We Grow Revenue

GrowthPlay is a sales effectiveness firm that partners with its clients to ensure consistent execution of their business strategies at the point of sale.

We bring together a powerful combination of sales performance offerings that align and enable customer organizations to achieve their revenue goals.

We focus on consulting, training and technology solutions to elevate sales performance and drive profitable growth.

We’re built on the foundations of sales industry leaders - Force Management, Chally Group, Incite Sales, Akina and Law Leaders Lab.

GrowthPlay provides a tailored approach and a breadth of offerings that activate change at both the organizational and individual levels and deliver lasting, measurable results.

Learn how our clients are breaking sales records.
Schedule a call today.

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From the Editor

THE FOCUS OF OUR 11TH EDITION ANNUAL EXPLORES HOW THE SALES PROCESS IS CHANGING AND HOW SALESFORCES WILL NEED TO BE TRAINED TO ADAPT TO SATISFY THE NEEDS OF INCREASINGLY SAVVY BUYERS. MORE UNIVERSITY SALES PROGRAMS ARE EVOLVING THE CURRICULA TO INCORPORATE TECHNOLOGY AND SOCIAL MEDIA AS TOOLS TO IDENTIFY NEEDS AND BUILD SOLUTIONS FOR NEW AND EXISTING CUSTOMERS.

Throughout the past ten years our goals have remained constant as we strive to elevate the profession of Sales. They are:

- PROVIDE RESOURCES FOR UNIVERSITIES that want to teach professional selling, enabling them to start a program
- ENCOURAGE NEW PhD CANDIDATES TO RESEARCH and ultimately teach professional selling by providing data and support
- INCREASE THE NUMBER OF STUDENTS seeking a sales curriculum
- DEVELOP RECOGNIZED SPECIALIZATIONS WITHIN THE SALES ARENA
- STRENGTHEN RELATIONS BETWEEN INDUSTRY AND ACADEMIA by increasing awareness through program support.

We thank the professors and the administrations of the universities teaching professional selling, and we thank the sponsoring companies. Through their vision, dedication, and support, sales education has gained traction. Candidates from these programs are more prepared to align with their initial sales roles and to compete in the ever-changing global economy.

SALL Y C. STEVENS

The Sales Education Foundation is a component fund of The Dayton Foundation, a 501(c)(3) public charity.
Four ways that selling will be different going forward. Based on insights from Daniel J Weinfurter

SUPPORT WHAT IS ESTABLISHED AND EMBRACE WHAT IS EMERGING

The Future of Selling 2017—

WHILE THERE IS MUCH TO REPORT ON THAT IS ENCOURAGING AND EXCITING IN THE WORLD OF PROFESSIONAL SALES, IT STILL REMAINS A FACT THERE IS MUCH TO DO TO ELEVATE THE PROFESSION OF SELLING TO BE EQUAL IN STATUS, IMPORTANCE AND RIGOR TO THAT OF OTHER DISCIPLINES SUCH AS FINANCE, ENGINEERING OR MARKETING.

As evidence of this, most surveys show that fully a third to a half of all sales professionals in the US did not make quota in 2016, and overall, sales organizations on average achieved 80% of their plan. I think we all know the impact of a 20% revenue miss at the enterprise level. Turnover continues at rates exceeding 25% per annum, meaning a typical company replaces their entire sales force every four years (or more likely, replaces some subset of the company each year, every year). Yet, despite these statistics, and despite some pundits talking about the death of the salesman, selling in 2017 remains the principal method in which many to most organizations execute their business strategy. There are however, some trends emerging on how selling going forward will be different.

ROLE SPECIALIZATION

It was not that long ago when most organizations had essentially one selling role. Promotions were granted based on tenure and success, as a person could move from an Account Representative to a Senior Account Representative to a Strategic Account Manager, but the role itself was quite similar. The cultivation of leads was the salesperson’s responsibility; they took a list and figured out a way to get a meeting or to somehow engage someone at the prospect company to begin the conversation. Marketing’s role in supporting the salesforce was to create thought leadership pieces and sales collateral that could be used during the selling process.

Today, many organizations have rethought the go to market structure in its entirety. It is far beyond inside and outside sales. Today’s organizations often have significant granularity in both inside and outside roles. For example, inside sales may consist of three or four different types of professionals, including individuals whose role is very specific—limited to reacting to inbound web site hits, others that only make outbound calls and still others that only set appointments for the outside team. Outside roles have evolved considerably as well, reacting to requirements based on products or services, size and sophistication of the prospect organization, and still others to work the channel.

The multiple roles that exist in today’s sales organization do provide career opportunities for many different types of skill sets, yet the rigidity that exists in some organizations does limit the learning that might otherwise occur when someone is exposed to a wider set of situations and different types of customers and customer needs.

INCREASED HIRING RIGOR

Based on the historical tendency to fail to apply the rigor and discipline the sales recruitment process deserves and the resultant pain that comes from this, as well as the recognition that the many different sales roles require different sales skills as well as different behavioral competencies, it should come as no surprise that most companies are working on establishing enhanced approaches for building sales teams. These processes recognize that the skill set for reacting to inbound leads is quite a bit different than the skills required for someone who has to do outbound calling.

Further, firms are finally recognizing that each sales role in each company is different. Sure there are some similarities between firms and industries. Everyone knows that there are differences between the makeup of hunters and farmers, and that some roles in a sales organization require more of a hunter orientation, and some require a farming mentality. Most understand the difference between a transaction sale and a consultative sales role. But more recently, many firms have begun to consider the deeper, but important subtleties that impact success in a role. The nature of the product or service impacts the fit for the role, as does the size and sophistication of the customers they will be calling on.

The functional role of the prospect also matters; for example, you need a different competency orientation if you are calling on IT vs HR or Finance vs Marketing decision makers. These nuances have begun to be spelled out in hiring profiles. Further, sales leaders are beginning to understand that the stage a company is in, i.e., early stage, growth, or mature, dramatically impacts the type of person who is likely to be successful in a role, and these differences are being spelled out in the position descriptions as well.

Additionally, to improve the odds of hiring success, firms are increasingly making use of predictive assessments.
UNDERSTANDING CUSTOMER ISSUES

INCREASED FOCUS ON DEMAND GENERATION

The notion of arriving at a better understanding of what customers really want is not new. Going back some 30 years to the thinking around the concept of the Trusted Advisor and continuing more recently with concepts such as Insight Selling and Challenger Selling, we see an increased focus on the desire to equip sales organizations to be able to have the right type of conversation with prospects and clients—and to do this in a way that improves a potential buyer’s ability to understand the value message that is inherent in a firm’s product or service offering—of course customized to the buyer’s specific issues and challenges.

Today’s buyers are more digitally engaged than ever before. They are leveraging social networks and online sites to both find unique solutions to issues they know they have and to find vendors who can deliver. This requires a granular focus into how buyers are engaging digitally, and then have sellers who are able to use this understanding as a jumping off point for a face to face conversation.

The net of all this is that the skills required of today’s successful salesperson have been amplified. Product and industry knowledge must be at a reasonably high level, as this is a prerequisite to aligning your product or service with your potential buyer. To do this all correctly requires significant expertise on the use, timing and appropriate demand generation techniques coupled with individuals who have the capability to leverage social networks to get introduced to individuals and firms who might have needs related to the product or service of the vendor firm.

Some people are quite good at this, having worked very hard to build the kind of network that can be leveraged for gaining introductions that work for the product or service they sell. Most sales people who are skilled at networking recognize the reciprocal nature of this; they must be willing to provide introductions back to others who would benefit from them.

In terms of demand generation, this is a rapidly emerging field that uses a variety of channels, both digital and traditional, to try to engage prospects to learn more about a vendor’s product or service.

Demand generation tactics can include digital advertising, SEO marketing, targeted email and snail mail campaigns, webinars, speaking events, ad retargeting, and even the mailing of specific items to a prospect to close, meaning the capability and skill of the sales organization remains the critical success factor in driving revenue growth, even with newer tactics such as demand generation deployed in a highly evolved fashion.

There have been studies that suggest the number of individuals who will enjoy a career in sales is on the decline. We do not subscribe to this theory.

We recognize that the role of sales professionals will change, and a career path will not be the same as in the past. Increasingly, formal university sales education and talent will be highly valued, and the old stereotypes of gregarious and back-slapping as the models of successful sales people will vanish. We can’t help thinking this cannot happen soon enough.

Daniel J Weinfurter

CEO, GrowthPlay
Students around the world are being exposed to cutting-edge education in professional sales. They execute quality role plays. They sell actual products and services for class. Sales students are hired into B2B selling internships. They get certified in methods like SPIN and Conceptual Selling. They receive authorized training on technologies like Salesforce and LinkedIn. Universities provide engaged learning, application, and networking in many ways. In the college classroom, the future of selling is coming to life through innovative pedagogy and state-of-the-art curriculum.

Some of the best advancements in selling happen in university sales programs. Business schools have been introducing sales majors and creating curriculum where little existed ten or fifteen years ago. This expansion has led an increase in interest by faculty in researching sales. The result? Beyond just well-prepared, highly demanded students, university programs offer important insights on where the profession is heading in the next decade and beyond. According to Andrea Dixon, Executive Director of the Baylor Sales Program, “One of the most important things we do is keep our pulse on the changing sales field and how go-to-market strategies are changing in industry. It’s our job to work with partners and research the profession, so that we can truly make a difference in our students’ preparation—their education, development and mindset.”

Based on a brief survey included with the recent SEF University Sales Program listing update, below are five trends that emerge across 100 responses. To provide a flavor for how these are taught, a few examples of what the sales programs are doing are included.

1. BUSINESS ANALYTICS

One of the more recent trends in sales curriculum has been to build in a strong emphasis on business analytics. The Sales Analytics course at University of Minnesota in Duluth uses real databases (e.g., from companies like Hormel) to analyze real sales data, make category management suggestions, forecast, and plan how to sell customers on promos. It’s taught with an emphasis on case analysis, assignments and in-class activities to ensure students develop the actual skills of analytics. British Columbia Institute of Technology offers a similar course where students make ‘data-driven decisions’ using CRM data and evaluate Salesforce dashboards.

BCIT Students earn a credential as a HootSuite Certified Professional.

2. SOCIAL SELLING

Social media has permeated every aspect of modern life, including sales. Many sales programs help students understand responsible, ethical social media use. The University of Dallas has students writing reflection papers on their own social media use. Other sales programs are capitalizing on new media to sell better. North Dakota State’s CRM class integrates social listening and aspects of students combine Microsoft Social Listening with Dynamics CRM to understand customer perspectives and pain points. Other programs teach students how to leverage social media for prospecting. Kennecott State has students working with Sales Navigator in LinkedIn for prospecting and initial research, while Florida State teachers an FSU students employ Hoovers Academic, Lexis/Nexis, LinkedIn, Facebook and Company websites to develop a prospect list and approach.

3. EMOTIONAL INTELLIGENCE

Several universities now teach students how to assess and develop Emotional Intelligence. At the University of Idaho, students learn why EI is important and how it might manifest in a sales context. Then, in small groups, students write brief customer profiles to demonstrate an understanding of emotional intelligence. They take turns as buyers and sellers, displaying the emotions and employing strategies to handle the emotions to achieve a positive outcome. According to UT Professor Katy Johnson, “Unlike some intelligences, emotional intelligence can be cultivated. I believe this is an area where universities have a unique advantage in providing a competitive advantage by teaching students the skills to recognize and manage emotions.”

4. CROSS-CULTURAL AND DIVERSITY

A number of European sales schools focus on international selling, even offering a masters of international sales management at the University of Eastern Finland. In the U.S., schools are starting to incorporate more international and multicultural perspectives. Florida International University and University of Texas Arlington programs incorporate a bilingual component, along with the cultural aspects that go along with selling in a Spanish-speaking environment. FIU offers a personal selling class primarily in Spanish. UTA students complete a role play where the potential buyer has bilingual fluency. Within a team, students fluent in both languages take the lead, making final presentations to the buyer in both languages.

5. CONTINUOUS CHANGE

Bryant University prepares students for continuous change by training adaptability and using self-directed learning projects. They develop adaptability through improvisation, active learning exercises and strategies to adapt in uncertain circumstances, with a goal of making good decisions when the situation is constantly changing. In self-directed learning, students diagnose skill deficiencies, identify resources, create a plan with evaluation to achieve the new skill, and work with a mentor. This way, students are able to assess their own learning deficiencies and come in with a plan to acquire future skills. In a constantly changing environment, skills that can help students continue to learn and grow are crucial.

With technological advancement, strategic emphasis on buying and selling functions, and increased complexity of product and service solutions, the salesperson of tomorrow will look vastly different. Sales programs around the world appear to be on target with preparing students for this changing role. At a national sales competition, Jim O’Hara, a sales leader at Goodyear, noted “we’ve been so impressed with the students we are exposed to at the UT Invitational sales competition. They are not just well-prepared for selling today, but the future of the sales profession.”

Students come out of these programs confident and committed to the profession. Recent graduate, Jake Hadley understands the value of his sales education. “When I did my internship at Thermo Fisher, I was involved with research for future initiatives, as well as actual selling. Whether I was in NW Ohio on the phone, researching in Texas or Florida, or presenting new ideas, I felt like I was well prepared by my sales classes. I know I am ready for the next step in my career.”

As university sales programs educate these future salespeople, they also develop the future of sales. We believe that this change will continue. The selling profession has seen rapid change and we have every reason to believe that this change will continue.
NEIL RACKHAM RESEARCH GRANTS MAKE AN IMPACT

By Jason Jordan, Partner, Vantage Point Performance

THE CHICKEN AND EGG OF SALES RESEARCH

When the Sales Education Foundation began a decade ago with the mission to vastly expand sales education in our colleges and universities, one critical objective was clear: We needed to enable more sales educators in our colleges and universities. Until more professors were willing and able to teach sales, there could be no increase in sales education.

Therefore, one of the early priorities of the SEF was to promote sales research in colleges and universities to raise the visibility of sales and establish it as a viable academic discipline. But to accomplish that we would need to inject some ‘enthusiasm’ for sales into this virtuous cycle for professorship and publishing to blossom. Chicken and egg, meet famed sales researcher Neil Rackham.

SEF/NEIL RACKHAM RESEARCH GRANTS

In 2010, Neil volunteered to sponsor a grant program to encourage high-quality academic research in the discipline of sales. The SEF and Neil collaborated to establish a process for selecting researchers and projects that would further this cause, and in 2011 the first individual grants were awarded. Overall, the SEF has been privileged to disburse $70,000 in support of 14 academic research projects in the areas of sales and sales management. (To learn more about these grants, please visit the Sales Research section of our website, salesfoundation.org.)

These grants were true ‘investments’ in the future, since the academic research and publishing process can be long and challenging. But as we approach the 7th year of this effort, we have begun to see the payoff from those investments. To date, several SEF supported research projects have been published in various academic journals—the ultimate recognition of superior academic research. We are proud to highlight four early contributions to the body of sales research and to share some of the findings that resulted from the efforts.
you win big.

the customer's perspective. Do both well, and good listening skills and orient themselves from Deliberative intuition improves when sellers employ their customers, and have empathy for the buyers. have domain-specific experience, are similar to that intuitive judgement is improved when sellers need to succeed at both. Their research revealed sellers and improve your sales performance, you increase the effectiveness of the sellers' efforts, it also reduces the amount of selling time, resulting in improved sales efficiency. However, sales performance can decrease when good intuition is followed by inaccurate “deliberative” judgments.

So if you want to make good assertions about your sellers and improve your sales performance, you need to succeed at both. Their research revealed that intuitive judgement is improved when sellers have domain-specific experience, are similar to their customers, and have empathy for the buyers. Deliberative intuition improves when sellers employ good listening skills and orient themselves from the customer’s perspective. Do both well, and you win big.

2013 RECIPIENTS:
NICK PANAGOPULOS, ADAM RAPP

Adaptive Sales Capabilities and Sales Performance

Everyone would agree that the marketplace in which salespeople work is becoming increasingly complex. To succeed in such an environment, sellers must possess the ability to adapt to new environments and continually develop relevant skills and capabilities. Possessing such ‘adaptive sales capabilities’ allows salespeople to quickly evaluate the changing marketplace, respond to new customer needs, and tailor solutions that outwit competitors.

Panagopoulos and Rapp explore three specific adaptive sales capabilities: 1) Vigilant market learning, or the ability to perceive market changes, 2) Adaptive experimentation, or the ability to learn from on-the-job experiences, and 3) Open marketing, or the ability to collaborate with marketplace partners.

Their research shows that not only are these capabilities important for sales success, they become even more important as the sales environment increases in complexity. Therefore, sales leadership should take steps to foster and develop these capabilities by evaluating their team’s adaptive sales capabilities and bolstering them where needed. In a complex world, salespeople must adapt or die.

(Continued on page 28)
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Duquesne University has been recognized as a Top Sales Program since 2015. The program is designed to prepare students for leadership roles in sales and marketing.

The program is accredited by the Accreditation Council for Business Excellence (ACSB). It offers a variety of focus options, including Financial Services, Management, and International Business.

Students completing the program gain valuable real-world experience through internships and real-world projects. The program also offers opportunities for students to participate in sales competitions and networking events.

Duquesne University is committed to providing a high-quality education that prepares students for success in the field of sales and marketing.
North Carolina State University
Kansas State University

National Strategic Selling Institute

Our Students Benefit From:

- Real Sales Experience
- State-of-the-Art Sales Labs
- Professional Development
- Interaction with business partners

Business Partners Gain Access To:

- Hard-working sales talent
- Students willing to relocate
- On-campus, off-campus, event opportunities
- Special partner-only events

FOR MORE INFORMATION:

David Deeter
Director of K-State University Sales
http://www.cba.ksu.edu/NSSI

NICHOLAS STATE UNIVERSITY
http://www.nicholls.edu/marketing/ professional-sales-initiative/ link
chuck.viosca@nicholls.edu
Thibodaux, LA 70301
985-444-7016

Students: 20
Start Year: 2003
Accreditation(s): AACSB, PSE
Focus Option(s): (Financial Services)

This program utilizes a professional, corporate-style training facility including five role-play rooms that are used to enhance the sales and technical skills of students in the program. This facility is also used for the annual Sales Competition hosted by the College of Business at Nicholls with wide industry support.

Focus Option(s): Cross-disciplinary degree program with an emphasis on sales for a career in Financial Services Marketing.

McCook College of Business
Center for Professional Sales

Our mission is clear. Texas State wants to be one of the world’s leading professor sales courses focuses programs on sales education, research, and industry collaboration.

POINTER OF PRIDE

- Bi-Annual Interview Express Day
- 60+ Professional Selling Ambassadors
- Career Closet
- Successful Sales Internship
- Award-Winning Student Teams

Baton Rouge, LA 70803
225-245-9277

Students: 20
Start Year: 2015
Accreditation(s): AACSB
Focus Option(s): (Program Type) UMN

The program prides itself on the fact that it is able to connect students with sales professionals, mentors, and job providers. There is also a very distinguished Advisory Board, comprised of distinguished sales professionals, for the program.

SALISBURY UNIVERSITY
http://www.salis.edu

Students: 80
Start Year: 2013
Accreditation(s): AACSB
Focus Option(s): Wine and Spirits

This program completed the approval process to become the first university recognized by the industry. It can be completed by students of any major to take the challenge and run with the best sales jobs upon graduation and jump start careers successful. Dr. Kenneth (Key) Harris

Michael Kirk

Seth Scanlon

Focus Option(s): Communication/Broadcast Sales

Faculty members are focused on student success and represent a diverse business world of accomplished sales professionals who understands how the world works and represents the classroom. Our location in the Central Florida area (Orlando/Central Florida) guarantees access to multiple companies and opportunities.

Focus Option(s): Study Sales

The program is a role Play that assists students and students are required to complete the program via the online approval process to become a Certified Sales Professional. This program is designed to help the student make an informed decision on how to proceed with the best fit for them. The program will help the student’s career path with sales internship, mentoring and more meaningfully in their career.

Focus Option(s): Entrepreneurship, Marketing, International Business

Focus Option(s): Broadcast Sales, Entrepreneurship, Financial Services, Insurance, Management, Marketing, Professional Sales, Selling and Sales Technology

Focus Option(s): Communication

Students are required to complete the mandatory Internship in Sales. The program is designed to prepare students to become successful professionals, for the program.

Northern Illinois University

Focus Option(s): Information Sessions for preparation, Scenario Workshops for practice, Program Type(s): UCE, ET

Students are required to complete the mandatory Internship in Sales. The program is designed to prepare students to become successful professionals, for the program.

St. Cloud, MN 56301-4498

Students: 12
_start Year: 2016
Accreditation(s): AACSB associate member
Program Type(s): UCO

The program makes extensive use of assessment materials to help students identify characteristics on which to build. The program is designed to ensure our graduates are prepared to enter the workforce.

Focus Option(s): (Focus Option) (Medical, Health) Focus Option(s): (Focus Option) (FMBA)

The program features the newly developed state-of-the-art committee will include representatives from the Corner Office, Board Room.

Focus Option(s): (Program Type) UCE, ET

The program is designed to help the student responsible for the program.

Focus Option(s): (Program Type) UCE, ET

The program is designed to help the student responsible for the program.

Focus Option(s): (Program Type) UCE

Students are required to complete the mandatory Internship in Sales. The program is designed to prepare students to become successful professionals, for the program.

Focus Option(s): Health

Students are required to complete the mandatory Internship in Sales. The program is designed to prepare students to become successful professionals, for the program.

Focus Option(s): (Program Type) UCO

The program is designed to help the student responsible for the program.

Focus Option(s): (Program Type) UCE

The program is designed to help the student responsible for the program.

Focus Option(s): (Program Type) UCO

The program is designed to help the student responsible for the program.
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

Texas A&M University
http://www.tamu.edu/collegenet/professional-selling-initiative/
Andrew Long
academic.dept@tamu.edu
College Station, TX 77843-1242
845-353-2978
Students: 66
Start Year: 2004
Accreditation(s): AACSB, PSE
Focus Option(s): Entrepreneurship, Financial Services, Insurance, International Business
Program Type(s): UCE, UOM, UMN, UPE
Distribution: The program provides a wide range of sales leadership and/or company objectives on an as demanded basis. All professors in the program have worked for sales organizations and/or company objectives to expand the hiring Center Director from Industry to become a line manager. Sales and/or companies to challenge the Professional Selling Program. The program is designed to focus on the sale. It is the only sales training program in the world that offers all of the sales positions.

University of Cincinatti
http://business.uc.edu/centers/
aas@uc.edu
Students: 175
Start Year: 2005
Accreditation(s): AACSB, SACS
Focus Option(s): Entrepreneurship, International Business, Medical/Healthcare Sales, Social Media
Program Type(s): UCE, UOM, UMN
Of the 700 enrolled students in the Professional Selling classes annually, only approximately 30 are admitted into the exclusive Professional Selling Program where they are given the opportunity to represent the University at State Farm Sales Lab by hosting the State Farm Sales Lab by hosting the Sales Technology competition. UC's first sales competition was completed in August. The metropolitan location provides dedicated sales lectures with extensive sales experiences. The sales instructors have offered for P&S, Cigna, State Farm, and other MBGB partners located in Cincinnati.

University of Central Missouri
http://marketing.business.uconn.edu/centers/
Students: 175
Start Year: 2001
Accreditation(s): AACCB
Focus Option(s): Financial Services, Insurance, Medical/Healthcare Sales
Program Type(s): UCE, UOM, UMN
UCM makes good use of its State Farm Sales Lab by hosting the annual State Farm Marketing and Sales Competition. The program is designed to focus on the sale. It is the only sales training program in the world that offers all of the sales positions.

University of Cincinnati
http://www.uc.edu/business/centers/sales-center.html
Students: 20
Start Year: 2007
Focus Option(s): Sales Technology
Program Type(s): UCE, UOM, UMN
UCM makes good use of its State Farm Sales Lab by hosting the annual State Farm Marketing and Sales Competition. The program is designed to focus on the sale. It is the only sales training program in the world that offers all of the sales positions.

University of Central Oklahoma
http://www.bu.uc.edu/marketing/william.steiger@buct.edu
Students: 75
Start Year: 2005
Accreditation(s): AACSB, SACS
Focus Option(s): Entrepreneurship, International Business, Medical/Healthcare Sales, Social Media
Program Type(s): UCE, UOM, UMN
Of the 700 enrolled students in the Professional Selling classes annually, only approximately 30 are admitted into the exclusive Professional Selling Program where they are given the opportunity to represent the University at State Farm Sales Lab by hosting the State Farm Sales Lab by hosting the Sales Technology competition. UC's first sales competition was completed in August. The metropolitan location provides dedicated sales lectures with extensive sales experiences. The sales instructors have offered for P&S, Cigna, State Farm, and other MBGB partners located in Cincinnati.

University of Central Missouri
http://marketing.business.uconn.edu/centers/
Students: 175
Start Year: 2001
Accreditation(s): AACCB
Focus Option(s): Financial Services, Insurance, Medical/Healthcare Sales
Program Type(s): UCE, UOM, UMN
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University of Cincinnati
http://www.uc.edu/business/centers/sales-center.html
Students: 20
Start Year: 2007
Focus Option(s): Sales Technology
Program Type(s): UCE, UOM, UMN
UCM makes good use of its State Farm Sales Lab by hosting the annual State Farm Marketing and Sales Competition. The program is designed to focus on the sale. It is the only sales training program in the world that offers all of the sales positions.

University of Central Oklahoma
http://www.bu.uc.edu/marketing/william.steiger@buct.edu
Students: 75
Start Year: 2005
Accreditation(s): AACSB, SACS
Focus Option(s): Entrepreneurship, International Business, Medical/Healthcare Sales, Social Media
Program Type(s): UCE, UOM, UMN
Of the 700 enrolled students in the Professional Selling classes annually, only approximately 30 are admitted into the exclusive Professional Selling Program where they are given the opportunity to represent the University at State Farm Sales Lab by hosting the State Farm Sales Lab by hosting the Sales Technology competition. UC's first sales competition was completed in August. The metropolitan location provides dedicated sales lectures with extensive sales experiences. The sales instructors have offered for P&S, Cigna, State Farm, and other MBGB partners located in Cincinnati.

University of Central Oklahoma
http://marketing.business.uconn.edu/centers/
Students: 175
Start Year: 2001
Accreditation(s): AACCB
Focus Option(s): Financial Services, Insurance, Medical/Healthcare Sales
Program Type(s): UCE, UOM, UMN
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University of Cincinnati
http://www.uc.edu/business/centers/sales-center.html
Students: 20
Start Year: 2007
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Program Type(s): UCE, UOM, UMN
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University of Central Oklahoma
http://www.bu.uc.edu/marketing/william.steiger@buct.edu
Students: 75
Start Year: 2005
Accreditation(s): AACSB, SACS
Focus Option(s): Entrepreneurship, International Business, Medical/Healthcare Sales, Social Media
Program Type(s): UCE, UOM, UMN
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http://marketing.business.uconn.edu/centers/
Students: 175
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UCM makes good use of its State Farm Sales Lab by hosting the annual State Farm Marketing and Sales Competition. The program is designed to focus on the sale. It is the only sales training program in the world that offers all of the sales positions.

University of Cincinnati
http://www.uc.edu/business/centers/sales-center.html
Students: 20
Start Year: 2007
Focus Option(s): Sales Technology
Program Type(s): UCE, UOM, UMN
UCM makes good use of its State Farm Sales Lab by hosting the annual State Farm Marketing and Sales Competition. The program is designed to focus on the sale. It is the only sales training program in the world that offers all of the sales positions.

University of Central Oklahoma
http://www.bu.uc.edu/marketing/william.steiger@buct.edu
Students: 75
Start Year: 2005
Accreditation(s): AACSB, SACS
Focus Option(s): Entrepreneurship, International Business, Medical/Healthcare Sales, Social Media
Program Type(s): UCE, UOM, UMN
Of the 700 enrolled students in the Professional Selling classes annually, only approximately 30 are admitted into the exclusive Professional Selling Program where they are given the opportunity to represent the University at State Farm Sales Lab by hosting the State Farm Sales Lab by hosting the Sales Technology competition. UC's first sales competition was completed in August. The metropolitan location provides dedicated sales lectures with extensive sales experiences. The sales instructors have offered for P&S, Cigna, State Farm, and other MBGB partners located in Cincinnati.

University of Central Oklahoma
http://marketing.business.uconn.edu/centers/
Students: 175
Start Year: 2001
Accreditation(s): AACCB
Focus Option(s): Financial Services, Insurance, Medical/Healthcare Sales
Program Type(s): UCE, UOM, UMN
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Students: 250

Students: 45

Students: 390

Students: 200

Students: 70

Students: 120

Students: 210

Students: 300

Students: 110

Students: 150

Students: 75

Students: 150

Students: 20

Students: 250

Students: 97

Students: 250

Students: 45

Students: 220

Students: 270

Students: 97

Students: 200

Students: 30

Students: 45

Students: 200

Students: 250

Students: 100

Students: 50

Students: 30

Students: 30

Students: 25

Students: 250

Students: 200

Students: 250

Students: 70

Students: 250

Students: 90

Students: 150

Students: 30

Students: 70

Students: 300

Students: 300

Students: 90

Students: 110

Students: 250

Students: 300

Students: 200

Students: 100

Students: 300

Students: 200

Students: 250

Students: 250

Students: 100

Students: 100

Students: 30

Students: 40

Students: 100

Students: 100

Students: 100

Students: 100

Students: 100
Students: 25  Start Year: 1999  Accreditation(s): AACSB, PSE  Program Type(s): ACC  Focus Option(s): Entrepreneurship  The program offers opportunities for students to obtain some classroom training in specific professional, technical, and administrative areas. For additional information, contact the University of Wisconsin—Green Bay.

MIDDLE TENNESSEE STATE UNIVERSITY
http://www.mtsu.edu/sales
Dr. Larry M. Matthews  lucy.mathew@mtsu.edu  Murfreesboro, TN 37125  615-898-5206
Students may join a sales team that participates in national contests. They have the opportunity to compete with sales programs from other institutions and companies. A sales team was field-tested in the Fall of 2017.

SOUTHERN INDIANA UNIVERSITY
http://www.siu.edu/sales
Dr. Matthew Dittoe  mdittoe@siu.edu  Carbondale, IL 62901  618-453-5947
The INSA program offers students opportunities to obtain some classroom training in specific professional and administrative areas. For additional information, contact the University of Wisconsin—Green Bay.
United States: University of Michigan, Ross School of Business
- Offers a variety of courses on sales and marketing
- Involves students in workshops, panel discussions, and one-on-one mentoring

Canada: University of British Columbia, Sauder School of Business
- Provides practical skills training in professional selling
- Offers a range of courses for students in the sales classes

Europe: University of Münster
- Offers a sales management course
- Involves students in case study-based learning

South Korea: Seoul National University
- Provides a comprehensive sales management course
- Involves students in simulations and real-world problem-solving

The program is designed to prepare students for sales roles, with a focus on practical skills development.

PSE fosters experiential learning, collaboration, and competition. At the campus level, and during regional and national events, students work together to apply academic concepts, strategic thinking, and problem-solving to real and simulated business situations. Student-run chapters are supported by a network of dedicated faculty, sales professionals, and alumni, and a national headquarters staff, who challenge students to push outside the boundaries of their comfort zones. PSE is open to all majors and all students with an interest in advancing one’s professional and personal skills.

PSE competitions ignite a competitive spirit that drive performance, bringing national attention to individual and team achievements. PSE competitions offer students, faculty, and industry professionals with a shared interest in building strong ties among universities looking to create or expand upon a sales program, or where there is an interest in building strong ties among students, faculty and industry professionals with a shared mission to develop and foster skills in the discipline of sales and marketing. Whether you are a faculty member looking to create or expand upon a sales program, or a recruiter looking to hire interns or college graduates with demonstrated proficiency in the areas of sales and marketing, we invite you to learn more about this dynamic and growing organization.

To find out more about PSE please contact Glenn Alstadt, Development Manager, glenn.alstadt@pse.org, or Joan Rogala, CEO, joan.rogala@pse.org.

The program is made possible with the generous support of sponsoring companies: Liberty Mutual, Northwestern Mutual and Vector Marketing.

The Pro-Am Sell-a-Thon® is just one example of the many opportunities PSE offers its members to prepare for a successful future. PSE offers numerous other competitive opportunities annually that recognize both individual and chapter accomplishments, including more than $60,000 in scholarships and 20 chapter awards given each year.

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HAVE YOU EVER THOUGHT ABOUT BECOMING A PROFESSOR?

**THE FOLLOWING SCHOOLS HAVE PH.D. OR D.B.A. PROGRAMS IN MARKETING WITH AN OPTION TO FOCUS ON SALES.**

**APPLY NOW AND BECOME A SALES PROFESSOR!**

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<th>UNIVERSITY PRIMARY CONTACT(S)</th>
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This information is provided by the University Sales Center Alliance (USCA): http://www.universitysalescenteralliance.org/

**AS DEMONSTRATED IN THIS YEAR’S SALES EDUCATION FOUNDATION ANNUAL, UNIVERSITY SALES EDUCATION HAS BEEN GROWING AT AN EVER-INCREASING RATE. CERTAINLY, THAT HAS BEEN OUR EXPERIENCE AT THE UNIVERSITY SALES CENTER ALLIANCE.**

Founded in 2001 by nine universities seeking to respond to corporate demand for skilled sales professionals, the USCA now comprises 43 associate and full members, with several applications in process. We continue to work toward the advancement of the sales profession through quality sales education, research, and the sharing of best practices.

As companies continue to demand sophisticated entry-level salespeople possessing the conceptual, analytical, and technological skills needed to resolve complex customer issues, we fully expect the number of universities offering sales majors, sales minors, sales concentrations, and sales courses to continue to grow dramatically. Importantly, this rapid growth of sales education, research, and full members, with several applications in process. We continue to work toward the advancement of the sales profession through quality sales education, research, and the sharing of best practices.

Several constraints have resulted in a limited quantity of qualified sales professionals possessing Ph.D. First, the extensive use of role plays in sales classes necessitates a smaller class size (e.g., 20-25 students), resulting in more class sections and a need for more sales faculty. Second, the sheer rapidity of the growth in sales programs is relatively recent and, although universities are more aware of the need for sales education, doctoral granting universities have not yet adjusted. As noted by Suzanne Forgel and colleagues in the Harvard Business Review, Ph.D. programs in sales do not exist, and only a few programs routinely encourage Ph.D. candidates in marketing and other disciplines to focus on sales. It is noteworthy that of the 88 Ph.D. students who graduated in 2016, only six were categorized in an “other” category that included ethics, innovation, entrepreneurship, and sales/sales management.

Fortunately, this lack of supply results in a tremendous opportunity for those considering a career as a sales professor. If you are already pursuing a doctoral degree in marketing or a related field, the members of the USCA strongly encourage you to specialize in sales. And, if you are pursuing a career in sales and have always thought about becoming an academic, please consider pursuing a Ph.D. with a specialization in sales. The benefits of becoming a sales academic are many. It is a distinct pleasure to help students develop the knowledge and skills that will serve them well throughout their lifetimes. Sales faculty are not just teaching students, we are developing business professionals capable of changing the business world. Moreover, sales students are hard-working and competitive. My experience suggests they become more engaged in their coursework than other students, and they are eager to learn and improve. This attitude makes the time spent in the classroom incredibly satisfying and worthwhile.

In a former life, I was a retail buyer who sat on the other side of the table from numerous salespeople. Ten years into my career, I decided to become an academic and this change of course has been the best career move imaginable. It has resulted in the most interesting and meaningful life I could have ever desired. If you would like more information about pursuing a Ph.D. with a specialization in sales, feel free to contact me at ddeeter@k-state.edu. Or, you can contact the faculty members listed. Each of these sales thought leaders can be found at Ph.D.-granting institutions and can provide insight regarding the life of a sales academic and the details of their respective programs. We look forward to hearing from you!

**HAVE YOU EVER THOUGHT ABOUT BECOMING A PROFESSOR?**

**CHOOSE A DIFFERENT PATH—BECOME A SALES PROFESSOR!**

This information is provided by the University Sales Center Alliance (USCA): http://www.universitysalescenteralliance.org/
WHAT IS THE CHALLENGE?
For Sales programs across the country, the challenge is real. Sales and Marketing automation goes much beyond introducing platforms such as Eloqua, Oracle, Marketo, SAP, NetSuite, Salesforce.com, or Constant Contact to name a few. While some of our textbooks, journal articles, and HBR articles provide basic coverage of funnels in sales and marketing, the industry is moving to convergence or fusion of customer touch point teams, functions, and strategy. Our job of teaching relevancy has become challenged by the ‘app explosion’ that leads most innovative companies to deploy a stack of applications that integrate with existing sales automation, CRM, and marketing automation systems.

WHAT IS THE OPPORTUNITY?
If, as stated in numerous vendor and industry presentations, digitally native sales people are able to produce from 1.5 to 5 times the results of their peers, we are in the midst of an existential opportunity. Firms who adopt more efficient methods of selling and adapt to buyers new modes of buying should experience competitive advantages. With increased performance, comes increased pay for all levels of the sales organization. Sales organizations can become leaner (force reduction) and/or expand into previously unprofitable or risky segments.

One of the biggest challenges faced by industry is to develop a sales force ready for the new environment. Developing a sales force with an ability to make technology spend pay off or a challenge faced by most companies in today’s marketplace. Both companies and University Sales Programs have a unique opportunity to accelerate the rate of digital tool adoption and sales stack technology performance. Universities can serve as the training ground for the future sales force and can prepare students for the new era of selling. By partnering with Sales Education Foundation and University Sales Center Alliance recognized sales programs, corporations can partner to develop a digitally native, high performing sales force!

WHAT CAN BE DONE?
Given these compelling facts, our program at the University of Texas at Dallas is on a journey to digitally morph our curriculum. As shown in (Figure A), we have integrated sales stack technology into our existing curriculum, competitions and projects. We have done this in phases to allow our faculty to learn and adapt their class lectures and activities to these new innovations. Additionally, we have developed a couple of new courses, namely Digital Prospecting and Digital Sales Strategy. These courses allow us to directly address the changing sales environment in real time in both the undergraduate and graduate curriculum with syllabi that are agile to the state of sales each year.

WHAT IS THE RESULT?
Our Sales students are more engaged, technology aware, and better prepared for strategic questions and discussions during their interviews. Students appreciate the continuity of early and continuing exposure to industry relevant sales technology. The students have first-hand knowledge on both use and challenge of sales stack use and deployment during the course experiences. This first-hand knowledge leads our students to ask more appropriate questions during corporate interviews. Our corporate partners benefit by co-development of best practices, an informed talent pool, and higher performing and competent entry-level sales talent.

We work with our corporate partners to co-develop best practices and allow us to develop appropriate and relevant curriculum. Our alumni are able to make immediate contributions since they are digitally and sales stack aware! This awareness leads to faster ramp up, higher performance and provides our corporate partners with a leadership pipeline for key technology initiatives.

CONCLUSION
A recent Forrester report proposes that the B2B sector will lose over 1 million sales jobs between 2015 and 2020. They propose that firms will automate away the order taking and redundant tasks that exist in sales. Many of these jobs that exist today will be altered by the current wave of technology innovation at the intersection of marketing and sales. Are organizations and universities prepared for this future? It might be time to start that journey so that your team has the competitive advantage in the marketplace of the future!
Finding Top & Available Sales Talent

NECESSITY IS THE MOTHER OF INVENTION. TOO MANY OF MY CONVERSATIONS WITH COMPANIES WERE ABOUT THEIR SERIOUS STRUGGLES TO FIND AVAILABLE SENIORS. FINDING TOP SENIORS WHO WERE ALSO AVAILABLE WAS AN EVEN BIGGER HURDLE.

Our robust sales program had challenges too, we needed to grow enrollment to keep up with corporate demand, and we were running out of students for our Internal Sales Competition because they were already placed with great companies (many were placed before or shortly after senior year started). Being active with the University Sales Center Alliance (USCA) and other groups, we knew that colleagues at other university sales programs had the same challenges.

Something meaningful had to change. After facing my own concerns about the readiness of younger students, I agreed to allow the new juniors and even sophomores and freshmen to participate. With a year or more before graduation, the students were highly engaged in the UTISC’s 1st Coaches’/Interviewing Sessions and Career Fair. By the time the competition ended and in the coming days/weeks, there were intern hires made and solid pipelines for the following academic year. The UTISC students and sponsors both went into the next academic year with a shortlist and established relationships. Even our UT students that worked behind the scenes to run the UTISC networked and got internships with companies like 3M, Penske, and Quicken Loans.

The UTISC also included fun and memorable entertainment with a Toledo Walleye hockey game. Semi-finalists were announced on the big screen in a special announcement during intermission. Raffle prize winners from the Career Fair got to ride the Zamboni or play musical bean bag chairs on the center ice. Sponsors passed out raffle tickets to students during the Career Fair to give them better results in sales and sales process. You need ample runway to try and give both parties an opportunity to take a deeper dive like that.

The UTISC benefits its sponsors to be the first to zero in on the nation’s top and available sales talent while also helping younger students to develop and urinary sales programs to grow sales enrollments. We have an opportunity cost associated with having a productive relationship with one of these top and available sales talent while also helping younger students to develop and urinary sales programs. We need multiple and strong reasons to engage, and the UTISC is a well-positioned and attractive tool for companies to streamline their team improvement and involve recruiting success.

While internships play an obvious and important role in recruitment, the launch of the UTISC also aligned well with the rise in two other recruitment and on-boarding practices. The first is a stronger focus on getting top talent and putting them in a sales leadership development program so they are fast tracked and given the training, mentors, and experiences that improve selling results and retention. Succession planning is acutely real when it comes to the highly talented. The second practice is some companies are looking to hire students for two summers so they can expose the students to more of their business and sales process. You need ample runway to try and give both parties an opportunity to take a deeper dive like that.

The UTISC benefits its sponsors to be the first to zero in on the nation’s top and available sales talent while also helping younger students to develop and urinary sales programs to grow sales enrollments. We are grateful and excited to work with such talented university sales programs and proactive companies and look forward to the future of the UTISC! ▲

Deandre Jones, M.B.A.
Director and Instructor
Edward H. Schmidt School of Professional Sales
University of Toledo

ANY HESITATIONS I HAD WERE OBLITERATED WHEN I HEARD AND SAW THE REACTIONS FROM OUR SPONSORS AND STUDENTS.

• “IF I DIDN’T SPONSOR AND COME TO THIS COMPETITION, HOW WOULD I HAVE EVER FOUND THIS AMAZING STUDENT FOR OUR INTERNSHIP?”
• “I TOTALLY WANT TO BE A SALES MAJOR NOW!”
• “I AM INTERVIEWING WITH 3 COMPANIES NEXT WEEK!”

“Thank you for providing this opportunity to engage the students in multiple settings. While I certainly enjoyed the engagement during the competition, I also was blown away by the professionalism shown by your students hosting the event. They were cool and calm under pressure, and I found a few of them to be potential fits for our sales intern positions.”

That’s when I remembered that people don’t know what they don’t know. It’s not like the sponsor would be speaking to that student in his/her sales class because sales classes are for upper division students. Even if that student went to the Job Fair, they would have most likely been brushed off or only encouraged to stay in touch because of their graduation date. The opportunity to find top talent first and provide meaningful interactions to give companies peace of mind and students relevant internships was absent! Absent!

Filing that critical gap for companies, students, and universities is why we launched the University of Toledo Invitational Sales Competition (UTISC) in 2016. The UTISC is the nation’s first and only national sales competition dedicated exclusively to juniors, sophomores, and freshmen. No seniors allowed!

The prospect profile was focused on selling in a channel and 3M’s VHB™ Tape which helped the UTISC to deliver an experience that was relevant, complex, approachable, and attractive.

Our inaugural year included 90 students from 31 universities and 10 sponsors, and we had a wait list of universities. Universities such as Baylor University, Ball State University, Western Michigan University, and more came to compete. The universities were so pleased at being able to have a platform for growing their own sales enrollments and developing younger talent that most brought alternate students to the competition.

With a year or more before graduation, the students were highly engaged in the UTISC’s 1st Coaching/Interviewing Sessions and Career Fair. By the time the competition ended and in the coming days/weeks, there were intern hires made and solid pipelines for the following academic year. The UTISC students and sponsors both went into the next academic year with a shortlist and established relationships. Even our UT students that worked behind the scenes to run the UTISC networked and got internships with companies like 3M, Penske, and Quicken Loans.

The UTISC also included fun and memorable entertainment with a Toledo Walleye hockey game. Semi-finalists were announced on the big screen in a special announcement during intermission. Raffle prize winners from the Career Fair got to ride the Zamboni or play musical bean bag chairs on the center ice. Sponsors passed out raffle tickets to students during the Career Fair to give them better results in sales and sales process. You need ample runway to try and give both parties an opportunity to take a deeper dive like that.

The UTISC benefits its sponsors to be the first to zero in on the nation’s top and available sales talent while also helping younger students to develop and urinary sales programs to grow sales enrollments. We are grateful and excited to work with such talented university sales programs and proactive companies and look forward to the future of the UTISC! ▲

Deandre Jones, M.B.A.
Director and Instructor
Edward H. Schmidt School of Professional Sales
University of Toledo
UNIVERSITY SALES COMPETITIONS

Unique Events Showcase the Next Generation of Sales Professionals

University sales competitions provide opportunities for professional sales students to showcase their talents while networking with fellow students and potential employers. Some competitions focus on regional attendance, while many others have become international in nature, attracting students all over the world. These events vary in format, from role-play, team selling and speed selling, to “elevator pitch” exercises. Sales competitions have become “the” premier venues for top sales organizations to meet the future generation of sales professionals and see them in action.

University Sales students recognize these events are opportunities to refine their classroom skills in highly competitive environments. Top sales organizations send representatives to serve as judges, prospects or buyers. Many competitions include corporate mixers, career fairs and networking events. Recent additions to the landscape focus on first and second year students and feature bilingual competition.

To find out more about each of the listed competitions, contact the individuals at the various events.

ARIZONA COLLEGIATE SALES COMPETITION (ACSC) | ARIZONA STATE UNIVERSITY

DATE: February 25, 2017
YEAR FOUNDED: 2016
CONTACT: Detra Montoya, detra.montoya@asu.edu

The Arizona Collegiate Sales Competition (ACSC) includes competitors from Arizona State University, University of Arizona, and Northern Arizona University. The purpose of ACSC is to provide students with an opportunity to practice their professional role selling skills and to prepare for NCSC. Representatives from ASU’s Professional Sales Advisory Board will serve as judges and buyers, and be available to network for student career opportunities.

https://wpcarey.asu.edu/marketing-degrees/calendar-of-events

BALL STATE UNIVERSITY REGIONAL SALES COMPETITION | BALL STATE UNIVERSITY

DATE: Friday, October 6, 2017
YEAR FOUNDED: 2003
CONTACT: Julie Eiser, salescenter@bsu.edu
Jeff Hittler, jjhittler@bsu.edu

The BSU Regional Sales Competition is a warm-up for the National Collegiate Sales Competition (NCSC). Competitors receive performance feedback from industry professionals immediately following their sales calls. The competition also features a Networking dinner event and a Career Fair that includes a student-recruiter speed selling event (students have 2 minutes to sell their abilities; recruiters have 2 minutes to highlight employment opportunities).

ADDITIONAL EVENTS: A Networking and Recruiting Career Fair as well as a speed selling event.

http://salescenter.wix.com/bsu-competition

EUROPEAN SALES COMPETITION (2017, SCOTLAND) | EDINBURGH NAPIER BUSINESS SCHOOL

DATE: May 31 - June 1, 2017
YEAR FOUNDED: 2016
CONTACT FOR 2017: Dr. Tony Douglas, t.douglas@napier.ac.uk

This year’s European Sales Competition will be held at Edinburgh Napier Business School in Edinburgh, Scotland. The annual competition is hosted by different European universities each year. The ESC aims at filling the gap in sales education among undergraduate students in Europe by creating a new pan-European Sales Alliance across universities and bringing European students’ sales skills to the next level.

http://www.europesalescompetition.com/en

GLOBAL BILINGUAL SALES COMPETITION (FIU-GBSC) | FLORIDA INTERNATIONAL UNIVERSITY

DATE: March 8-11, 2017
YEAR FOUNDED: 2016
CONTACT: Dr. Nancy Rauseo, xrauseon@fiu.edu

FIU’s Global Bilingual Sales Competition is the only competition of its kind, bringing students from across the globe to compete in both English and Spanish. The competition consists of simulated role plays in which students sell to a buyer from a global organization. Students must conduct sales calls in English only, Spanish only and English/Spanish. The role plays will be conducted in FIU’s Global Sales Lab, housing 12 rooms equipped with recording capabilities. Judges and sponsors will have access to live videos.

ADDITIONAL EVENTS: Networking opportunities

http://fiucompetition.com/

INTERNATIONAL COLLEGIATE SALES COMPETITION (ICSC) | FLORIDA STATE UNIVERSITY

DATE: November 1-4, 2017
YEAR FOUNDED: 2011
CONTACT: Pat Pallentino, ppallentino@fsu.edu

Held at the Caribe Royal Resort in Orlando, FL, the ICSC competition is one of the largest sales competitions. The 2016 event featured 70 universities, 140 role-play competitors and 80 Sales management case competitors. The competition is all B2B role-play - focusing on one major account sale in four connected role-plays. Role-play one is the initial contact with a mid-level manager. The final round ends with a meeting with the final C-level decision-maker.

ADDITIONAL EVENTS: Career Fair with over 40 Recruiting Companies; Complimentary tickets to Theme Park for students and coaches.

http://fsusalesinstitute.com/icsc

NATIONAL COLLEGIATE SALES COMPETITION (NCSC) | KENNESAW STATE UNIVERSITY

DATE: March 31-April 3, 2017
YEAR FOUNDED: 1998
CONTACT: Dr. Terry W. Lee, floe@kennesaw.edu
Ms. Mary Foster, mfoster@kennesaw.edu

NCSC is the largest and oldest collegiate sales competition that includes universities from North America and parts of Europe. The format is an elimination style tournament with 20 minute Sales Call Role-Plays. The competition has an opening, wildcard, quarter-final, semi-final and Championship Rounds. Industry professionals and sales experts from academia participate as judges and industry professionals participate as the prospects/buyers throughout the event. Prior to the event sponsors are provided resumes of all participating sales candidates and access to all competition recordings post event for a limited time.

ADDITIONAL EVENTS: NCSC begins with Registration, a Reception and Welcome. A sponsor exclusive Sales Career Expo runs in conjunction with the competition the first two days of the event. Also, an informal networking event is held in a facility that includes food, music, video and other games, billiards, and bowling. The Final Four Competitors are announced during the networking event. The final day of the competition includes the Championship Round, and the NCSC Awards Banquet.

www.NCSC.ksu.org
## UNIVERSITY SALES COMPETITIONS

### NATIONAL SALES CHALLENGE (NSC) | WILLIAM PATerson UNIVERSITY

| DATE: November 15-17, 2017 | YEAR FOUNDED: 2007 |
| CONTACT: Lisa Wright, WrightE@wpunj.edu; Prabakar ‘PK’ Kothandaraman, kothandaramanp@wpunj.edu |

**NSC Role-Play Competition:** Students engage in a fifteen-minute sales call role-play with a business executive. This segment has two rounds and a final. Speed-Sell: Students create a two-minute sales pitch about themselves. The 3-day competition is held at the state-of-the-art Russ Berrie Institute for Professional Sales Labs with judges drawn exclusively from the industry. Sponsored by leading corporations, the event also features corporate presentations and job interviews.

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

http://mbisaleschallenge.wpunj.edu/

### NATIONAL TEAM SELLING COMPETITION (NTSC) | INDIANA UNIVERSITY KELLEY SCHOOL OF BUSINESS

| CONTACT: Sonya Dunigan, skduniga@indiana.edu |

**NTSC is a team selling competition that attracts undergraduate sales students from America’s leading universities who wish to pursue high-level, complex sales careers. Altria and 3M develop the case, role-play as buyers and senior management, and serve as judges. Cash prizes: 1st place, $3,000; 2nd place, $2,000; 3rd place, $1,000. A networking reception is included for all participants.**

https://kelley.iu.edu/Promo/NTSC/index.html

### NORTHEAST INTERCOLLEGIATE SALES COMPETITION (NISC) | BRYANT UNIVERSITY

| DATE: November 10-11, 2017 | YEAR FOUNDED: 2012 |
| CONTACT: Stefanie Boyer, sboyer@bryant.edu |

The NISC prepares students for sales careers by providing individualized immediate feedback from sales professionals in written and verbal format during the tournament-style four-round sales competition and elevator pitch competition. Sessions in improv-training promote adaptive selling, tapping into social media to keep the connection alive between well-trained sales students and the exceptional employers they meet at the competition.

**ADDITIONAL EVENTS:**
- Social Media Competition, e-pitch competition, live product/case training with the company, networking/recruiting lunch, networking reception, awards ceremony, skill-building, improv and faculty sessions to advance sales education.

http://nisc.bryant.edu/

### PRO-AM SELL-A-THON® | PSE REGIONAL LOCATIONS

| DATE: Regional conferences held five consecutive Fridays beginning with last week of October; National Convention competition is March-April of each year | YEAR FOUNDED: 1952 | CONTACT: Joan Rogala, CEO, joan.rogala@pse.org |

The Pro-Am Sell-a-Thon® is open to collegiate members of Pi Sigma Epsilon. The competition is held at five regional conferences and the national convention. Students competing at both are part of the year-long competition, but receive prizes for first and second place at each regional. Prior to the Pro-Am at both the regional and the national competitions, students must review sales modules from Carew International and set an appointment that is scored. At both competitions, Carew provides additional training to students and sales professionals that serve as coaches. The students and coaches spend time refining the students’ twelve minute sales call role play. All are business-to-business role plays.

**ADDITIONAL EVENTS:**

http://www.pse.org

### SCOTTISH OPEN SALES COMPETITION | CO-HOST: EDINBURGH NAPIER UNIVERSITY AND ABERTAY UNIVERSITY

| DATE: February | YEAR FOUNDED: 2017 | CONTACT: Dr. Tony Douglas, t.douglas@napier.ac.uk |

The inaugural Scottish OPEN Sales Competition was held at the Business School Campus of Abertay University, Dundee, Scotland. Students from Scottish and UK universities competed in the simulated sales situation role-plays. A Speed Sell event was included on the first day. Competition day included two sales meetings – a needs identification meeting and a follow up meeting for all contestants. Plans are to hold this event annually at universities throughout Scotland and the UK.

http://www.scottishopensalescompetition.co.uk

### THE GREAT NORTHWOODS SALES WARM-UP | UNIVERSITY OF WISCONSIN-EAU CLAIRE

| DATE: October 19-21, 2017 | YEAR FOUNDED: 2007 | CONTACT: Jerry Kolliross, kollirogm@uwec.edu; Jessica Gardner, gardnejj@uwec.edu; Bob Erfmeyer, erffmerc@uwec.edu |

The Great Northwoods Sales Warm-Up is a highly personalized competition. We host the first competition of the year and invite 20 universities (5 students each) from across the country to the Warm-Up. We pride ourselves on the quality of sales programs we have attracted to our event over the past 10 years. Our goal is to have the students work hard at our event but also have fun along the way. Students are guaranteed to participate in two 20 minute role plays and also get the opportunity to receive immediate feedback after their role plays from the sponsor judges.

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

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

UNIVERSITY OF TOLEDO INVITATIONAL SALES COMPETITION (UTISC) | UNIVERSITY OF TOLEDO

DATE: February 22-24, 2018  YEAR FOUNDED: 2016  CONTACT: Deirdre Jones, Director, deirdre.jones@utoledo.edu

Not having seniors compete is exactly why companies need to recruit at the UTISC. As the nation’s first and only national sales competition to focus exclusively on juniors, sophomores, and freshmen, the UTISC is uniquely positioned to help sponsors proactively balance their national sales talent pipeline. This year’s Junior Division contains next year’s seniors; FIND – THEM – FIRST! This format also helps universities engage more students and earlier so they can grow enrollments. Students also get the chance to develop and shine outside the shadow of a senior.

ADDITIONAL EVENTS: Coaching/Interviewing sessions in-between the competition rounds for competitors and alternates, concurrent career fairs, awards reception and social entertainment for the universities with select sponsors.

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

WESTERN STATES COLLEGIATE SALES COMPETITION (WSCSC) | CALIFORNIA STATE UNIVERSITY, CHICO

DATE: April 20-21, 2017  YEAR FOUNDED: 2005  CONTACT: Bill McGowan, BMcgowan@csuchico.edu

The WSCSC is an exciting event for university sales students, corporate recruiters and faculty. Students compete in two corporate sponsored role plays (12-min. each.) The 2017 role-plays feature sales scenarios from ADP and IBM. The competition includes a recruiting mixer/speed interviewing event on Thursday evening and a full-day competition on Friday. Fifteen universities are competing in the 2017 event and student competitors are judged by representative from 20+ corporate partners.

http://www.csuchico.edu/cob/students/beyond-classroomprofessional-sales/western-states-collegiate-sales-competition.shtml

WEST VIRGINIA UNIVERSITY REGIONAL SALES COMPETITION | WEST VIRGINIA UNIVERSITY

DATE: November 11, 2017  YEAR FOUNDED: 2013  CONTACT: Dr. Michael Walsh, Michael.walsh@mail.wvu.edu

The WVU Sales Competition is open to students from West Virginia, Pennsylvania and Ohio. Students compete in a role play exercise judged by working sales professionals. The top finishing students advance to a second round role play while all other students participate in an elevator pitch exercise. All competitors and faculty coaches enjoy a complimentary lunch and post competition reception. Participation limited to 50 students. Registration will open September 1, 2017.

NEW WAYS FOR UNIVERSITIES AND CORPORATIONS TO COLLABORATE

Spend time with a faculty member teaching in a university sales program and it’s apparent that these educators have a deep passion for sales. The mantra often heard at academic conferences is that sales faculty not only want to make a difference to their students, but they want to impact the selling profession at large. Which is why it might be time for university faculty to support sales training outside of their respective university sales program. After all doesn’t most sales education happen somewhere other than universities?

94% of companies invest in some kind of sales training. Nearly half spend up to $5K per year per rep. Yet, research tells us that much of today’s corporate sales training just doesn’t work. Based on current statistics, an important issue may be that companies focus on content with little or no real consideration given to how, exactly, the reps are supposed to learn and adopt key selling skills.

WHAT APPROACH SHOULD BE USED TO DELIVER THE CONTENT SO THAT THE SALES REPS WILL ABSORB IT?

Unfortunately, companies frequently make other mistakes in the way that they structure sales training. First, sales training is frequently just product training. Reps are given a massive amount of product information to digest. Second, sales training is often treated as a one-time event. Finally, sales training frequently ignores the role of the sales manager in terms of importance. Similarly, sales organizations neglect the manager all together in terms of providing training on how to be effective in a sales manager role.

To solve some of these issues, perhaps leaders of sales training programs should look no further than their local university (or at least the closest university with a thriving sales program). University sales programs treat sales training as a structured process that includes quality content, methods of delivery, activities to drive home the content, plans for reinforcement, tools and materials that support application, and assessments to evaluate learning success and potential gaps. Likewise, university programs have years of experience teaching sales management concepts that could prove very useful to their corporate counterparts.

So how can corporate training programs and universities develop more collaborative relationships? First, corporate sponsors of university sales programs should spend time connecting their sales training staff with faculty at the various universities. Recently, a large healthcare company reached out to the International Collegiate Sales Competition to discuss the potential of using sales competitions in their corporate training program. Finally, Florida State University is launching a program, the Sales Trainer Academy, as a tool for delivering a Certified Sales Trainer program to the corporate sales training community.

THE BOTTOM-LINE, TEACHERS IN THE CORPORATE AND ACADEMIC WORLD STAND MUCH TO GAIN BY BUILDING CLOSER PARTNERSHIPS WITH ONE ANOTHER AS A WAY OF TRULY IMPROVING SALES EDUCATION… NO MATTER WHERE IT IS BEING DELIVERED!