<https://seasalescompetition.com/>Victor Labotano, victor@seamolec.org

secretariat@seamolec.org

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 within the sphere of sales education. Best practices from Europe will be matched with Asian sales cultures.

**SELLING WITH THE BULLS
UNIVERSITY OF SOUTH FLORIDA**www.usf.edu/business/centers/marketing-sales-innovation/sales-competitions-intercollegiate.aspxRob Hammond, rwhammond@usf.edu

Selling with the Bulls has a well-deserved reputation as "The Toughest Test in Sales Education". All competitors compete in all events that span the entire sales process including prospecting (email, LinkedIn, Vmail, Phone Call), networking, discovery, and sales meeting—all in 30 hours. The event is hosted by the Center for Marketing and Sales Innovation each February and takes place on the Tampa, Florida campus of the University of South Florida.

**SCSC-STEEL CITY SALES CHALLENGE
DUQUESNE UNIVERSITY**<https://www.duq.edu/academics/colleges-and-schools/business/team-competitions/steel-city-sales-challenge.php>Andrea Dreher, drehera1@duq.eduSue Eppley, eppleys@duq.edu

The Steel City Sales Challenge is a challenging and dynamic event that is hosted by the Palumbo-Donahue School of Business at Duquesne University. The two-day virtual sales competition is run through the Center for Leadership in Professional Selling and is open to undergraduate students from universities across the United States. The competition offers more than \$15,000 in cash and prizes, making it one of the largest sales competitions in the United States.

**TCCSC-TWIN CITIES COLLEGIATE SALES COMPETITION
UNIVERSITY OF MINNESOTA, Twin Cities Campus**<https://olpd.umn.edu/twin-cities-collegiate-championship>Michael Oster, oster398@umn.edu

Nearly 100 student competitors will have opportunities to experience a realistic call-in session, two independent pitches, and a one-of-a-kind group presentation before a panel of role play executives, totaling four rounds of competition in pursuit of the coveted Team Championship trophy. Students will be invited to attend a highly interactive career expo with a variety of distinguished employers. This year's hybrid format is a chance to meet new students, build connections, practice sales skills, and expand professional networks.

**UTISC-UNIVERSITY OF TOLEDO
INVITATIONAL SALES COMPETITION
UNIVERSITY OF TOLEDO**<https://www.utoledo.edu/business/essps/utisc/>Deirdre Jones, deirdre.jones@utoledo.edu

UTISC is the nation's first and only national sales competition to focus exclusively on juniors, sophomores, and freshmen and 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.

**WSSC-WESTERN STATES SALES COMPETITION
CALIFORNIA STATE UNIVERSITY, CHICO**<https://www.csuchico.edu/cob/programs/professional-sales/index.shtml>Thomas P. Villa, tpvilla@csuchico.edu

The Western States Sales competition is a spring event that has been hosted by California State University, Chico for many years. All universities from around the country are invited. This event is always sponsored by two Corporate Sponsors and the total prize money is \$10,000. We focus on an Individual Sales Competition on Day 1 that is incorporated into the Team Sales Competition on Day 2.

thank you to.

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

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