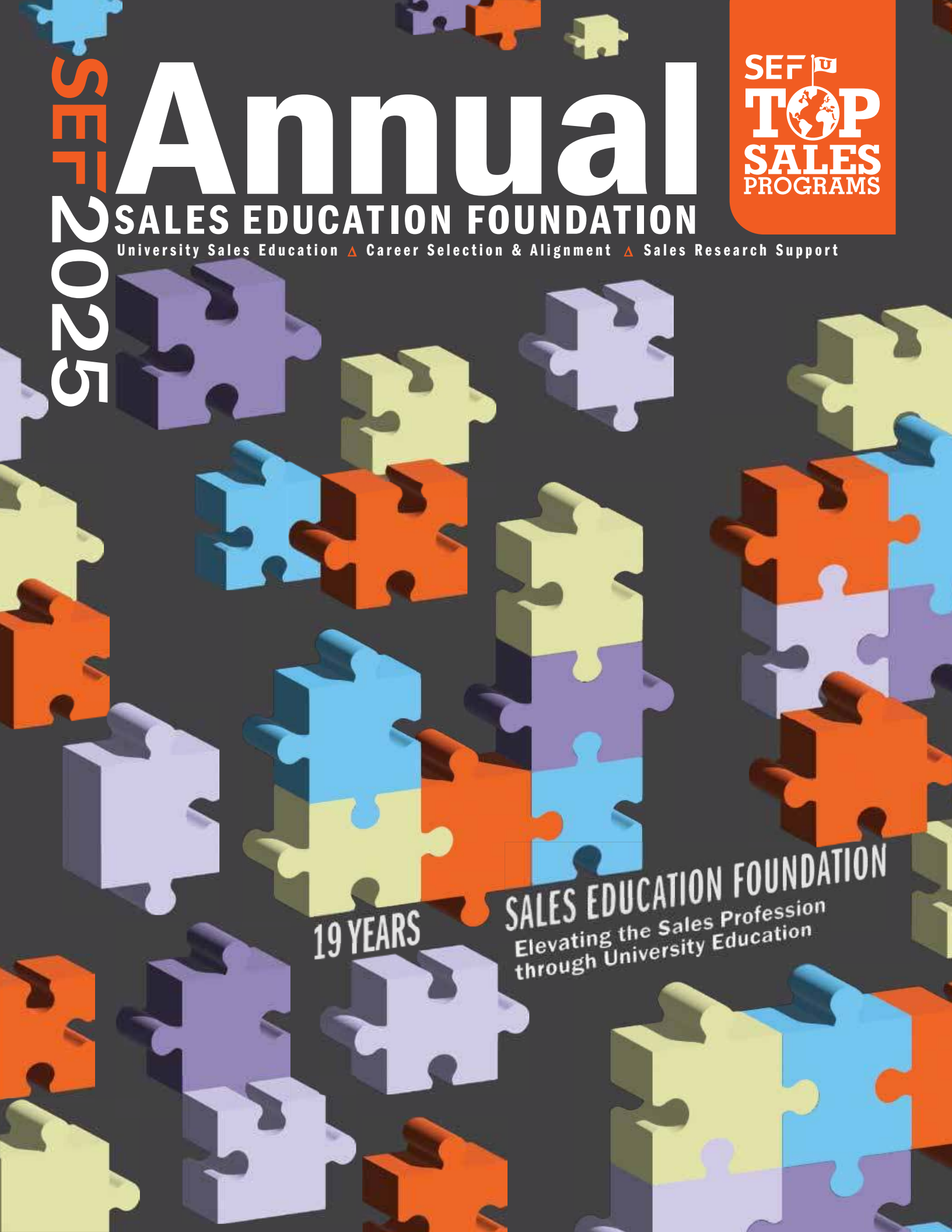
SEF2025

Annual

SALES EDUCATION FOUNDATION

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

SEF U TOP SALES PROGRAMS



SPRING 2025
19th Edition

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SEF

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Dear SEF Community,

WE ARE EXCITED TO SHARE THE LATEST issue of the SEF Annual, which not only marks a significant milestone for SEF but also highlights the transformative shifts within our organization. As you may know, SEF is now proudly operated under the Pi Sigma Epsilon National Educational Foundation, an alignment that strengthens our shared vision and collective efforts to elevate university sales education. This exciting transition is just the beginning—an opportunity for all of us to collaborate and innovate, ensuring that university sales education continues to thrive.

This issue includes the essential *Top Universities and Colleges for Professional Sales Education,* a directory of *University Sales Competitions,* and a fascinating look at *Sales Myths Debunked,* among other valuable resources that showcase the strength and growth of our community.

In addition, we are also pleased to offer a wide range of thought-provoking articles: Our feature article, *Transformation: Collaborate to Elevate,* explores how this evolution of SEF represents a powerful new chapter—one focused on growth, impact, and the continued elevation of university sales education.

It's Time to Stop, Collaborate, and Listen, by Chris Wilkey and Austin Hostetter explores the power of collaboration in higher education, specifically within sales programs. Their insights offer a compelling vision for how collaboration can shape the future of academic programs and student outcomes.

Breaking the Sales Stalemate: Why Competitive Differentiation Matters by Leff Bonney examines the sales industry's competitive stalemate and offers strategies for sales teams to break through, focusing on unique insights, superior buying experiences, and proactive competition strategies to gain a competitive edge.

Setting the Stage to Move Forward: A Brief Retrospect of the Journal of Personal Selling & Sales Management by Brian N. Rutherford, Ph.D., Editor of the Journal of Personal Selling & Sales Management, reflects on the journal's influential role in advancing the field of sales research.

Say Yes, Then Figure it Out: The Power of Self-Enablement by Greg Smith, Founder and CEO of MixDeck, challenges us to move beyond the myth of "readiness" and embrace self-empowerment.

University Sales Center Alliance: A Retrospective on Transformation Through Collaboration by Lenita Davis, past President of the University Sales Center Alliance (USCA), takes a deep dive into how the USCA has been a leader in transforming sales education.

Industry and Academic Research Partnerships: A Win-Win-Win by Bryan Hochstein and Nawar Chaker offers insights into the valuable partnership opportunities between businesses and universities for academic research.

In *An Employer's Perspective on University Sales Programs,* Jon Dunkelberger highlights the importance of investing in the next generation of sales professionals to shape the future of sales organizations by leveraging university sales programs as a valuable resource for developing talent.

Conferences for Sales Educators and Researchers highlights the wealth of opportunities for sales educators and researchers to stay ahead of the curve. These conferences provide essential platforms for professional growth, offering valuable resources and networking opportunities for those dedicated to advancing the field.

We recognize that the SEF Annual is a key resource for a diverse audience: universities and colleges shaping the future of sales education, companies and recruiters seeking top talent, students preparing to enter the sales profession, and sales educators and researchers driving innovation in the field. Together, we are creating a dynamic ecosystem that supports and elevates the profession at every stage—whether you're an academic institution enhancing your curriculum, a company striving to build a future-ready sales force, or a student embarking on your journey toward a successful career in sales.

We are incredibly excited about the direction SEF is heading and look forward to collaborating with all of you in shaping the future of university sales education. Together, we will continue to elevate the profession and create lasting change.

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

SALLY STEVENS
Co-Founder, Sales Education Foundation

JOAN E. ROGALA
CEO, Pi Sigma Epsilon

SALLY C. STEVENS
SEF Co-Founder

JOAN ROGALA
CEO, Pi Sigma Epsilon

TRANSFORMATION: *Collaborate to* ELEVATE

JOAN E. ROGALA, IOM, CAE
CEO, Pi Sigma Epsilon

SALLY C. STEVENS
SEF Co-Founder

AS WE LOOK AHEAD TO THE FUTURE OF SALES Education, we are embarking on a transformative journey that underscores the power of collaboration and shared vision. This year marks a defining moment in the history of the Sales Education Foundation (SEF)—one of change, growth, and renewed purpose. It is not just a transition but a powerful opportunity to elevate our collective efforts in shaping the future of the sales profession.

A NEW ERA: COLLABORATION AT THE CORE
After 14 years of visionary leadership, we bid farewell to Marty Holmes, whose tenure as Executive Director of SEF was instrumental in establishing the foundation as a trusted resource for universities, industry, and future sales leaders. Marty's work connected academia with the real world of sales, providing grants, career development opportunities, and tools like the Chally Predictive Talent Assessment to help prepare the next generation of sales professionals.

Marty's retirement signals the beginning of a new chapter for SEF—a chapter defined by an exciting new partnership with the PSE National Educational Foundation (PSE-NEF). This collaboration is more than a merger of organizations—it is the embodiment of our theme, *Transformation: Collaborate to Elevate*. Together, SEF and PSE share a unified vision: to foster a stronger, more interconnected sales education community that will help shape the leaders of tomorrow.

THE POWER OF PARTNERSHIP:
A SHARED VISION FOR THE FUTURE
The partnership between SEF and PSE is a perfect fit, aligning both organizations' missions to advance sales education, raise awareness of the profession, and develop a diverse and inclusive workforce. By bringing together SEF's long-standing network and expertise with PSE's robust programming, we are creating a platform for even greater impact—one that spans the entire sales education ecosystem.

This collaboration presents an exciting opportunity for all stakeholders—whether you are an academic, researcher, employer, or sales leader—to contribute to the advancement of the profession. By pooling our collective resources, we can amplify our influence and broaden the scope of opportunities available to sales students and educators alike.

A LEGACY OF COMMITMENT: HONORING OUR HISTORY
The journey that led to this partnership began nearly two decades ago with a simple conversation over lunch. In early 2006, Ken Hartung of Ohio University's Shey Sales Center reached out to Howard Stevens, CEO of the Chally Group, to discuss the need for a national focus on sales education at the university level. That lunch became the spark that ignited the formation of the University Sales Education Foundation and, ultimately, the Sales Education Foundation.

Through hard work, vision, and collaboration, the SEF Advisory Board was formed, and SEF's first Annual was published in partnership with Selling Power Magazine, highlighting the few sales programs in existence at the time. Since then, SEF has worked tirelessly to connect new and established sales programs, and to create a thriving network of sales educators, industry professionals, and academic leaders who share their knowledge and expertise. What began with a handful of programs has now grown to more than 240 recognized university sales programs—an incredible testament to the dedication and generosity of all involved.

As we look back on this legacy, it is clear that the growth of sales education has been driven by the collaboration and generosity of our community. SEF's commitment to fostering partnerships and sharing best practices has played a pivotal role in shrinking the timeline for program formation from five years to just over one and a half. This transformation has been nothing short of remarkable.

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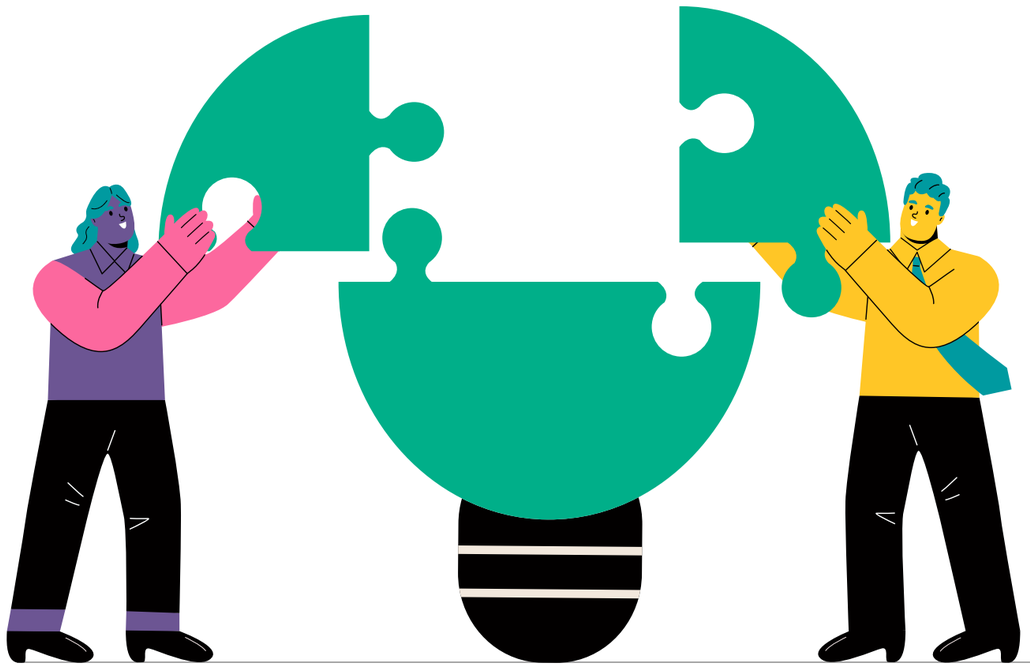

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Transformation: Collaborate to Elevate from page 5

LOOKING AHEAD:
EXPANDING OPPORTUNITIES FOR COLLABORATION
As SEF moves forward in this new phase, our focus remains on fostering collaborations with universities, industry partners, and like-minded organizations. Our work with PSE-NEF opens new avenues for advancing sales research, hosting educational conferences, and creating fresh opportunities for collaboration.

Together, we will continue to elevate the sales profession, ensuring that tomorrow's leaders are equipped with the knowledge, skills, and opportunities needed to thrive in an ever-changing world. Our collective vision is a future where sales education is not only recognized but celebrated as an essential part of professional development across all industries.

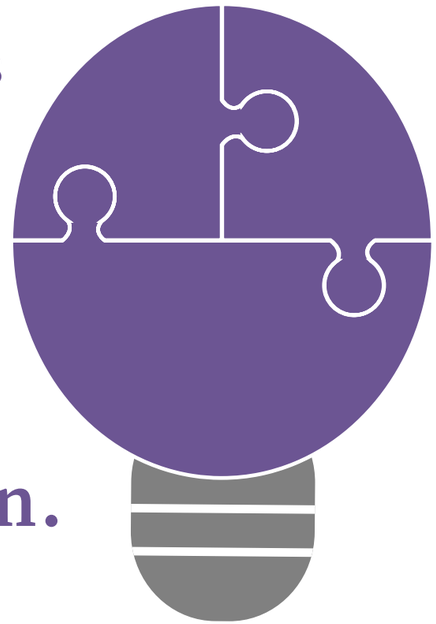
AN INVITATION TO JOIN THE TRANSFORMATION
This transformation is not just about SEF or PSE—it is about all of us. We invite all educators, researchers, employers, and leaders in the sales education space to join us in this exciting journey. Your involvement is key to helping us shape the future of sales education and ensure the next generation of sales professionals is prepared to tackle the challenges of tomorrow.

Together, we can create a future where collaboration drives innovation, education elevates the profession, and the sales community thrives in an environment of mutual support and shared success.

A HEARTFELT THANK YOU
We would like to express our deepest gratitude to everyone who has supported SEF's mission over the years, especially Marty Holmes for her outstanding leadership, and to Sally and Howard Stevens for their unwavering commitment. We also thank the SEF Advisory Committee and the entire sales education community for their dedication and vision.

The future is bright, and together, we will continue to transform and elevate the sales profession for years to come. Δ

TRANSFORMATION is *possible* when *we collaborate* to **ELEVATE** *the* **sales profession.**



INDUSTRY AND ACADEMIC RESEARCH PARTNERSHIPS: *A Win-Win-Win*

EXECUTIVE SUMMARY: This brief editorial offers insights into why and how businesses can benefit from partnering with universities and supporting academic research. Please consider your involvement.

Background: The Sales Education Foundation has long supported student learning, company interaction with students, and the development of academic research through targeted grants. While most business leaders are familiar with the teaching, coaching, and mentoring opportunities provided by the SEF, fewer recognize how supporting academic research works, why it occurs, and how it helps many different stakeholders.

As co-authors of this editorial, research projects, and a textbook, we bring a unique perspective to the intersection of academic research and sales practice. Both of us began our careers working with customers and selling products. After successful industry careers, we pursued PhD degrees and a future of teaching and studying sales. From our perspective, we see unique opportunities that most business leaders may overlook yet tremendously benefit from. We hope this editorial will spark interest among many business leaders in getting involved with universities and academic research.

HOW AND WHY SHOULD BUSINESSES PARTNER WITH UNIVERSITIES FOR ACADEMIC RESEARCH?
Businesses can help academic researchers in several ways, and in return, they often gain access to valuable scientific-based insights, innovative ideas, and enhanced credibility. Here are a few key areas where businesses can provide support.

DATA AND RESOURCES
HOW BUSINESSES CAN HELP: Many companies have valuable data (e.g., customer data, employees that can be surveyed, and data on sales performance) that researchers need to derive rich insights and enhance research projects. Many companies have found that they can significantly advance academic studies by sharing anonymized data or offering other resources, like access to employees, customers, or vendors. Academic research must be done responsibly, according to established protocols, and with the utmost confidentiality, making participating easier.

WHAT BUSINESSES EXPECT IN RETURN: In exchange, companies can influence research directions that could benefit them, particularly if they seek to innovate or solve specific challenges within their industry. In many cases, academic researchers are delighted to provide high-quality consulting services at no cost and in exchange for unique data that helps advance academic goals (publishing, student learning, and thought leadership). Helping professors advance research and disseminate new knowledge helps many.

INDUSTRY INSIGHTS AND EXPERTISE
HOW BUSINESSES CAN HELP: Companies can provide academic researchers with industry expertise, practical experience, and real-world context. This is especially valuable for studies focused on marketing and sales. A typical opening question of an experienced researcher is: "What is keeping you up at night?" Business challenges may represent questions that can be studied to advance new academic thought and classroom content that more accurately prepares students for when they join the workforce.

What businesses expect in return: Businesses often look for the application of academic research to real-world problems, such as developing new products, improving operations, or gaining competitive advantages. They may also expect access to publications, white papers, or other ways of sharing insights from the research findings. In many cases, academic research provides actionable marketing ideas and credible results grounded in rigorous scientific evidence that can be used to inform customers of innovations. Overall, partnering with academic researchers helps develop learning within companies and guidance on ways to improve.

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BARBARA GIAMANCO MEMORIAL SCHOLARSHIP

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

The **SALES EDUCATION FOUNDATION** is proud to join with the friends and family of **Barbara Giamanco** in announcing the ***2024 Barbara Giamanco Memorial Scholarship*** recipients.

52 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.

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/

Barbara Giamanco Memorial Scholarship Recipients 2024

ALISON ZANDER

ARIANA FAROKHNIA

CAMILLE CAMPBELL

DOMINIQUE ORTEGA

ISABELLA TRANCHINA

JORDAN WILLINGHAM

KATIE CARLTON

LAUREN NESBITT

MOLLY CHRISMAN

TORI SONKIN

TRUC HO

ZAREI GARCIA

2025 SEF TOP UNIVERSITIES AND COLLEGES FOR PROFESSIONAL SALES EDUCATION

SEF TOP SALES PROGRAMS

TOP NORTH AMERICAN UNIVERSITIES

	ONLINE COURSE	FOCUS	SALES INTERNSHIP REQUIRED	TOTAL FACULTY	% OF JOB PLACEMENT
Appalachian State University		▲		5	95
Arizona State University	▲		▲	4	90
Arkansas State University	▲		▲	3	100
Asbury University				1	N/A
Auburn University	▲	▲		10	85
Augusta University, Hull College of Business	▲			2	90
Aurora University		▲		3	50
Ball State University	▲	▲		5	95
Baylor University			▲	5	100
Bemidji State University	▲			1	N/A
Bentley University	▲		▲	2	100
Bloomsburg University at Commonwealth			▲	3	100
Bowling Green State University, Schmidthorst College of Business	▲			4	95
Bradley University			▲	2	100
Bryant University		▲	▲	1	N/A
California Polytechnic State University		▲		N/A	95
California State University, Chico-Seufferlein Sales Program				8	90
California State University, Fullerton	▲			6	80
Campbell University	▲	▲		2	100
The Catholic University of America		▲	▲	5	98
Central Michigan University	▲	▲		4	95
Clemson University	▲	▲		6	100
Cleveland State University	▲	▲		4	90
Colorado State University		▲		5	98
DePaul University	▲	▲		14	93
Duquesne University	▲			14	95
East Carolina University	▲			4	70
Eastern Kentucky University	▲	▲	▲	5	95
Eastern Michigan University	▲	▲		5	95
Elon University		▲		3	N/A
Fairleigh Dickinson University				2	N/A
Ferris State University	▲	▲		4	92
Florida Gulf Coast University	▲			2	N/A
Florida International University Global Sales Center	▲			4	90
Florida State University			▲	3	99
Georgia College & State Univeristy		▲	▲	1	40
Georgia Southern University	▲	▲		4	95
Georgia State University	▲	▲		3	25
HEC Montréal Sales Institute	▲	▲		9	90
High Point University				4	90
Illinois State University, Professional Sales Institute	▲			3	98
Indiana State University	▲	▲		3	98
Indiana University	▲			4	100
Indiana University Southeast	▲	▲		3	90
Iowa State University				6	100
James Madison University				5	95

TOP NORTH AMERICAN UNIVERSITIES continued

	ONLINE COURSE	FOCUS	SALES INTERNSHIP REQUIRED	TOTAL FACULTY	% OF JOB PLACEMENT
Kansas State University	▲			9	100
Kennesaw State University	▲			6	96
Kent State University	▲	▲	▲	5	100
La Salle University		▲	▲	4	100
Liberty University	▲			1	N/A
Louisiana State University, Professional Sales Institute	▲	▲		7	100
Manchester University	▲	▲		3	90
Marian University			▲	2	100
Marquette University	▲	▲		2	100
Metropolitan State University of Denver	▲			3	95
Miami University	▲			6	90
Michigan State University	▲		▲	7	100
Middle Tennessee State University Center for Professional Selling	▲			5	100
Missouri State University	▲			3	85
North Carolina A&T State University		▲		7	90
North Dakota State University	▲			3	100
Northern Arizona University	▲			4	49.3
Northern Illinois University	▲	▲		5	95
Northern Kentucky University	▲		▲	3	85
Northwood University	▲	▲	▲	5	92
Ohio University	▲		▲	6	100
Oklahoma State University Center for Sales and Service Excellence	▲	▲	▲	6	98
Old Dominion University, Thurmond School of Professional Sales & Negotiations				2	N/A
Pace University, Lubin School of Business		▲		3	100
Pennsylvania State University at Harrisburg-Capital Collgege				6	95
Plymouth State University	▲	▲		3	90
Point Park University	▲	▲		3	85
Purdue University		▲	▲	7	100
Purdue University Northwest				3	75
Robert Morris University	▲	▲		2	90
Center for Sales Strategy in Sports and Entertainment at Baylor University		▲	▲	2	100
Saint Cloud State University	▲			4	99
Salisbury University-Mid Atlantic Sales & Marketing Institute			▲	5	95
Samford University			▲	2	100
Sonoma State University				1	N/A
Southeast Missouri State University	▲			5	50
Southeastern Louisiana University		▲		4	100
Southern New Hampshire University	▲			6	100
St. Ambrose University	▲		▲	4	100
Stetson University				4	100
Susquehanna University			▲	2	95
Temple University				N/A	N/A
Texas A&M University	▲	▲		5	100
Texas A&M University College of Engineering		▲		7	91

TOP NORTH AMERICAN UNIVERSITIES continued

	ONLINE COURSE	FOCUS	SALES INTERNSHIP REQUIRED	TOTAL FACULTY	% OF JOB PLACEMENT
Texas Christian University				7	100
Texas State University			▲	4	100
The Citadel	▲			8	95
Toronto Metropolitan University		▲		3	93
Tuskegee University				2	100
University of Akron	▲	▲	▲	4	100
University of Alabama	▲			4	100
University of Alabama at Birmingham	▲	▲		4	85
University of Arkansas at Fayetteville				9	N/A
University of Arkansas at Little Rock	▲			3	90
University of Central Florida				2	98
University of Central Missouri	▲			2	97
University of Central Oklahoma	▲		▲	7	95
University of Charleston	▲	▲	▲	1	95
University of Cincinnati				10	90
University of Colorado Boulder		▲		3	93
University of Connecticut	▲	▲		2	90
University of Dayton		▲		5	97
University of Delaware				8	97
University of Denver				3	N/A
University of Florida	▲		▲	3	100
University of Georgia	▲		▲	2	98
University of Houston-Sales Excellence Institute	▲	▲		12	98
University of Iowa		▲		5	97
University of Kansas				8	90
University of Louisville	▲			6	N/A
University of Minnesota				2	100
University of Minnesota-Duluth				3	98
University of Mississippi	▲	▲		6	99
University of Missouri			▲	22	100
University of Nebraska-Lincoln				5	95
University of Nebraska Omaha-Center for Professional Sales	▲			6	N/A
University of New Hampshire				3	100
University of New Mexico				3	90
University of North Alabama	▲			3	97
University of North Carolina at Greensboro	▲			3	90
University of North Carolina Wilmington				4	95
University of North Dakota	▲	▲		2	90
University of North Texas		▲	▲	5	100
University of San Diego		▲		2	100
University of South Carolina				5	95
University of South Florida	▲			6	N/A
The University of Southern Mississippi	▲	▲		3	100
University of Tampa			▲	2	95
University of Tennessee Chattanooga-Gary W. Rollins College of Business	▲			5	100
Tennessee, Knoxville-Professional Sales Forum	▲			5	N/A
University of Texas at Austin				5	N/A
University of Texas at Dallas		▲	▲	3	95
University of the Fraser Valley	▲		▲	3	90
University of Toledo	▲	▲	▲	6	100

TOP NORTH AMERICAN UNIVERSITIES continued

	ONLINE COURSE	FOCUS	SALES INTERNSHIP REQUIRED	TOTAL FACULTY	% OF JOB PLACEMENT
University of Utah, Davis Eccles School of Business	▲			4	81
University of Washington			▲	2	98
University of Wisconsin-Eau Claire				3	99
University of Wisconsin Oshkosh		▲		1	75
University of Wisconsin-Parkside	▲	▲		3	80
University of Wisconsin-River Falls				4	95
University of Wisconsin-Whitewater	▲	▲		6	100
University of Wyoming				5	86
Utah State University	▲	▲		3	95
Virginia Commonwealth University	▲	▲		6	90
Virginia Polytechnic Institute and State University	▲			4	100
Washington State University				4	90
Weber State University	▲		▲	13	100
West Virginia University Professional Sales Institute	▲	▲		4	100
Western Carolina University	▲			3	80
Western Colorado University				2	85
Western Kentucky University	▲			3	N/A
Western Michigan University	▲			5	99
Widener University				4	97
William Paterson University	▲			8	100
Winona State University	▲		▲	4	93
Xavier University of Louisiana	▲			2	N/A
Youngstown State University	▲	▲	▲	3	95

TOP NORTH AMERICAN COLLEGES

	ONLINE COURSE	FOCUS	SALES INTERNSHIP REQUIRED	TOTAL FACULTY	% OF JOB PLACEMENT
Algonquin College		▲		38	75
British Columbia Institute of Technology			▲	5	95
The College of New Jersey				1	95
Conestoga College	▲			7	88
Douglas College	▲	▲		15	85
Kristiania University College	▲			15	85
Morehouse College				3	100
Seneca College	▲			15	N/A

TOP INTERNATIONAL SCHOOLS

	ONLINE COURSE	FOCUS	SALES INTERNSHIP REQUIRED	TOTAL FACULTY	% OF JOB PLACEMENT
Aalborg University Business School	▲	▲	▲	12	90
Aalen University of Applied Sciences	▲	▲		12	100
Athens University of Economics and Business		▲		3	80
Copenhagen Business School	▲	▲		18	100
EM Strasbourg Business School	▲		▲	35	40
ESB Business School		▲		14	100
Euridis Business School	▲	▲	▲	N/A	100
Haaga-Helia University of Applied Sciences	▲	▲	▲	13	95
HAN University of Applied Sciences		▲	▲	15	95
Justus Leibig University	▲			5	90
Middlesex University	▲			3	N/A
Tampere University of Applied Sciences	▲	▲	▲	14	100
Technological University Dublin	▲	▲		4	90
Turku University of Applied Sciences		▲	▲	13	98
Universidad del Desarrollo	▲			6	95
Università Bocconi				3	90
University Clermont Auvergne		▲	▲	16	90
University of Applied Science Upper Austria		▲	▲	59	25
University of Applied Science Wiener Neustadt	▲	▲		19	95

REQUIREMENTS FOR TOP UNIVERSITY AND COLLEGE SALES PROGRAM LISTING

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

NOTE: *Universities listed in blue are members of the University Sales Center Alliance (USCA).*

PROGRAMS: UMJ = Major UMN = Minor USP = Specialization

Undergraduate:	UCE	Certificate	UCO	Concentration	UEM	Emphasis
Graduate:	GE	Graduate Emphasis	GF	Graduate Focus	GCE	Graduate Certificate
Executive:	EC	Executive Certificate	EF	Executive Focus	ET	Executive Training

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Students: 40

Start Year: 2020

Accreditations/Affiliations: EICU

Program Type(s): GC

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: 15

Start Year: 2009

Accreditations/Affiliations: German Akkreditierungsrat, AQUA, GSSI

Program Type(s): UMJ, USP, GC, EC, ET

Focus Option(s): Entrepreneurship, Industrial Distribution, International Business, Technology, Sales and Purchasing Lab, Technical Sales+ Sales Engineering, Service Sales, Digital Transformation

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

James Fyles

fylesjj@appstate.edu

Boone, NC 28608
828 262 2092

Students: 280

Start Year: 2015

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

The Appalachian State sales program is focused on helping students become more successful, faster. Rather than focusing only on scripted role plays or the tools and techniques required for entry level sales roles—our focus is on teaching students to identify articulate, and create value for potential customers and employers. We seek to help our graduates develop an understanding of the skill sets, tool sets and mindset necessary for success.

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: 380

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.

ARKANSAS STATE UNIVERSITY

*INFORMATION FROM 2024

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, UEM, 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.

ASBURY UNIVERSITY

https://www.asbury.edu/academics/schools/business/professional-selling/

George Allen

george.allen@asbury.edu

Wilmore, KY 40390

770 617 6824

Students: 20

Start Year: 2018

Accreditations/Affiliations: ACBSP, USCA Associate Member

Program Type(s): UCE, UMN

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

ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS

www.aueb.gr

Vlasis Stathakopoulos

stathako@aueb.gr

Athens, Greece 11252
+ 302108203433

Students: 150

Start Year: 2000

Accreditations/Affiliations: GSSI, ESG

Program Type(s): UCE

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

The only undergraduate program offered in Greece. The sales management course is very popular among all business majors.

AUBURN UNIVERSITY

https://bulletin.auburn.edu/undergraduate/collegeofbusiness/departmentofmarketingmktg/professionalselling_minor_minor/index.html

Dora Bock

deb0022@auburn.edu

Auburn, AL 36849
334 844 2466

Students: 392

Start Year: 2015

Accreditations/Affiliations: AACSB

Program Type(s): UMN

Focus Type(s): Medical or Healthcare Sales, Technology

We offer a Professional Sales Minor, which is designed to provide advanced education for students planning to obtain professional sales positions. The curriculum focuses on the core selling concepts associated with business-to-business and business-to-consumer markets. The program places a special emphasis on the utilization of contemporary technologies in both successful selling and sales management. Technologies involve advanced training in Salesforce, Adobe Express, Hubspot, & Google measurement.

AUGUSTA UNIVERSITY, HULL COLLEGE OF BUSINESS

https://www.augusta.edu/

Bill Rhodes

brhodes2@augusta.edu

Hull College of Business

Augusta, GA 30907

706 373 5931

Students: 100

Start Year: 2017

Accreditations/Affiliations: AACSB

Program Type(s): UCO

The Professional Sales course is required of all BBA graduates. Students can have a concentration in Professional Sales. They can graduate with more than one concentration.

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/salescenter

Christopher Wilkey

cawilkey@bsu.edu

Miller College of Business

Muncie, IN 47306
765 285 3410

Students: 200

Start Year: 1996

Accreditations/Affiliations: AACSB, USCA Full Member, PSE

Program Type(s): UMJ, UMN

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

The Ball State Sales program offers comprehensive education through both majors and minors, focusing on professional selling with a digital-first approach. Students are trained to think critically and act as partners in the sales process, understanding the entire marketing and sales funnel from lead generation and prospecting to relationship building. They excel in customer communication and collaboration with internal teams, thanks to in-depth training in marketing, digital tools, and sales.

BAYLOR UNIVERSITY

hankamer.baylor.edu/prosales

Dr. Andrea L. Dixon, Executive Director

andrea_dixon@baylor.edu

Hankamer School of Business

Waco, TX 76798-8007
254 710 4246

Students: 500

Start Year: 1985

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

Program Type(s): UMJ

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

S3@BAYLOR UNIVERSITY

*INFORMATION FROM 2024

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

*INFORMATION FROM 2024

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: 40

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

*INFORMATION FROM 2024

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

*INFORMATION FROM 2024

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 2024

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

Dr. Mark C. Johlke

mjohlke@bradley.edu

The Foster College of Business

Peoria, IL 61625
309 677 3947

Students: 50

Start Year: 2003

Accreditations/Affiliations: AACSB, USCA Full Member

Program Type(s): UCO, UMN

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

BRYANT UNIVERSITY

nisc.bryant.edu/ and http://busi.bryant.edu

Dr. Stefanie Boyer

sboyer@bryant.edu

Smithfield, RI 02917

401 232 6475

Students: 75

Start Year: 2009

Accreditations/Affiliations: AACSB, GSSI, PSE

Program Type(s): UMN

Focus Option(s): Entrepreneurship, Financial Services, Medical or Healthcare Sales, 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-SEUFFERLEIN SALES PROGRAM

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

Tom Villa

tpvilla@csuchico.edu

Seufferlein Sales Program

Chico, CA 95929
916 223 2171

Students: 300

Start Year: 2008

Accreditations/Affiliations: AACSB, USCA Full Member

Program Type(s): UCE

The Seufferlein Sales Program is national and international award-winning, USCA accredited 21-Unit Professional Sales Certificate with over 600 students currently enrolled in the program that represents 58 different majors. The program is supported by Fortune 500 corporations who offer internships and full-time positions upon successfully completing their sales certificate. Students are offered and

accept positions throughout the entire United States.

CALIFORNIA STATE UNIVERSITY, FULLERTON

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

Brad Anderson, Director

branderson@fullerton.edu

Fullerton, CA 92831
657 278 3235

Students: 115

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. Involvement facilitates career building skills and networking for career opportunities.

CAMPBELL UNIVERSITY

*INFORMATION FROM 2024

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. 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

*INFORMATION FROM 2024

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

Ryan Reilly

reillyry@cua.edu

Washington, DC 20064
908 541 2254

Students: 75

Start Year: 2016

Accreditations/Affiliations: MSCHE

Program Type(s): UCE, UMN

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

The Catholic University Sales Program is uniquely designed to equip students with the essential skills and knowledge necessary for success in the dynamic field of sales. Students gain insights into consumer behavior, ethical negotiation strategies, and effective communication techniques through a blend of theoretical coursework and experiential learning opportunities. Sales students graduate as well-formed individuals who rise quickly into leadership positions because of their 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, GSSI

Program Type(s): UCO, UMN

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

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 has earned the most victories 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

Clemson's Sales Innovation Program (SIP) offers world-class sales education delivered by experienced practitioners and sales research faculty. This combination of thought leaders allows SIP to be one of few sales programs that meets both student and industry leader interests through customized real-world selling scenarios, quota-carrying benchmarks, research partnerships, and specialization coursework in the healthcare industry.

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
440 570 5228

Students: 75

Start Year: 2018

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 Center for Sales Excellence was established with a gift from its namesake to support sales education and research. The Center will seek to enhance Cleveland State's efforts to promote community engagement, workforce development and engaged learning, while producing innovative curriculum and scholarship in sales management, consumer behavior and market analysis.

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): Entrepreneurship, Financial Services, Industrial Distribution, Technology

SAM offers a blend of digital platform strategies, market analytics, and customer psychology to enhance business performance. You'll develop skills in multi-channel management and learn to integrate sales and marketing strategies for maximum impact. The programme aims to create value for customers by understanding market dynamics and utilizing digital tools to integrate sales and marketing effectively.

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 DiBernardo

drehera1@duq.edu

Pittsburgh, PA 15219
309-737-8327

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

https://www.ecu.edu/

John Chapman

chapmanjo22@ecu.edu

Greenville, NC 27858-4353
336 210 7492

Students: 586

Start Year: 2016

Accreditations/Affiliations: AACSB

Program Type(s): UCE

The demand for trained sales talent is becoming increasingly apparent as firms seek well-qualified individuals who have a deep understanding of the complex world of business. Globalization, knowledge transfer, data migration and market efficiencies have changed the salesperson's role from a transaction seller to trusted business advisors. The next generation sales professional will become a valuable extension of buyer's organization. These future sellers will deliver value, insight, and solutions.

EASTERN KENTUCKY UNIVERSITY

*INFORMATION FROM 2024

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

www.emich.edu/sales-institute/index.php

Lewis B. Hershey

lhershe1@emich.edu
Ypsilanti, MI 48194
734 487 3323

Students: 90

Start Year: 1995

Accreditations/Affiliations: AACSB, USCA Associate Member

Program Type(s): UCO

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

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

*INFORMATION FROM 2024

elon.edu/salescenter

Raghu Tadepalli, Ph.D.

rtadepalli@elon.edu

Chandler Family Professional Sales Center

Elon, NC 27244
336 278 6000

Students: 21

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/student/programs/programme-grande-ecole/negotiation-and-sales-management-spec

Michel Klein

m.klein@unistra.fr

Strasburg, France 67000
+33(3) 68 85 80 00

Students: 300 Undergraduate

100 Graduate

Start year: 2010

Accreditations/Affiliations: AACSB, EQUIS, EFMD, AMBA, QUALICERT

Program Type(s): GCE, ET

The Negotiation and Sales Management specialization aims to train high-level sales people who are ready to start working as soon as they leave the School. You will benefit from professional assignments and theoretical teaching to provide you with the tools you need to master complex sales and sales management.

ESB BUSINESS SCHOOL

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

Dr. Tobias Schütz

Tobias.Schuetz@Reutlingen-University.de

Reutlingen, Baden-Württemberg, Germany 72726
+491786843317

Students: 21 Graduate

Start Year: 2012

Accreditations/Affiliations:

AACSB, FIBAA

Program Type(s): GCE

Focus Option(s): Technology

The M.A Consulting & Sales Management aims at providing bachelor's 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 program is set up as an extra occupational (dual) program, and the academic content both builds on and expands the knowledge and experiences the participants acquire during their working experiences.

EURIDIS BUSINESS SCHOOL

*INFORMATION FROM 2024

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 Ministery 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 2024

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/professional-sales-certificate/index.htm

Jina Jackson Rockwell

jinajacksonrockwell@ferris.edu

231 591 2445

Big Rapids, MI 49307

616 676 7290

Students: 24

Start Year: 2017

Accreditations/Affiliations: ACBSP

Program Type(s): UCO, UMN

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

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: 100

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.

FLORIDA INTERNATIONAL UNIVERSITY

sales.fiu.edu

Gaby Alpizar

galpizar@fiu.edu

Miami, FL 33199

305 348 7873

Students: 250

Start Year: 2011

Accreditations/Affiliations: AACSB, USCA Associate Member

Program Type(s): UCE, UMN, ET

We prepare students for the ongoing changes of a culturally diverse and global business environment. Part of our strategy is to conduct sales development in English and Spanish, in and out of the classroom. Each spring, we host the Global Bilingual Sales Competition—the only international bilingual sales competition in the world. The Global Sales Center's courses, bilingual competitions, and weekly professional development events offer students a knowledge of sales that is truly global.

FLORIDA STATE UNIVERSITY

salesinstitute.business.fsu.edu/

Chuck Viosca

cviosca@fsu.edu

Tallahassee, FL 32306

850 644 1480

Students: 400

Start Year: 2002

Accreditations/Affiliations: AACSB, USCA Full Member, PSE

Program Type(s): UMJ

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

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

GEORGIA COLLEGE & STATE UNIVERSITY

GCSU.edu

Dr. Mary Rickard

Mary.rickard@gcsu.edu

Milledgeville, GA 31061

478 445 2566

Students: 70

Start Year: 2018

Accreditations/Affiliations: AACSB, SACS

Program Type(s): UCO

Focus Option(s): Entrepreneurship

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

GEORGIA SOUTHERN UNIVERSITY

parker.georgiasouthern.edu/cse/

D. Travis Brickey

dbrickey@georgiasouthern.edu

Statesboro, GA 30460

912 478 5588

Students: 250

Start Year: 2007

Accreditations/Affiliations: AACSB, USCA Full Member, PSE

Program Type(s): UEM

Focus Option(s): Entrepreneurship, International Business

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

robinson.gsu.edu

Carolyn Curasi

ccurasi@gsu.edu

J Mack Robinson College of Business

Atlanta, GA 30303

404 413 7650

Students: 200

Start Year: 2000

Accreditations/Affiliations: AACSB

Program Type(s): UCE

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

Our Professional Sales Program is designed to provide students with a solid foundation in the fundamentals of professional selling. Our program will help students to build sales knowledge and to develop the skills needed to be successful in actual sales situations. Students complete hands-on assignments using sales technology, conduct sales presentations and participate in collegiate sales competitions. Instructors are prominent sales researchers and successful sales practitioners.

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, GSSI

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: 900

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 SALES INSTITUTE

https://institutdevente.hec.ca/en/

Jean-Luc Geha

jean-luc.geha@hec.ca

Montreal, Quebec H2Z 1Z5

514 340 1655

Students: 350 Undergraduate

Start Year: 2017

Accreditations/Affiliations: AACAB, CPSA

Program Type(s): UCE, UCO, UMJ, UMN, USP, GCE, EC

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

The Sales courses are part of our Marketing specialization and are offered in our Undergrad and Postgrad programs as well as in Executive Education.

HIGH POINT UNIVERSITY

www.highpoint.edu

Larry Quinn

lquinn@highpoint.edu

High Point, NC 27263

336 884 2714

Students: 494

Start Year: 2014

Accreditations/Affiliations: SACS

Program Type(s): UMJ, UMN

Program was created at request of University President. It offers Extraordinarily Realistic Sales Role Play, Office environments, professionally designed and furnished and Full A/V. All courses taught by former Professional Sales Execs..(Professors of the Practice) no life long academics who have not experienced Professional Sales at a high level.

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

https://indianastate.edu/academics/academic-program-finder/sales-and-negotiations-minor

David Fleming, Ph.D.

David.Fleming@indstate.edu

Scott College of Business

Terre Haute, IN 47809

812 237 2286

Students: 105

Start Year: 2010

Accreditations/Affiliations: AACSB, USCA Full Member

Program Type(s): UCE, UCO, UMN

Focus Option(s): Financial Services, Insurance

The Sales and Negotiations Center is the focal point of sales education and training at Indiana State University. We do this through our community outreach & sales training; our interactions with companies; our sponsorship of Sales Competitions and Events; and, most importantly, our work in and out of the classroom with future sales professionals taking one of our sales education programs to be career ready upon graduation. The ISU SNC Where Real Business Students Wear Blue.

INDIANA UNIVERSITY

www.gokelley.iu.edu/globalsales

Dr. Charles Ragland

cbraglan@iu.edu

Kelley School of Business

Bloomington, IN 47401

812 856 1084

Students: 400

Start Year: 1995

Accreditations/Affiliations: AACSB, USCA Full Member, GSSI

Program Type(s): UMJ, UMN

Established as one of the first educational sales research centers in the country, the Center for Global Sales Leadership is the umbrella organization for all-things-sales at the Kelley School of Business. Our marketing department is rank #3 by U.S. News & World Report, Best Undergraduate Business Programs 2025 and offers the professional sales and marketing double major and professional sales co-major. We host the National Team

Selling Competition each October in Bloomington, IN.

INDIANA UNIVERSITY SOUTHEAST

www.ius.edu/sales/
Dr. Chris Cox
kccox@ius.edu
New Albany, IN 47150
812 941 2334
Students: 80
Start Year: 2016
Accreditations/Affiliations: AACSB
Program Type(s): UCE, UCO, UMN, ET
Focus Option(s): Communication, Broadcast, or Media Sales

The Sanders Professional Sales Center was created to draw high-ability students toward selling as a career and better prepare those students for early-career success in professional sales. We advance that mission through innovative, skill-based instruction, and by connecting students to sales professionals in the Kentuckiana region, and beyond.

IOWA STATE UNIVERSITY

www.ivybusiness.iastate.edu/ivy-sales-program/
Raj Agnihotri
raj2@iastate.edu
Ames, IA 50010
515 294 0475
Students: 300
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: 120
Start Year: 2015
Accreditations/Affiliations: AACSB
Program Type(s): UCO

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

JUSTUS LIEBIG UNIVERSITY

www.uni-giessen.de/marketing
Dr. Alexander Haas
Alexander.Haas@wirtschaft.uni-giessen.de
Giessen, Germany 35394
+49 151 42252187
Students: 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/index.php
Scott A. Inks
sinks@kennesaw.edu
Coles College of Business
Kennesaw, GA 30144
470 578 4516
Students: 350
Start Year: 1996
Accreditations/Affiliations: AACSB, USCA Full Member, SACS
Program Type(s): UCE, UMJ, UMN

The Kennesaw State University Center for Professional Selling (CPS) produces top-tier sales talent ready to make an immediate impact in today's competitive marketplace. Because our curriculum is grounded in real-world application and built in collaboration with industry leaders, our students graduate with hands-on experience, technical skills, and the confidence to excel from day one. In short, KSU sales graduates are Industry-Ready, have proven experience, and possess professional maturity.

KENT STATE UNIVERSITY

https://catalog.kent.edu/colleges/be/mken/professional-sales-undergraduate-certificate/
Ellen Daniels
edaniels@kent.edu
Kent, OH 44242
330 672 1271
Students: 160
Start Year: 2012
Accreditations/Affiliations: AACSB, PSE
Program Type(s): UCE, UCO
Focus Option(s): Entrepreneurship

One of the leading professional sales programs, the Kent State sales students have participated in multiple regional, national and international sales competitions and accepted jobs throughout the country. Kent State graduates enjoy positions with some of the highest paying companies in the country. Representing over 100 years of industry experience, the Kent State sales faculty utilize corporate partners and their own corporate experience to bring real world expertise to the classroom.

LA SALLE UNIVERSITY

www.lasalle.edu
Michael DiPietro
dipietrom@lasalle.edu
Philadelphia, PA 19141
215 630 8562
Students: 60
Start Year: 2016
Accreditations/Affiliations: AACSB, USCA Associate Member
Program Type(s): UCE

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

The Center for Sales Excellence at La Salle University is a state of the art, sales instructional platform, utilizing technology, classroom instruction, sponsor alliances, competitions, and internships.

LIBERTY UNIVERSITY

www.liberty.edu
Chris Huseman, Ph.D.
cdhuseman@liberty.edu
Lynchburg, VA 24515
434 592 5775
Students: 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: 10
Start Year: 2016
Accreditations/Affiliations: HLC
Program Type(s): UMN, UMJ
Focus Option(s): Entrepreneurship

Nothing happens until something sells. Professional salespeople build relationships with clients, help the economy thrive and guide businesses to perform better. Sales majors enjoy increased job opportunities (2.8 offers before graduation) and a higher income. The courses you take will set you up for success in obtaining your first position and throughout your career.

MARIAN UNIVERSITY

www.marian.edu/business
Dr. Lori Rumreich
lrumreich@marian.edu
Indianapolis, IN 46222
317 955 6037
Students: 50
Start Year: 2019
Accreditations/Affiliations: IACBE
Program Type(s): USP

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

MARQUETTE UNIVERSITY

www.marquette.edu/business/professional-selling/index.php
Alex Milovic
alexander.milovic@marquette.edu
Milwaukee, WI 53233
414 315 1600
Students: 90
Start Year: 2015
Accreditations/Affiliations: AACSB, USCA Associate Member
Program Type(s): UCO, UMN, ET

Committed to excellence in sales leadership, the curriculum of Marquette's Sales Center establishes Jesuit values as fundamental to superior sales performance. The faculty works with regional and national employers to develop and deliver sales education that will empower our students to find internships and careers across a variety of industries, including both for-profit and non-profit enterprises.

METROPOLITAN STATE UNIVERSITY OF DENVER

www.msudenver.edu/selling/
April Schofield
aschofi3@msudenver.edu
Denver, CO 80117-3362
303 615 0520
Students: 200
Start Year: 2013
Accreditations/Affiliations: AACSB, USCA Full Member, PSE
Program Type(s): UCE, UMJ, UMN

MSU Denver's Center for Professional Selling prepares students for success through real world selling experience, events, national competitions, and more. MSU Denver is a Full Member of the University Sales Center Alliance and is AACSB accredited - the gold standards for sales programs and business schools worldwide.

MIAMI UNIVERSITY

https://bulletin.miamioh.edu/farmer-business/
Patrick Lindsay
lindsapj@miamioh.edu
Cincinnati, OH 45230
513 505 0828
Students: 220
Start Year: 2021
Accreditations/Affiliations: AACSB, PSE
Program Type(s): UMJ, UMN

The Sales Management major and minor at Miami University were approved by the University Senate and then the state of Ohio Dept of Higher Education

in 2021and began to be offered in 2022. These degrees were developed around preparation for career opportunities in professional selling and sales management regardless of business or government sector. By fall 2024 there were over one hundred students selecting Sales Management as a major or minor.

MICHIGAN STATE UNIVERSITY

http://salesleader.msu.edu
Jennifer Rumler-Rokita
rumlerj@msu.edu
East Lansing, MI 48824
517 355 9659
Students: 170
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 our partners relate that our students ramp up twice as fast as other candidates. The minor harnesses the strengths of two nationally-ranked colleges at MSU.

MIDDLE TENNESSEE STATE UNIVERSITY, CENTER FOR PROFESSIONAL SELLING

https://professional-selling.mtsu.edu/
Thom Coats
thom.coats@mtsu.edu
Murfreesboro, TN 37132
615 904 8505
Students: 70
Start Year: 2019
Accreditations/Affiliations:): AACSB, USCA Full Member
Program Type(s): UCO, UCE, EC, ET

The MTSU Center for Professional Selling promotes excellence in sales education. As the only fully accredited sales program in TN by the University Sales Center Alliance, we offer top-tier experiences enriched by 21 corporate partners. Recognized as a leading U.S. program, we offer growth through a Professional Selling concentration and two certifications. Students gain communication, relationship-building, and problem-solving skills through coursework, competitions, and sales engagement.

MIDDLESEX UNIVERSITY

*INFORMATION FROM 2024
www.mdx.ac.uk/about-us
Dr. Christine Eastman
caeastman39@hotmail.co.uk

WINNERS GO HERE.

UCF Professional Selling Program

Two-time winners of the National Collegiate Sales Competition

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

business.ucf.edu/professional-selling

UCF | College of Business

#UCFBusiness

Rye, East Sussex, UK TN31 7LB
07557300254
Students: 30
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

The emphasis of our program is application. We don't just want to teach, we want to train as well. We try to give students as many opportunities as possible to put their learned skills into practice in real world settings.

NORTH CAROLINA A&T STATE UNIVERSITY

www.ncat.edu/cobe/academic-departments/marketing-and-supply-chain-management/bs-marketing-sales.php
Kimberly McNeil
krmcneil@ncat.edu
Greensboro, NC 27311
336 285 3386
Students: 95
Start Year: 1995
Accreditations/Affiliations: AACSB, AMA
Program Type(s): UCO, UMN
Focus Option(s): Communication, Broadcast, or Media Sales, Financial Services, International Business, 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 58108
701 866 8964
Students: 110
Start Year: 2011
Accreditations/Affiliations: AACSB, USCA Full Member
Program Type(s): UCE, UMN

The NDSU Sales Program is a highly experiential program that strives to develop the skills of sales by focusing on the skills of human-to-human interaction. Through significant involvement from our corporate partners, internal and external sales competitions, and our student-led podcast, Power to Sell, students are well prepared for a professional selling role.

NORTHERN ARIZONA UNIVERSITY

https://nau.edu/franke-college-business/certificates/professional-sales/
Steven Liu
steven.liu@nau.edu
The W.A. Franke College of Business
Flagstaff, AZ 86011
928 523 3657
Students: 183
Start Year: 2017
Accreditations/Affiliations: AACSB
Program Type(s): UCE, UEM, USP

The Sales Program at The W. A. Franke College of Business provides students with hands-on experience, expert coaching, and opportunities to compete in national sales competitions. Our curriculum is designed to develop practical skills that prepare students for successful careers in sales and business development. With strong industry partnerships and a focus on real-world application, our graduates consistently land positions at top companies, making our program a leader in sales education.

NORTHERN ILLINOIS UNIVERSITY

*INFORMATION FROM 2024
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 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: 100
Start Year: 2021
Accreditations/Affiliations: AACSB
Program Type(s): UMJ, UMN, GF

NKU's Sales Program offers a Sales Major, Minor, and MBA Track, designed for students who thrive in building relationships and solving problems. Our students gain hands-on experience through collaborations with industry leaders like the Cincinnati Reds and NKU's basketball team, as well as community-focused projects with nonprofits through the Mayerson Project. This program combines academic rigor with practical application, preparing students for dynamic, relationship-focused careers in sales.

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, USCA Associate Member
Program Type(s): UMJ, UMN
Focus Option(s): Communication, Broadcast, or Media Sales, Entrepreneurship, Financial Services, Insurance, International Business

The Sales Major and Minor at Northwood University are designed to equip you with the skills and knowledge you need to excel. Sales is not just about selling products, it's about building relationships, communication, negotiations and problem-solving. Our Sales Major and Minor offers real-world experience through internships, role-playing scenarios, sales completions and live sales projects. You'll work closely with experience faculty who have extensive industry background, providing you with value.

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

The Sales Centre was officially founded in 1997 becoming one of the very first of its kind. It was in 2006 that, through the generosity of the Schey family, the Centre became the Ralph and Luci Schey Sales Centre. The Schey's continued excellence has been highlighted by superior competition finishes and highly successful alumni. The program now has over 1900 alumni and 700 active members.

OKLAHOMA STATE UNIVERSITY

business.okstate.edu/csse/index.html
Whitney Roman
whitney.roman@okstate.edu
Stillwater, OK 73074
913 314 8052
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

*INFORMATION FROM 2024
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.

PACE UNIVERSITY, LUBIN SCHOOL OF BUSINESS

*INFORMATION FROM 2024
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 AT HARRISBURG-CAPITAL COLLGE

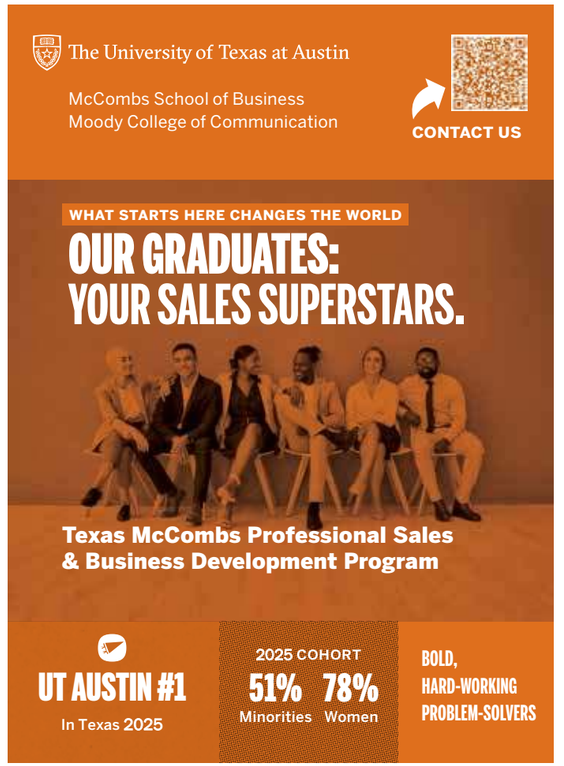
pennstateprosales.psu.edu/
Dr. Darrell Bartholomew
deb62@psu.edu
Middletown, PA 17057-4898
717 948 6166
Students: 15
Start Year: 2020
Accreditations/Affiliations: AACSB
Program Type(s): UMN

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

PLYMOUTH STATE UNIVERSITY

*INFORMATION FROM 2024
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: 115
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

*INFORMATION FROM 2024
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/
Claudia Mich
cmich@pnw.edu
Hammond, IN 46323
219 989 2776

FOSTER SCHOOL OF BUSINESS
Jack and Ann Rhodes Professional Sales Program

Huskies Care About
• Student learning that drives early career success
• Fully engaging with our business community
• Contemporary curriculum and practical application

Jim Hawkins, Director
jimhawk@uw.edu

Students: 50

Start Year: 2018

Accreditations/Affiliations: AACSB, USCA Associate Member

Program Type(s): UMN

PNW's White Lodging Professional Selling Center offers two sales minors: a general sales minor and a sales engineering minor. Both are designed to develop sales skills through exposure to real world selling situations, both on campus and off. Training is focused on business-to-business interactions and is built around three principles: Personal Integrity, Relationship-Building, and Professionalism. The center is a member of the University Sales Center Alliance.

ROBERT MORRIS UNIVERSITY

www.rmu.edu/sales

Jill A. Kurp, Ph.D.

kurp@rmu.edu

Moon Township, PA 15108
412 397 3465

Students: 90

Start Year: 2018

Accreditations/Affiliations: AACSB, USCA Associate Member, PSE

Program Type(s): UCE

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 an innovative 15 credit certificate that provides students with the necessary skills to be successful in sales and/or sales management positions. Students are exposed to sales terminology, the psychology of selling, analytics, relationship building strategies, role playing and AI. It incorporates Challenger Sales, Miller Heiman, SPIN and Straightline Selling techniques. The program is supported by a USCA full member sales center.

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

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): UCO, 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). Including a three-round internal sales competition, Professional selling Thursdays, Etiquette dinners, and one-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: 100

Start Year: 2015

Accreditation(s)/Affiliation(s): AACSB

Program Type(s): UCO, ET

The program develops the sales-related skills of students by exposing them to a broad spectrum of sales content, tools, and experiences across three traditional courses and a sales internship. A highly involved advisory board provides program guidance and meaningful engagement with students. The program uses cutting-edge technology but with an ever-present focus on the human element. Students graduate with the knowledge, skills, and experiences that are most valued by leading organizations.

SONOMA STATE UNIVERSITY

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

Dr. Rich Campbell

campbric@sonoma.edu

Rohnert Park, CA 94928
707 921 8600

Students: 20

Start Year: 2014

Accreditations/Affiliations: AACSB

Program Type(s): UCE

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

SOUTHEAST MISSOURI STATE UNIVERSITY

semo.edu/

Sandipan Sen

ssen@semo.edu

Harrison College of Business and Computing
Cape Girardeau, MO 63701
901 229 4259

Students: 40

Start Year: 2005

Accreditations/Affiliations: AACSB

Program Type(s): UMJ, UMN, USP

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: 65

Start Year: 2011

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

Program Type(s): UCO, UMN

Focus Option(s): Medical/Healthcare Sales

The Southern New Hampshire University (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, com-

petitions, 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

https://sau.edu/academic-programs/bachelors/business/bba-program/bachelors-sales/

Thomas Hosmanek

Hosmanekthomasj@sau.edu

Davenport, IA 52803
563 333 6000 x5211

Students: 100

Start Year: 2016

Accreditations/Affiliations: ACBSP, USCA Full Member

Program Type(s): UMJ, UMN

The program offers 8 sales courses, including internships with area employers, to educate, equip and empower students seeking sales skills and/or a sales career. Virtually 100% of our sales majors have obtained a sales position prior to or shortly after graduation. Our sales program features small class sizes, experienced instructors, experiential learning, and collaboration with area sales professionals in our state-of-the-art classroom and sales lab facilities.

STETSON UNIVERSITY

www.stetson.edu/business/sales/

John Riggs

jriggs@stetson.edu

Deland, FL 32723
386 822 7363

Students: 125

Start Year: 2017

Accreditations/Affiliations: AACSB, USCA Associate Member

Program Type(s): UMN, UMJ, ET

Cutting-edge sales education uniquely designed to bridge the gap between the classroom and real-world business performance. The epicenter of the Centurion Sales Program is its innovative facilities, featuring specialized sales training labs outfitted with state-of-the-art video and audio capture equipment. Within these labs, students develop and hone their skills in sales - practicing role-plays, conducting product demonstrations and engaging in group sales calls.

SUSQUEHANNA UNIVERSITY

www.susqu.edu/academics/majors-and-minors/professional-sales/

Michele C. Welliver

welliver@susqu.edu

Selinsgrove, PA 17870-1164
570 372 4306

Students: 50

Start Year: 2020

Accreditations/Affiliations: AACSB

Program Type(s): UMN, UMJ

Susquehanna University's Professional Sales program, a collaboration between the Department of Communications and the Sigmund Weis School of Business, prepares students for successful careers in sales, providing a comprehensive understanding of the sales process, effective communication, and the ability to navigate the competitive and dynamic business landscape. We offer two distinct majors: a Bachelor of Science in Business, a Bachelor of Arts in Communication, and an interdisciplinary minor.

TAMPERE UNIVERSITY OF APPLIED SCIENCES

www.tuni.fi/en/about-us/tamk

Sini Jokiniemi

sini.jokiniemi@tuni.fi

Tampere, Finland 33520
+358 50 5985705

Students: 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 universities of applied sciences in Finland. Tampere University and TAMK constitute the Tampere university community. Together we are building a new model for higher education and research in Finland. At TAMK, we have both sales-related degree programs and research activities. The focus in our sales degrees is multi-channel, AI-enabled and customer-focused selling and sales management.

TECHNOLOGICAL UNIVERSITY DUBLIN

www.tudublin.ie

Dr. Anthony Buckley

anthony.buckley@tudublin.ie

Dublin, Ireland D02HW71
870659608

Students: 80

Start Year: 2000

Accreditations/Affiliations: AMBA

Program Type(s): EM, GF, ET

Focus Option(s): Entrepreneurship, International Business

Technological University Dublin is Ireland's second largest university and the only University with a significant Sales Education programme. We recently launched our 'Sales Academy' within the Faculty of Business to give greater emphasis to the Sales education domain. We are always interested in collaborative projects in the sales domain - particularly with likeminded Universities from North America. Please contact lesley.murphy@tudublin.ie with any enquiries.

TEMPLE UNIVERSITY

*INFORMATION FROM 2024

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

https://mays.tamu.edu/centers-and-institutes/reynolds-and-reynolds-sales-leadership-institute/

Andrew Loring

aloring@mays.tamu.edu

College Station, TX 77843
979 845 2958

Students: 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 A&M UNIVERSITY COLLEGE OF ENGINEERING

https://tx.ag/technicalsales

Willy Bolander

wcbolander@tamu.edu

College Station, TX 77843
979 458 7038

Students: 325

Start Year: 1956

Accreditations/Affiliations: ABET (Accreditation Board for Engineering and Technology)

Program Type(s): UMJ, UMN, ET

Focus Option(s): Industrial Distribution, Technology

We have 1000 engineering majors studying sales. These students demonstrate a unique blend of hard skills and soft skills - they're smart enough for STEM and savvy enough for sales! You can join us each semester at our TIES Sales Showdown event and watch over 200 of them compete in a massive role-play competition.

TEXAS CHRISTIAN UNIVERSITY

*INFORMATION FROM 2024

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

*INFORMATION FROM 2024

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 Riggle

bob.riggle@citadel.edu

Charleston, SC 29409
843 9536978

Students: 60

Start Year: 2014

Accreditations/Affiliations: AACSB

Program Type(s): UMJ

The degree 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 advisor.

TORONTO METROPOLITAN UNIVERSITY

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

Karen Peesker

karen.peesker@ryerson.ca

Ted Rogers School of Management

Toronto, Ontario, Canada M5B 2K3

416 979 5000

Students: 120

Start Year: 2018

Accreditations/Affiliations: AACSB, USCA Associate Member, GSSI, CPSA

Program Type(s): UCE, UMN

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

The program integrates sales academic theory with innovative experiential learning, offering curricular and extra-curricular experiences. It includes sales courses, international case competitions, simulations, sales summits, boot camps, mentoring, and industry events. The Sales Leadership Advisory Board provides guidance and supports co-op and job placements. Students receive exceptional, industry-relevant, academically focused sales education.

TURKU UNIVERSITY OF APPLIED SCIENCES

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

Timo Holopainen

timo.holopainen@turkuamk.fi

Turku, Finland 20520

+358 50 985786

Students: 250

Start Year: 2008

Accreditations/Affiliations: GSSI, Ministry of Education, AASE

Program Type(s): UCE, UMJ, GF

Focus Option(s):Entrepreneurship, 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, Ph.D.

mzebal@tuskegee.edu

Andrew F. Brimmer College of Business and Information Sciences

Tuskegee, AL 36088

334 727 8713

Students: 20

Start Year: 1985

Accreditations/Affiliations: AACSB, SACSCOC

Program Type(s): UCO

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.

UNIVERSIDAD DEL DESARROLLO

https://negocios.udd.cl/ver-diplomado/diplomado-en-direccion-comercial-y-ventas-udd/

Jorge Bullemore

j.bullemore@udd.cl

Santiago, Chile 7550000

+56994405513

Students: 30

Start Year: 2020

Accreditations/Affiliations: AACSB, GSSI

Program Type(s): GCE, ECE, ET

The Diploma in Sales Management and the Consultative Selling B2B Program Certificate is designed to equip professionals with the strategic tools to elevate their sales teams and drive business growth. Participants will master the development of effective sales strategies, learn to design impactful training, incentive, and remuneration programs, and gain the expertise to plan and lead successful promotion, sales, and distribution initiatives.

UNIVERSITA BOCCONI

*INFORMATION FROM 2024

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

*INFORMATION FROM 2024

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

Pascal Brassier

pascal.brassier@uca.fr

Clermont-Ferrand

Auvergne, France 63000

0033 4 73 17 77 00

Students: 30

Start Year: 2007

Accreditations/Affiliations: GSSI, AACSB

Program Type(s): GCE, EC, ET

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

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

UNIVERSITY OF AKRON

uakron.edu/cba/fisher

David Payne

dpayne@uakron.edu

Fisher Institute for Professional Selling

Akron, OH 44325-4804

440 759 0807

Students: 200

Start Year: 1994

Accreditations/Affiliations: AACSB, USCA Full Member, 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 development, actual classes, and credentials creation, The University of Akron's sales program was launched in 1994, with over 1,600 graduates. We offer a sales major, a professional selling minor and 3 sales certificates (general, engineering and healthcare). We have a 10,000-foot state-of-the-art sales facility with 10 sales labs, the 1st sales biometrics lab in the USA, and cloud-based sales recording for students' growth and development. Just launched a video podcast studio.

UNIVERSITY OF ALABAMA - MANDERSON GRADUATE SCHOOL

https://manderson.culverhouse.ua.edu/

Joe Calamusa IV

jcalamus@cba.ua.edu

Culverhouse College of Commerce & Business Administration

Tuscaloosa, AL 35487

205 348 8923

Students: 750

Start Year: 2011

Accreditations/Affiliations: AACSB

Program Type(s): UMN

The University of Alabama Sales Program supports a Minor in Sales that is available to all students. The Program develops corporate partnerships that invest in the relevance of course content and provide professional opportunities for students.

UNIVERSITY OF ALABAMA AT BIRMINGHAM

www.uab.edu/business/home/

Karen Kennedy

knk@uab.edu

Collat School of Business

Birmingham, AL 35294

205 939 8849

Students: 120

Start Year: 2006

Accreditations/Affiliations: AACSB

Program Type(s): UCE, ET

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

The Sales Certificate Program within UAB's Collat School of Business focuses on the fundamentals of professional selling. Students complete the certificate with an understanding of what a career in professional selling entails as well as sales skills developed through application-based learning. Our program is distinctive in that all faculty members who teach within the program have relevant, real-world experience.

UNIVERSITY OF APPLIED SCIENCES UPPER AUSTRIA

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

Margarethe Ueberwimmer

margarethe.ueberwimmer@fh-steyr.at

Steyr, Austria 4400

+43 664 80484 33612

Bachelor Students: 153

Master Students: 70

Start Year: 2003

Accreditations/Affiliations: USCA Associate Member, GSSI, AASEI

Program Type(s): UCE, GCE

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

Our sales degree programs focus on international, business-to-business sales, include a semester abroad in one of our 200 partner universities, offer double degrees with various of our partner universities, are supported by a broad network of international manufacturing, IT and service companies which are one of our main assets and employers of our graduates.

UNIVERSITY OF 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

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

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

UNIVERSITY OF ARKANSAS, FAYETTEVILLE

walton.uark.edu/initiatives/sales-program

John Ballentine

jballent@uark.edu

Sam M. Walton College of Business

Fayetteville, AR 72701

479 408 3307

Students: 500

Start Year: 2023

Accreditations/Affiliations: AACSB

Program Type(s): UCE

The Professional Sales Program at the University of Arkansas focuses on in-depth experiential learning for our Future Sales Professional and Leaders. It is a program that emphasizes that Sales Professionals are Value Creators, that create value for their clients by solving their problems. Students learn through rigorous and relevant course work and skills practice the art and science of selling. They learn from former practicing Sales Professionals that have had successful careers in sales.

UNIVERSITY OF ARKANSAS, LITTLE ROCK

www.ualr.edu/selling/

David Gilliam

dagilliam@ualr.edu

Little Rock, AR 72204

501 916 6776

Students: 60

Start Year: 2006

Accreditations/Affiliations: AACSB, USCA Associate Member

Program Type(s): UCE, UEM

The Center for Professional Selling offers excellent student-centered sales education. Students may choose a sales concentration within the marketing major, a 12-hour sales minor, or a 12-hour sales certificate. Students compete in regional competitions, interact with employers, and may pursue cooperative education internships in sales. The UA Little Rock Center for Professional Selling offers a 12-hour Certificate in Professional Selling.

UNIVERSITY OF CENTRAL FLORIDA

business.ucf.edu/professional-selling/

William Steiger

william.steiger@ucf.edu

Orlando, FL 32816

407 257 3697

Students: 650

Start Year: 2005

Accreditations/Affiliations: AACSB, USCA Full Member, SACS

Program Type(s): UMJ, UMN

All marketing majors and minors are required to complete the basic sales class. The program features two cohorts of no more than 30 students. The cohorts start in August and January. Admission to the program is by application only followed by 3 admission interviews.

UNIVERSITY OF CENTRAL MISSOURI

www.ucmo.edu/harmon-college-of-business-and-professional-studies/department-of-marketing-public-relations-and-sport-management/

Dr. Charles Schwepker

schwepker@ucmo.edu

Warrensburg, MO 64093

660 543 8554

Students: 50

Start Year: 2008

Accreditations/Affiliations: AACSB

Program Type(s): UCE

All marketing majors and minors 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/

Emily Goad

egoad@uco.edu

Edmond, OK 73034

405 974 2805

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 CHARLESTON

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

Ross Murray

rossmurray@ucwv.edu

Charleston, WV 25304

304 357 4808

Students: 15

Start Year: 2022

Accreditations/Affiliations: ACBSP

Program Type(s): UCO, UMJ

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

At the University of Charleston, students gain a foundational understanding of sales processes combined with applied, practical learning opportunities through direct interaction with partner companies, ensuring that graduates are equipped and motivated to be high-performing sales professionals with the knowledge, skills, and contacts to secure post-college sales roles.

UNIVERSITY OF CINCINNATI

business.uc.edu/centers-partnerships/professional-selling.html

Jennifer Barlow

barlowjb@UCMAIL.UC.edu

Carl H. Lindner College of Business

Cincinnati, OH 45221

513 556 7375

Students: 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 and enrolled in a sales course every semester, our sales program thrives on student engagement and our interactive curriculum. Open to all majors across campus, sales students come from a variety of majors including Engineering, Design, Music, Communication, Political Science, Finance, and of course, Marketing. Sales internships and co-ops are highly recommended.

UNIVERSITY OF COLORADO BOULDER

www.colorado.edu/business

John Ploumitsakos

john.ploumitsakos@colorado.edu

Boulder, CO 80309

303 492 1811

Students: 115

Start Year: 2015

Accreditations/Affiliations: AACSB

Program Type(s): TRACK

Focus Option(s): Entrepreneurship, Financial Services, Industrial Distribution, Technology, Sports Marketing, Real Estate

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

https://marketing.business.uconn.edu/undergraduate-major/

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

We are very successful at preparing students for careers in complex/relationship management sales careers. We work closely with companies like: Stryker, Boston Scientific, CIGNA HealthCare, CVS Health/AETNA, Johnson Controls, Federated Insurance, and OTIS Elevator to enhance our curriculum and place students. These partners offer sales roles that offer in-person client contact, are relationship focused and require a consultative selling approach, which is our teaching approach.

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: 150

Start Year: 2005

Accreditations/Affiliations: AACSB, PSE

Program Type(s): UEM, UMN

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

The University of Dayton Fiore Talarico Center for Professional Selling 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 DELAWARE

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

Suresh Sundaram, Ph.D.

ssuresh@ude.edu

Newark, DE 16716

302 983 0686

Students: 155

Start Year: 2018

Accreditations/Affiliations: AACSB

Program Type(s): UMN

The minor is designed to introduce students to the concepts and language of personal selling and sales management. To encourage sales skill development, students are required to participate in a role play competition, an elevator pitch competition, a Shark Tank competition,

and recruit students to the sales minor in different courses they are required to take in the program. All competitions are corporate sponsored.

UNIVERSITY OF DENVER

daniels.du.edu/sales-leadership-center/
Michele Cunningham
michele.cunningham@du.edu
Daniels College of Business
Denver, CO 80210-4711
303 871 3317
Students: 100
Start Year: 2018
Accreditations/Affiliations: AACSB
Program Type(s): UMN

The Sales Leadership Center is dedicated to the education, training and development of sales leaders and the discovery and dissemination of sales knowledge. We accomplish this through curriculum, competitions and events for students, as well as performing research and scholarship. We serve as a crucial conduit between the University of Denver and the private sector, creating partnerships that focus on solving problems related to sales research, education and recruiting.

UNIVERSITY OF FLORIDA

warrington.ufl.edu/marketing-department/professional-selling/
Dennis DiPasquale
dennis.dipasquale@warrington.ufl.edu
Gainesville, FL 32611
352 449 8233
Students: 400
Start Year: 2019
Accreditations/Affiliations: AACSB, PSE
Program Type(s): UCE, UMN

The Warrington Professional Selling Program develops the salesperson of the future by building the proper technical and hard skills, along with all important business competencies such as grit, emotional intelligence, agility, and coachability, among others. We believe in the future of ethical salespeople that serve as valuable business partners for their customers, eagerly solving their problems and building value for all stakeholders.

UNIVERSITY OF GEORGIA

www.terry.uga.edu/events/sales-competition/
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

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 - SALES EXCELLENCE INSTITUTE

www.bauer.uh.edu/sei/
Yara Suki
sei@bauer.uh.edu
C. T. Bauer College of Business
Houston, TX 77204
713 743 0185
Students: 1300
Start Year: 1996
Accreditations/Affiliations: AACSB, USCA Full Member, GSSI
Program Type(s): UCE, UMN, GCE, 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 66047
785 864 6776
Students: 400
Start Year: 2017
Accreditations/Affiliations: AACSB
Program Type(s): UCE, UMN

The mission of the professional selling program is to prepare students for successful careers in consultative selling. Graduates of the program will help consumers and businesses define their needs, understand and evaluate buying options, facilitate effective purchase decisions, and forge enduring relationships. Faculty work with students to highlight burgeoning opportunities associated with a career in consultative selling while equipping them with the skill sets needed to succeed.

UNIVERSITY OF LOUISVILLE

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

The University of Louisville's College of Business offers robust programming within the Sales field, including a Sales Certificate that is open all undergraduate majors, as well as a Professional Sales Minor and a Professional Sales Track within the Marketing Major.

UNIVERSITY OF MINNESOTA

csle.umn.edu/
Michael Oster
oster398@umn.edu
Minneapolis, MN 55455
763 670 3646
Students: 250
Start Year: 2015
Accreditations/Affiliations: USCA Associate Member
Program Type(s): UCE
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: 90
Start Year: 2019
Accreditations/Affiliations: AACSB
Program Type(s): UMJ

The Professional Sales major combines experiential learning and corporate partnerships to prepare students for successful sales careers. Through mock role-plays, collegiate competitions, and networking with industry leaders, students gain hands-on skills for building customer relationships and achieving revenue goals. Active involvement in the Sales Club and direct corporate engagement provide a solid foundation and clear pathway to professional sales roles.

UNIVERSITY OF MISSISSIPPI

https://olemiss.edu/programs/bus/bachelor-business-administration-professional-sales/
Barry J. Babin
bbabin@bus.olemiss.edu
University, MS 38677
662 915 5457
Students: 400
Start Year: 2021
Accreditations/Affiliations: ACBSP, PSE
Program Type(s): UMJ, USP
Focus Option(s): Technology

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

UNIVERSITY OF MISSOURI

*INFORMATION FROM 2024
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 - LINCOLN

business.unl.edu/research/center-for-sales-excellence/
Ravi Sohi, Ph.D.
ravisohi@unl.edu
Lincoln, NE 68588-0492
402 472 2316
Students: 700
Start Year: 2013
Accreditations/Affiliations: AACSB, USCA Associate Member, GSSI
Program Type(s): UCE, GCE

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

UNIVERSITY OF NEBRASKA OMAHA - CENTER FOR PROFESSIONAL SALES

*INFORMATION FROM 2024
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

The modern sales professional helps customers solve business problems through active listening, asking questions, deep empathy, domain competency, and the understanding and communicating of value. UNH Sales has designed academic and heavily experiential activities that immerse participants in the sales environment, to ensure our students build the necessary competencies and confidence. We graduate over 100 students annually that enter sales.

THE UNIVERSITY OF NEW MEXICO

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

*INFORMATION FROM 2024
https://www.una.edu/business/departments-and-centers/index.html
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.

UNIVERSITY OF NORTH CAROLINA GREENSBORO

uncg.edu
James S. Boles
jsboles@uncg.edu
Bryan School of Business and Economics
Greensboro, NC 27402
336 580 8763
Students: 100
Start Year: 2015
Accreditations/Affiliations: AACSB
Program Type(s): UCE, UCO, UMN, ET

Our program involves a hands-on applied approach to teaching sales via multiple networking opportunities each semester, selling a product/service with quota requirements, simulations, and activities that result in resume building outcomes. We emphasize interaction with potential employers.

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, UMJ

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 DAKOTA

https://und.edu/programs/professional-sales-minor/index.html
Robert Warren
robert.w.warren@und.edu
Grand Forks, ND 58202
701 777 3369
Students: 70
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 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: 40
Start Year: 2014
Accreditations/Affiliations: AACSB SACSCOC
Program Type(s): UCO, UMN
Focus Option(s): Industrial Distribution

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.

THE UNIVERSITY OF SAN DIEGO

*INFORMATION FROM 2024
www.sandiego.edu
Carlton O'Neal
coneal@sandiego.edu
San Diego, CA 92110
760 685 0855
Students: 35
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: 300
Start Year: 2017
Accreditations/Affiliations: AACSB
Program Type(s): UCE

The University of South Carolina Center for Sales Success operates for students at the intersection of the professional sales process, selling skills development/ application, and sales career understanding and exposure - all of which is applied via experiential learning projects. Students interact in multiple ways with corporate partners, which gives companies access to top talent in unique and relevant engagements.

THE UNIVERSITY OF SOUTH FLORIDA

www.usf.edu/business/centers/marketing-sales-innovation/
Robert Hammond
rwhammond@usf.edu
Tampa, FL 33620
813 974 2079
Students: 300
Start Year: 2018
Accreditations/Affiliations: AACSB
Program Type(s): UCO, UMN, ET

The University of South Florida sales curriculum is supported with cocurricular activities through the Business Development Club, business partners, and the Center for Marketing and Sales Innovation. Students from all university majors are welcomed to learn together

through skill-based workshops, university and intercollegiate sales competitions. The Center for Marketing and Sales Innovation operates two labs with roleplay rooms and one of the world's largest biometric behavior installations.

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: 40

Start Year: 2010

Accreditations/Affiliations: AACSB, USCA Associate Member

Program Type(s): UCE

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

The University of Southern Mississippi's Professional Sales Program offers a comprehensive, real-world education to prepare students for success in sales. Key features include industry-driven coursework, mentorship, elite competition preparation, and networking opportunities with alumni and corporate partners. The state-of-the-art Sales Lab allows students to practice in realistic environments, enhancing their skills.

UNIVERSITY OF TAMPA

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

Stacey Schetzsle

sschetzsle@ut.edu

Sykes College of Business
Tampa, FL 33606
813 257 3145

Students: 160

Start Year: 2019

Accreditations/Affiliations: AACSB, USCA Associate Memberm, NCSM

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, GARY W. ROLLINS COLLEGE OF BUSINESS

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

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 PROFESSIONAL SALES FORUM

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.

UNIVERSITY OF TEXAS AT AUSTIN

www.mccombs.utexas.edu/faculty-and-research/departments/marketing/programs/professional-sales-and-business-development-minor/

Lamar Johnson

lamar.johnson@mccombs.utexas.edu

Professional Sales & Business Development Forum
Austin, TX 78735
512 468 1090

Students: 225

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 (12 hours in required classes, 4 in electives). The program is supported by a PHD level Director and a former Corporate Sales Executive, 8 corporate sponsors, and a very active sales club.

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: 2012

Accreditations/Affiliations: AACSB, USCA Full Member, GSSI

Program Type(s): UCE, UCO, EC

Focus Option(s): Entrepreneurship, Financial Services, Insurance, International Business, 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: 220

Start Year: 2010

Accreditations/Affiliations: AACSB, EFMD, CPSA

Program Type(s): UCE, UMN

The University of the Fraser Valley (UFV) is the only university in Canada offering a minor in professional sales and a professional sales practicum. All BBA students at UFV are required to take a 200-level introduction to sales course. Our sales education curriculum is accredited by the Canadian Professional Sales Association. Our Sales Academy is co-sponsored by Fastenal and Hub International Insurance.

UNIVERSITY OF TOLEDO

www.sales.utoledo.edu

Deirdre Jones

deirdre.jones@utoledo.edu or edwardschmidtschool@utoledo.edu

Edward Schmidt School of Professional Sales
Toledo, OH 43606
419 530 2978

Students: 233

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, Industrial Distribution, International Business, Technology

The program delivers integrated, hands-on, curricula with role plays (individual, team, virtual, international), simulations, and more that is taught by faculty who have sales experience. We attract hardworking and engaged students who know how to balance priorities. Almost 60% of ESSPS students work 15 or more hours a week to finance their educations, and approximately 70% of ESSPS students are involved with campus organizations. UToledo is the only university in the US to require majors take a purchasing class.

UNIVERSITY OF UTAH, DAVID ECCLES SCHOOL OF BUSINESS

https://advising.utah.edu/majors/quicklook/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: 135

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/programs/undergraduate/marketing-professional-sales-emphasis

Lenita Davis

davislen@uwec.edu

Eau Claire, WI 54701
706 255 4800

Students: 95

Start Year: 2004

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

Program Type(s): UCE, UCO

The UW-Eau Claire sales program is a leader in sales education. Each year, UWEC hosts a national sales competition. Its curriculum is cutting-edge, combining AI with live sales role-play. Students gain experience with CRM, managing quotas, and cold calling by selling sponsorships for non-profit. The program prepares students to contribute to the betterment of the world through sales. It also fosters connections with businesses and industry leaders, providing valuable networking opportunities.

UNIVERSITY OF WISCONSIN OSHKOSH

www.uwosh.edu/cob/sales/

Heather S. Veeser

veeserh@uwosh.edu

Oshkosh, WI 54901
920 424 7468

Students: 25

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/businesseconomicscomputing/salescenter.cfm

Dr. Peter Knight

knightp@uwp.edu

Kenosha, WI 53141
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 - RIVER FALLS

www.uwrf.edu/CBE/Centers/CSE.cfm

Ozcan Kilic

ozcan.kilic@uwrf.edu

River Falls, WI 54022
715 425 3335

Students: 25

Start Year: 2014

Accreditations/Affiliations: AACSB, USCA Associate Member

Program Type(s): UEM

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

UNIVERSITY OF WISCONSIN - WHITEWATER

www.uww.edu/cobe/sales

Dr. Jimmy Peltier

peltierj@uww.edu

Institute for Sales Excellence
Whitewater, WI 53190
262 472 1333

Students: 270

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 programming opportunities without regard to major or background. Opportunities include: Sales emphasis, minor or certificate and UW-Whitewater sales competitions.

UNIVERSITY OF WYOMING

www.uwyo.edu/SALES/index.html

Mike Burns

mike.burns@uwyo.edu

Laramie, WY 82071
307 766 4157

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

*INFORMATION FROM 2024
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

https://business.vcu.edu/centers-institutes-and-labs/center-for-professional-selling/

Andy McGowan

mcgowanaj@vcu.edu
Richmond, VA 23284-4000
404 834 3481

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

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.

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: 300

Start Year: 2012

Accreditations/Affiliations: AACSB, PSE, USCA Full Member

Program Type(s): UCO, UMN

The Professional Sales Program in the Marketing Department in the Pamplin College of Business is designed to prepare students for careers in professional B2B sales. According to a study by the Chally Group, nearly "66 percent of all college and university graduates will enter a sales career." Furthermore, data shows that over 80 percent of all marketing graduates nationally will accept a sales position.

WASHINGTON STATE UNIVERSITY - PULLMAN & VANCOUVER

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

Kevin Chase

kevin.chase@wsu.edu

Carson College of Business
Pullman, WA 99163
509 335 6354

Students: 150

Start Year: 2006

Accreditations/Affiliations: AACSB

Program Type(s): UCE

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
801 626 6913

Students: 500

Start Year: 1984

Accreditations/Affiliations: GSSI, USCA Full Member

Program Type(s): UCE, UEM, 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 Depart-

ment of Professional Sales is ranked 4th for the most degrees granted by the institution. It is one of the premier sales programs at any level and has one of the most active Sales Center partner programs in the country.

WEST VIRGINIA UNIVERSITY PROFESSIONAL SALES INSTITUTE

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

Dr. David Brauer

david.brauer@mail.wvu.edu

Morgantown, WV 26505
304 293 4092

Students: 288

Start Year: 2010

Accreditations/Affiliations: AACSB, USCA Full Member, GSSI

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

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

WESTERN CAROLINA UNIVERSITY

*INFORMATION FROM 2024

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: 1998

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 COLORADO UNIVERSITY

*INFORMATION FROM 2024

western.edu

Stan Weil

sweil@western.edu

Gunnison, CO 81231

914 649 6684

Students: 50

Start Year: 2019

Accreditations/Affiliations: PSE

Program Type(s): UMN

Western's Professional Selling Program is designed to provide students with the necessary skills and experience to launch a successful career in sales while developing the sales leaders of tomorrow. The Professional Selling Courses provide students with the necessary interpersonal communication, professional selling, sales management, and leadership skills to be successful in a sales career. All students receive personal mentoring from top industry sales experts and represent Western in nationally recognized sales competitions.

WESTERN KENTUCKY UNIVERSITY

www.wku.edu/marketing/undergraduate/certificate.php

Dr. Lukas P. Forbes

Lukas.Forbes@wku.edu

Bowling Green, KY 42101
270 745 2993

Students: 250

Start Year: 2007

Accreditations/Affiliations: AACSB, USCA Full Member

Program Type(s): 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: 270

Start Year: 1999

Accreditations/Affiliations: AACSB

Program Type(s): UMJ, ET

The Sales & Business Marketing Program at Western Michigan University doesn't just teach about sales; it teaches students how to sell using a very coordinated, unified, and highly experiential approach that is embedded in both a competitive and supportive community made up of students, alumni, employers, and faculty. Founded in 1999 with 270 students and 98% placement rates, the SBM Program is one of the largest and most successful sales majors in the country.

WIDENER UNIVERSITY

*INFORMATION FROM 2024

www.widener.edu

Donna W. McCloskey

dwmccloskey@widener.edu

Blue Bell, PA 19422

610 499 4300

Students: 20

Start Year: 2006

Accreditations/Affiliations: AACSB

Program Type(s): UCE

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

*INFORMATION FROM 2024

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: N/A

Start Year: 2005

Accreditations/Affiliations: AACSB, USCA Full Member

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

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/academics/colleges/business/marketing-department/strauss-center-for-sales-excellence/

Ryan White

rwhite@winona.edu
Winona, MN 55987
507 457 5040

Students: 50

Start Year: 2013

Accreditations/Affiliations: AACSB, USCA Full Member

Program Type(s): UMN

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

XAVIER UNIVERSITY OF LOUISIANA

*INFORMATION FROM 2024

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.ysu.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): UCO, UMN

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

By 2025, Gartner expects 80% of B2B sales interactions between suppliers and buyers to occur in digital channels. According to Gartner, B2B buying behaviors have been shifting toward a buyer-centric digital model, a change that has been accelerated over the past couple of years. The Professional Sales Center and Sales Program at Youngstown State University is working to combine uniquely human sales skills with emerging technologies to drive high-value career-ready business school graduates.

NORTH AMERICAN COLLEGES

ALGONQUIN COLLEGE

www.algonquincollege.com/business-hospitality/program/business-development-and-sales/

Patrick Charlton

charltp@algonquincollege.com

Ottawa, ON, Canada, K2G 1V8
613 727 4723 x 2502

Students: 200

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: 250

Start Year: 1985

Accreditations/Affiliations: ACBSP

Program Type(s): UCE, USP, ET

BCIT's Professional Sales program is primarily recognized for its 2-year Applied Diploma in Professional Sales, which graduates 40 – 50 students each year.

THE COLLEGE OF NEW JERSEY

tcnj.edu/

Dr. Eddie Inyang

inyanga@tcnj.edu

Ewing, NJ 08628
609 771 3064

Students: 33

Start Year: 2004

Accreditations/Affiliations: AACSB, PSE

Program Type(s): UMN

The Professional Selling Program at The College of New Jersey (TCNJ), where students from all majors are invited to cultivate the skills and insights essential for a thriving career in sales. Our program's approach is uniquely hands-on, offering direct collaboration with TCNJ's respected corporate partners. Through real-world scenarios and interactive sales challenges, students build critical sales expertise and develop a solid grasp of analytics' growing role in driving sales success.

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

Shannon Cox

Coxs@douglascollege.ca

New Westminster, BC, Canada V3M 5Z5
604 527 5882

Students: 270

Start Year: 2008

Accreditations/Affiliations: ACBSP

Program Type(s): UCO, UCE, GC

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

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.

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

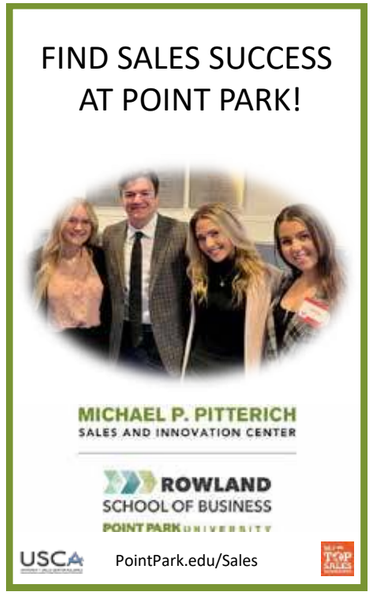
Students: 200

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

*INFORMATION FROM 2024

www.morehouse.edu

Irving R. Corrales

irving.corrales@morehouse.edu

Atlanta, GA 30314
470 447 1761

Students: 20

Start Year: 2013

Accreditations/Affiliations: AACSB, USCA

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

*INFORMATION FROM 2024

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

Gord Smith

Gord.smith@senecacollege.ca

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

Students: 20 Graduate
20 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. You will have the choice to study on campus or online. In addition, an optional work term will provide an opportunity to get experience with a company and build professional contacts ahead of your graduation.

OTHER NOTABLE PROGRAMS

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

BABSON COLLEGE

www.babson.edu/undergraduate/academics/concentrations/sales/

Vincent (Vini) Onyemah
vonyemah@babson.edu
Babson Park, MA 02457
857 383 1793

Entrepreneurship needs sales to sail. As the #1 school for Entrepreneurship, Babson College is uniquely positioned to put sales at the center of every entrepreneurship discourse and become a global leader for sales education. Our program addresses both traditional and entrepreneurial selling/sales because of our leadership in Entrepreneurship. Thanks to our Boston location, many classes take place on company sites where students shadow salespeople and get exposed to the latest sales technologies.

BERRY COLLEGE

*INFORMATION FROM 2024
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-marketing/beyond-the-classroom/
Frank Veltri
Frankveltri@boisestate.edu
Boise, ID 97477
706 254 8200

Boise State offers an undergraduate certificate and undergraduate major. They expect to have the program accredited in the future.

BRIGHAM YOUNG UNIVERSITY

www.byusalessociety.com/
BJ Allen
bjallen03@gmail.com
Provo, UT 84606

801 422 4367

The BYU Sales program partners with the top sales organizations in the country to educate and train the next generation of sales leaders. Our students often go into technology and software sales, but also include medical sales, manufacturing, and others. We offer networking events for students to develop organic relationships with companies to land top jobs, as well as sales competitions, both in and out of state. Our students are known for being tenacious, well-trained, and people oriented. We have a "sales track" within the marketing major that consists of two classes.

DOMINICAN UNIVERSITY

*INFORMATION FROM 2024
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.

EASTERN ILLINOIS UNIVERSITY

www.eiu.edu/business/
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

*INFORMATION FROM 2024
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

*INFORMATION FROM 2024
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

*INFORMATION FROM 2024
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

*INFORMATION FROM 2024
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

*INFORMATION FROM 2024
www.iue.edu/
LaCalvince Simpson
lacalvince.simpson@gmail.com
Richmond, IN 47374
765 973 8295

Indiana University East offers one sales course.

JOHNSON & WALES UNIVERSITY

*INFORMATION FROM 2024
www.jwu.edu/
Kristen Regine
kregine@jwu.edu
Providence, RI 02903
401 598 1338

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.

MCMASTER UNIVERSITY, DEGROOTE SCHOOL OF BUSINESS

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

*INFORMATION FROM 2024
www.montpellier-management.fr/liste-des-formations/m1-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, D'AMORE-MCKIM SCHOOL OF BUSINESS

*INFORMATION FROM 2024
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

Focus options: Marketing and Sales, Financial Management, Law, and HR

Students graduate with a Bachelor of Business Administration, and master's students can include sales in their studies. Each year, we enroll 100 students specializing in Marketing and Sales or International Business. We connect education, RDI, and real-life cases through business collaboration, organize a local sales competition, and participate in national contests. Competitions are a mandatory part of sales courses at Oamk.

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.

UNIVERSITY OF ALABAMA – MANDERSON GRADUATE SCHOOL

https://catalog.ua.edu/graduate/business/marketing/ms/#requirementstext
Brian Hochstein
bwhochstein@ua.edu
Tuscaloosa, AL 35406
205 632 0789

The program provides a Graduate Focus with two sales classes.

UNIVERSITY OF BRITISH COLUMBIA

*INFORMATION FROM 2024
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 IDAHO

www.uidaho.edu/cbe/degrees/marketing
Sanjay Sisodiya
sisodiya@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 2026.

UNIVERSITY OF MEMPHIS

*INFORMATION FROM 2024
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 MUENSTER

*INFORMATION FROM 2024
https://www.uni-muenster.de/en/
Tim Kalway
t.kalwey@uni-muenster.de
Muenster, 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 NORTHERN IOWA

https://business.uni.edu/marketing-entrepreneurship/center-professional-sales-excellence
Joseph Miller
joseph.miller@uni.edu
Cedar Falls, IA 50614
319 273 5665

The Center for Professional Sales Excellence at the Wilson College of Business at University of Northern Iowa puts students in direct contact with area and regional sales leaders and hiring professionals. We offer an emphasis in sales management as a compliment to the marketing degree, and our courses in sales principles, sales management, and business to business marketing are the cornerstone courses that comprise the overall well-rounded curriculum students will complete.

UNIVERSITY OF 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.

UNIVERSITY OF WISCONSIN - PLATTEVILLE

www.uwplatt.edu/department/school-business
Les Hollingsworth
SchoolofBusiness@uwplatt.edu
Platteville, WI 3818
608 342 1660

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

*INFORMATION FROM 2024
https://webster.edu/business-and-technology/academics/business/index.php
Nisha Ray-Chaudhuri
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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.

2025–26 Conferences for Sales Educators and Researchers

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

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

SALES EDUCATORS' ACADEMY (SEA)

June 9–12, 2025 (Jekyll Island, GA)

https://salesedacademy.com/

The Sales Educators' Academy (SEA) 2025, taking place from June 9–12 in Jekyll Island, Georgia, is an essential event for sales researchers and educators. It will focus on the latest trends in sales education, including AI, sales technology, social selling, and the evolving nature of inside vs. outside selling. The conference provides a platform for educators to engage with industry leaders and fellow educators through keynote sessions, plenary talks, and working groups aimed at improving sales curricula. It's a valuable opportunity to stay ahead of changes in the field and gain insights to enhance teaching practices and integrate innovative approaches into sales education. This event is generally held every 2 years.

SALES THOUGHT LEADERSHIP

June 17-18, 2025 (UCLA)

https://salesthoughtleadership.org/

The Sales Thought Leadership event is designed to bring together top experts from both academia and practice to explore the future of sales. This includes deep dives into cutting-edge sales strategies, the impact of emerging technologies like AI on the sales profession, and discussions on how to drive success in the evolving sales ecosystem. The event features thought-provoking keynotes, including a talk on AI and the Workforce by Ramesh Srinivasan, as well as a panel on Implementing AI for Success in Sales Organizations.

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

SUMMER AMA ACADEMIC CONFERENCE

August 22–24, 2025 (Chicago, IL)

www.ama.org/events/academic/2025-ama-summer-academic-conference/

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

One key highlight of the conference is the AMA Sales Special Interest Group (SIG), which focuses specifically on advancing the field of sales research and education. The Sales SIG provides a dedicated space for sales scholars to share their work, collaborate, and discuss pressing issues in the sales discipline. By attending, sales educators and researchers can deepen their understanding of emerging sales trends, build professional networks, and contribute to shaping the future of sales scholarship. This conference is an essential event for anyone looking to stay at the forefront of academic sales research and teaching.

MARKETING MANAGEMENT ASSOCIATION

(MMA) FALL CONFERENCE

September 17–19, 2025 (Las Vegas, NV)

www.linkedin.com/company/marketing-management-association/

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

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

SALES RESEARCHERS' COLLABORATION

CONSORTIUM (SRCC)

October 23–25, 2025 (University of Alabama)

www.utc.edu/srcc

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

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

SOCIETY FOR MARKETING ADVANCES (SMA)

CONFERENCE

www.societyformarketingadvances.org/sma-conference

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

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

WINTER AMA CONFERENCE

February 13–15, 2026 (Madrid, Spain)

www.ama.org/events/academic/2026-ama-winter-academic-conference/

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

NATIONAL CONFERENCE IN SALES MANAGEMENT (NCSM)

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

https://pse.org/ncsm/

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

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

2025
CELEBRATED PUBLISHING OUR
19TH SEF ANNUAL
SINCE 2011 CONTRIBUTED OVER
$200,000
IN SALES RESEARCH GRANTS
AND EDUCATIONAL CONFERENCE FUNDING
THROUGH THE CHALLY PREDICTIVE
TALENT ASSESSMENT SERVED
OVER 69 UNIVERSITY PROGRAMS
AND OVER 4,250 STUDENTS
AWARDED 12 BARBARA GIAMANCO
MEMORIAL SCHOLARSHIPS

Industry and Academic Research Partnerships from page 7

PUBLIC RELATIONS AND CREDIBILITY

HOW BUSINESSES CAN HELP: Collaborating with academic researchers on high-profile studies or projects can boost a company's reputation, especially if the company supports cutting-edge research on interesting and novel topics. Professors and universities gain prestige by publishing such research, while students at these universities are exposed to more contemporary and relevant practice-oriented topics. Partnerships with respected universities can also build the morale of employees, customers, and company leaders.

WHAT BUSINESSES EXPECT IN RETURN: Businesses can enhance their brand image, attract positive media attention, and show customers or investors that they are committed to innovation and scientific progress. Including academics in annual meetings or at employee events can help to highlight a company's commitment to giving back and seeking to look forward by helping others learn and grow.

HOW CAN COMPANIES HELP?

Almost any company can offer some value to academics. However, companies that have been successful research partners tend to include some of the following:

A sizeable group of employees that can participate in surveys (300+ employees or salespeople), ideally with managers and other functional interactions.

Quality CRM (or other software platforms and technologies) data that can be used to gather variables on sales performance, meeting interactions, frequency of customer contact, content from emails, and many other "countable" or objective aspects of sales that can be observed and connected.

A smaller sales team can work if paired with similar companies or with a larger set of customers who are willing to participate. Overall, most companies can add value to researchers, and often, data from many companies is used to improve the generalizability of insights.

Executives and leaders who see value in research—and will support it! Support includes championing a research project to improve employee participation and data sharing.

OVERALL, COMPANIES THAT PARTNER WITH ACADEMIC RESEARCH DISCOVER A WIN-WIN-WIN:

STUDENTS WIN: Including graduate and undergraduate, as they gain a deeper understanding of real-world challenges and opportunities.

COMPANIES WIN: New ideas develop, employees become more engaged, and customers see more value/credibility in a company's solutions.

UNIVERSITIES WIN: Many academic researchers work with consumer data that is gathered from lab settings and online forums. More realistic findings emerge when businesses partner with academics, driving ongoing real-world instructional insights.

If you are interested in partnering and helping with an academic project, please reach out to either of us. While we cannot handle all projects, we can pair companies with research teams that can most effectively develop useful projects that result in actionable outcomes. As in all things, the first step is to take a step, so email **Bryan Hochstein** (bwhochstein@ua.edu) or **Nawar Chaker** (nawarchaker1@lsu.edu) to schedule a no-obligation discussion virtual meeting to discuss "what is keeping you up," and how we can connect you to our network of investigators and PhD students who are eager to learn with you. We look forward to hearing from you! △

BRYAN HOCHSTEIN
University of Alabama

NAWAR CHAKER
Louisiana State University

SALES MYTHS DEBUNKED

RESEARCH DEBUNKS *two* Critical SALES MYTHS

MIKE KUNKLE
SPARXiQ

MYTH 1: *Sales training doesn't work*
The belief that sales training projects don't produce bottom-line business results is almost legendary. People hear it so often that it has become, in their minds, a truism.

MYTH BUSTED: Sales training can produce outstanding results. It just needs to meet certain criteria and be implemented in a proven-effective way.

Consider these data points from two different studies. When you juxtapose them, they're very telling.

"The most significant impact on revenue plan attainment, quota attainment, and win rates occurs at sales process & methodology adoption rates of 75% or greater."[1]

"59% of training/enablement leaders cite that the single largest barrier to sales training success is that sales reps aren't held accountable to use what they were taught."[2]

So, formal sales process and methodology, which require training to implement, do move the needle at high rates of adoption. Yet, the single biggest barrier to training results is the difficulty in getting reps to use what they've been taught.

See the clash there? Very often, we get in our own way.

To get results from training, it requires a top-down commitment to use what is taught, to train content that will produce results if used, and to train and coach effectively, creating an environment that fosters transfer, application, and eventual mastery.

I represent this holistic approach in my **Sales Training System**, with the embedded **5 Stages of Sales Mastery & Behavior Change** (next page). Follow this system and stay the course to gain adoption and mastery, and you will get results and an ROI for your training efforts.

Sales training does produce bottom-line results, when done well.

1 CSO Insights 5th Annual Sales Enablement Report
2 ATD State of Sales Training Report

MYTH 2: *Sales Coaching is Only for Under-Performers*
Many believe that sales coaching is a remedial tool, designed solely for those who are struggling to meet their targets. The perception is that coaching is a last-ditch effort to salvage under-performers, a resource-intensive process that should be reserved for those who need the most help. This myth suggests that top performers and even average salespeople don't need coaching because they are already doing well enough on their own.

MYTH BUSTED: Sales Coaching is for Everyone
In reality, sales coaching is a strategic tool that benefits everyone in the organization, from the top performers to those in the middle. Here's why:

MAXIMIZING TOP PERFORMERS' POTENTIAL
A 1% improvement from a top 4% performer (the top 20% of the top 20%) can generate more revenue than a 10% improvement from an average performer. These top performers are already excelling, but with targeted coaching, they can achieve even greater heights, driving significant revenue growth.

"MOVING THE MIDDLE" FOR GREATEST IMPACT
The middle tier of performers—those who are average, just below average, and just above average—represents the largest segment of the sales force. By focusing coaching efforts on this group, organizations can achieve substantial performance improvements. "Moving the middle" offers the greatest opportunity for overall organizational performance enhancement because of the sheer number of people in this category.

ONGOING, INCREMENTAL IMPROVEMENT
Coaching everyone allows for continuous, incremental improvement. As highlighted in the book *The 1% Difference: Small Change-Big Impact,* small improvements each month can accumulate into significant gains by the end of the year, similar to the effects of compound interest. This approach ensures that all team members are consistently developing their skills and contributing to the organization's success.

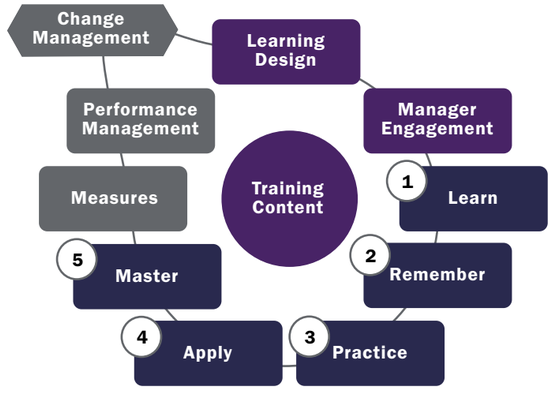
CREATING A CULTURE OF EXCELLENCE
When coaching is available to everyone, it fosters a culture of continuous learning and development and a cadence of continuous improvement. This culture encourages all employees to strive for excellence, knowing that they have the support and resources to improve. It also helps in retaining top talent, as employees feel valued and invested in.

ADDRESSING DIVERSE NEEDS
Every salesperson has unique strengths and areas for improvement. By providing coaching to everyone, organizations can tailor their development programs to meet individual needs, identifying and closing sales competency gaps, ensuring that each team member can maximize their potential.

BUILDING RESILIENCE AND ADAPTABILITY
Resilience and adaptability are crucial. Regular coaching helps salespeople develop these qualities, enabling them to navigate challenges and seize opportunities more effectively.

In conclusion, sales coaching is not just for under-performers; it's a vital tool for everyone in the organization. By investing in coaching for all, companies can drive significant performance improvements, foster a culture of excellence, and ensure long-term success. Δ

The Sales Training System



The 5 Stages of Sales Mastery & Behavior Change

Prepare for Change
- Ensure that your training content will get results
- Design a great learning experience
- Engage, enable, and empower frontline sales managers

Guide the Change (5 Stages)
- **Learn:** Train the content, validate learning occurred
- **Remember:** Sustain the knowledge
- **Practice:** Develop skills (practice with expert feedback loops)
- **Apply:** Transfer and apply skills on the job
- **Master:** Coach to mastery over time

Prepare for Change
- Get metrics and measures in place
- Manage to behavior and performance expectations
- Lead and manage the change until it cements in the culture

SETTING *the* STAGE *to* MOVE FORWARD:

A Brief Retrospect of the Journal of Personal Selling & Sales Management

BRIAN N. RUTHERFORD, Ph.D.
Kennesaw State University

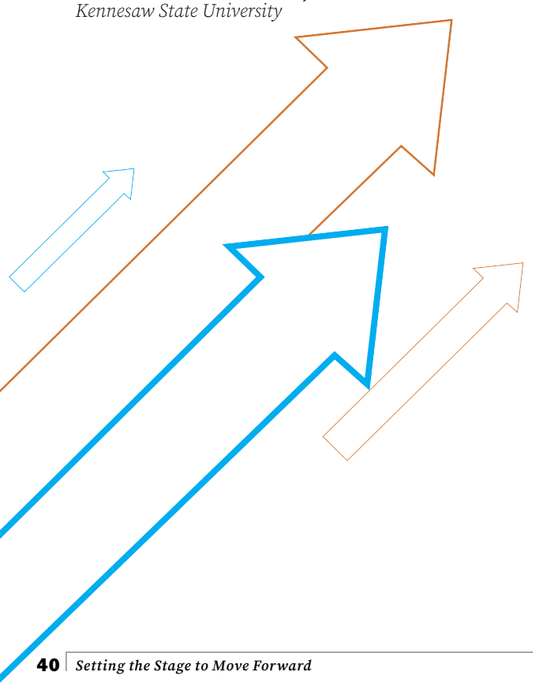


IMAGE BY: alexmillos.stock.adobe.com

FOR SELLING AND SALES MANAGEMENT scholars, the *Journal of Personal Selling & Sales Management* is viewed as a primary publication outlet. This is the result of the dedication that prior scholars have put into the Journal to make it a success. Recognized as the premier journal internationally devoted to the publication of peer-reviewed articles in the field of selling and sales management, the Journal seeks scholars' best research.

A BRIEF RETROSPECT

Published since 1981, the formative years of the Journal set a strong foundation for academic scholarship. Within the first issue of the Journal, notable scholars, including Stephen W. Brown, Alan J. Dubinsky, Donald W. Jackson, Wesley J. Johnston, and John C. Mowen, set the initial path for the Journal to advance into what it has become today. For example, Dubinsky's influential work on the steps in the sales process appears in this issue (Dubinsky, 1981). Notable extensions to this study have since followed (Moncrief and Marshall, 2005), including research published within the past year (Rutherford and Matthews, 2024).

Next, as can be gleaned from the list of recent past editors, this group has shaped the current and next generation of sales scholars. For example, James S. Boles and Greg W. Marshall both have had a tremendous influence on my career, along with their influence on a number of other scholars. In addition, Michael Ahearne has mentored a number of leading sales scholars, including Adam Rapp and Doug Hughes, both past Editors of the Journal. In turn, both Adam and Doug have mentored a number of emerging scholars that will help direct our path forward. Further, the impact on the field by Kenneth R. Evans, Nick Lee, and Manfred Kraft has been tremendous. Reviewing the scholarship of this group of past Editors accounts for over 100,000 Google Scholar citations.

With a strong foundation built by the initial scholars in the field and the number of current and emerging high impact scholars, we are poised to continue to grow in relevance and impact. In turn, the stage is set to move the field forward.

SETTING THE STAGE TO MOVE FORWARD

It is well documented that sales practices have drastically changed since the early days of the Journal (Elhajjar, Yacoub, and Ouaida, 2024). Further, due to changes needed to conduct business during the COVID-19 pandemic, business processes have been permanently altered. In turn, technology-based approaches to managing relationships were created, modified, and advanced, all of which required rapid deployment (Dugan et al., 2023; Good, Pullins, and Rouziou, 2022). Hopefully, we are beyond the days that required a cease in face-to-face interactions and an exclusive reliance on technology to build, maintain, and develop relationships. However, changes during this period of time created a paradigm shift. In turn, the number of opportunities for academics to tie their research to current and emerging sales practices is extensive.

Examining the most cited articles published in the Journal from the past three years reveals fruitful topics to pursue. First, the traditional topics, including performance (e.g., Vierira, et al., 2022; Kerr and Marcos-Cuevas, 2022), turnover (e.g.,Mallin et al., 2022), aspects/influencers of sales processes (e.g., VOSS et al., 2024), and leadership (e.g., Alavi, Ehlig, and Habel, 2022), still remain central to our understanding and development of knowledge within the field. Second, studies on the influence of technology (Agnihotri et al., 2023), including digital sales (Fischer, Seidenstricker, and Poeppelbuss, 2023; Good, Mangus, and Pullins, 2023), social media (Schendzielarz, Alavi, and Guba, 2022), and AI (McClure et al., 2024), are emerging topics that need further development in our literature. Third, a stream of sales research is emerging which focuses on salesperson well-being (e.g., Dugan, Ortiz, and Scott, 2023).

Given there are a number of traditional and emerging topics to pursue, we will see a continued expansion and merger with a number of the other areas of business. However, our central efforts should remain focused on aiding the processes of selling and sales management through rigorous research processes.

CONSIDERATIONS FOR PUBLISHING IN THE JOURNAL

One of the cornerstones of the Journal is that authors publish their best work. To aid in this process, editorials like, "Creating tension in sales research" by Rapp and Habel (2024) and "Navigating past the Editor's desk" by Rutherford (2025), highlight considerations for sales researchers looking to publish high quality research.

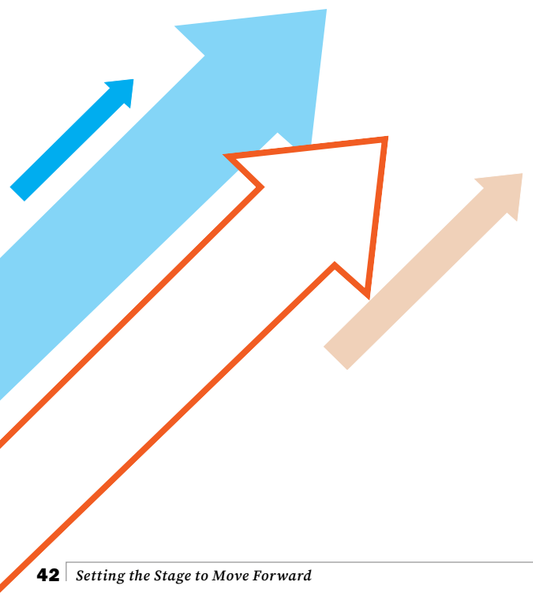
First, having a strong theoretical foundation is required to create the proper underpinning for the study; in addition, ex-

continues on page 42

Setting the Stage to Move Forward from page 41

plaining how your study advances theoretical knowledge helps to enhance the contribution the study puts forward. Second, sampling is another important aspect that must be addressed in more detail moving forward. Often, we profile our samples as being either B2C or B2B with limited additional information offered. However, this provides an incomplete profile of the respondents, given differences in B2B sales forces are extensive. Without providing enough detail within sample writeups, studies fail to demonstrate any true understanding of differences within these groups. That said, Rutherford et al. (2023) provides detail guidance for writing up sales samples. Further, Cabanelas et al. (2025) gives additional sampling guidance for B2B samples. Third, while the Journal is open to a variety of analytic approaches, it is critical to explain your approach in enough detail. This becomes more important if the specific method is less frequently used.

In addition, moving forward, I would like to see more submissions using samples outside of the U.S. and Western Europe. As connectiveness increases, our ability to obtain samples across the globe also increases. Further, I would like to see a deeper dive into aspects of performance. While the literature has moved beyond basic objective/subjective and behavioral/outcome assessments of performance, we need to continue expanding our understanding of different types and aspects of performance. Lastly, I want to stress the importance of tying your findings to practice. As researchers within the selling and sales management domain, striving to provide guidance to salespeople, sales managers, firms, industries, and society through the lens of the sales force is critical for advancing our domain. △



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AN EMPLOYER'S PERSPECTIVE ON UNIVERSITY SALES PROGRAMS

At a University Near You

Shaping the Future of Your Sales Organization

JON DUNKELBERGER
Ricoh USA Inc.

DO YOU EVER WONDER WHAT THE FUTURE of your sales organization will be? Two challenges have led me to rewarding work and collaborations: (1) Evolving our sales organization for growth and (2) Developing our next generation of sales professionals.

As sales leaders, we focus on our numbers this month and this year. But we also have a responsibility to build for the future—to care about what our sales organization will be like in two to five years. That's where these two challenges intersect. While conceptual, I'll share strategies and resources you can apply today.

To increase customer impact and revenue, we need to start with purpose. In my work with Ricoh dealers, we leverage our technology to solve customer challenges in user experience, productivity, security, sustainability, and business process improvement. This can be a differentiator for our dealers.

If we're doing something that matters to customers, even if others can do it but don't, it's a differentiator. I think this purpose resonates with the next generation of sales professionals. We also need to invest in them to evolve our sales organizations.

I struggled in the early years of my sales career. Starting in sales is tough, but struggling at it is brutal. I want to help those who commit to sales to have faster paths to success and more fun than I did.

I've been fortunate to have a mentor, Dain Dunston, who inspired me with ways to contribute. He partnered with us to form the Ricoh Dealer Next-Gen Advisory Group and told me: "The only thing we know for sure about the future is that it's going to be shaped and led by energetic men and women entering the business, just as our current dealer companies were conceived and grown by passionate people a generation or two ago. Sure, they are green, but ignoring their ideas and enthusiasm would be a mistake."

There's a business case for investing in the next generation of sales professionals. In five years, over 60% of our workforce will be millennials and Gen Z. Our customers' decision-makers will be from these generations, and our sales organizations should reflect that. This is just five years away, so we must plan, prepare, and act now.

While delivering the Ricoh Summer Series of webinars, I had the chance to chat with author Stan Phelps about cross-generational challenges. Phelps shared insights from his Goldfish Tank Summer Tour: "Today's leader must manage across five generations. They must balance recruiting the next generation of sales professionals, who want meaning and mentoring, with ensuring that experienced workers feel appreciated. Leaders who get both to collaborate will be successful."

I have good news. You have a future partner already acting for your benefit—a nearby university with a sales program. These programs are developing future sales professionals who have learned strategies, practiced customer interactions, and earned certifications like NASP's Certified Professional Sales Person. You can meet and assess these candidates in a sales setting to see if there's a fit.

When researching a university sales program, here's what I look for:

- CURRICULUM & FACULTY: I want a sales curriculum that progresses from basic to advanced with experiential learning, and ideally, a professional designation as part of the program.
- STUDENT ENGAGEMENT: A university sales club is important. Being a member of such a club says a lot about the student and their activities, often visible through social media.
- CAREER READINESS: Sales competitions are key. Though not as visible as major sports, they are highly relevant and competitive. Recent competitions, for example, focused on digital transformation.
- PROGRESSIVE WORK: Many universities have sales institutes, centers, or labs, showcasing their commitment to advancing sales. These centers offer opportunities for business partnerships.

An example of a corporate/university partnership is Applied Innovation in Grand Rapids, Michigan, and the University of South Florida (USF). Rob Hammond, director of the Center for Marketing and Sales Innovation at USF, shared: "Business partner engagement is a win-win. Students learn about real-world business issues, companies connect with talented students, and academic institutions provide valuable resources."

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Say Yes, then FIGURE IT OUT: *The Power of Self-Enablement*

GREG SMITH
Thinkific

> *"When an amazing idea or opportunity presents itself and you have no idea how to do it, just start—and learn how to later."*

IF SOMEONE OFFERS YOU AN AMAZING opportunity and you're not sure you can do it, say yes—then learn how to do it later."

That quote, often attributed to Richard Branson, is one of those motivational soundbites that get tossed around in self-help books and LinkedIn posts. But as much as I respect Branson, I think he only got it half right. His version assumes that someone else will offer you an opportunity—that if you just sit tight, something amazing will land in your lap. I disagree. The reality? You have to create your own opportunities.

So let's tweak it: *"When an amazing idea or opportunity presents itself and you have no idea how to do it, just start—and learn how to later."*

This mindset is the core of Self-Enablement—the ability to take control of your own learning, growth, and success without waiting for permission, direction, or validation. It's about proactive transformation—seeing a gap and filling it, spotting an opportunity and chasing it, recognizing a challenge and tackling it head-on. And most importantly, it's about knowing that you are fully capable of figuring things out as you go.

THE MYTH OF READINESS

If you're reading this, chances are you're in college or freshly entering the workforce, staring down the next chapter of your life with a mix of excitement and existential dread. You might feel the pressure to "be ready"—to have everything mapped out before taking action. But here's the truth: you will never feel fully ready for anything.

IMAGE BY: Nadzeya26-stock.adobe.com

Most of the successful people I know, including entrepreneurs, executives, and creators, had absolutely no clue what they were doing when they started. My friend Dean had an idea to turn reclaimed components from Formula One race cars into sunglasses. Did he have experience in product design, manufacturing, or e-commerce? Not even close. But he started anyway, learned what he needed along the way, and built a business. Another friend, Kyle, saw his dog sitter struggling with scheduling and payments, so he built a platform for pet sitters—eventually selling the company. Neither of them had a roadmap. They just started.

COLLABORATION: THE ULTIMATE SHORTCUT

Self-Enablement doesn't mean doing everything alone. In fact, collaborating with others is one of the most powerful ways to accelerate your own transformation. The ability to identify and lean on the right people—mentors, peers, partners—is a skill in itself. Look around at your network, both formal and informal. Who knows something you don't? Who's done what you're trying to do? Who's struggling with a challenge you could help solve?

When I was in college, I had no idea how to run an event, but I volunteered to organize my fraternity's homecoming fundraiser. I had to figure out sponsorships, logistics, marketing, and budgeting on the fly. But I didn't do it alone—I collaborated with people who knew things I didn't, who had access to resources I didn't even know existed. That event turned into one of the biggest and most successful in our fraternity's history, not because I had all the answers, but because I knew how to find them.

This applies to everything—whether you're launching a startup, leading a project, or trying to land a job. The fastest way to level up is to surround yourself with people who are already at the next level.

THE FUTURE BELONGS TO SELF-ENABLERS

We're in an era where formal education alone isn't enough. College degrees are great, but the job market (and the world) rewards those who go beyond the syllabus—those who pick up new skills on their own, experiment with new ideas, and continuously adapt. The old model of "take a course, then go apply it" is outdated. Now, it's about learning in the moment of need—grabbing knowledge when and where it's relevant and immediately putting it into action.

Think about this: In 2023, 5.5 million Americans started a business—a record number. Many of them weren't "entrepreneurs" in the traditional sense. They were people who saw an opportunity, enabled themselves to pursue it, and figured it out along the way. This is happening across every industry, from tech to media to sports.

The same applies to careers. Nobody owes you a job. The best opportunities won't come from blindly submitting resumes to job postings. They'll come from the conversations you start, the projects you initiate, and the risks you take. I've had multiple job offers in my career because I simply reached out to someone with an idea, a question, or a proposed solution to a problem. That's self-enablement in action.

HOW TO START ENABLING YOURSELF

So, what can you do today to start practicing Self-Enablement? Here are three actionable steps:

1. **Say yes before you're ready.** The next time you're offered a leadership position, a project, or an opportunity that feels slightly out of reach, take it. You'll figure it out as you go.
2. **Create something.** A podcast, a blog, an event, a side business—anything that forces you to learn by doing. Your first attempt will be messy. That's fine. The point is to start.
3. **Collaborate strategically.** Find people doing what you want to do and engage with them. Ask questions, offer help, build relationships. The fastest way to grow is to learn from those ahead of you.

FINAL THOUGHT: NO PERMISSION REQUIRED

The best part about Self-Enablement? You don't need anyone's permission to start. You don't have to wait for a boss, a professor, or a gatekeeper to greenlight your next move. You already have everything you need: curiosity, resourcefulness, and the ability to take action. The world doesn't reward potential. It rewards action.

So stop waiting. Start now. And figure it out as you go. △

It's *time* to STOP, COLLABORATE, and *listen*

*"We feel there is a strong need for **sales programs** to take the **lead in collaboration** over the next decade, especially in internal relationships, programming, and recruitment."*

IMAGE BY: Rudzhan-stock.adobe.com

CHRIS WILKEY
Ball State University

AUSTIN HOSTETTER
Ball State University

IN A HIGHER EDUCATION LANDSCAPE THAT FOCUSES on enrollment numbers, graduation rates, and classroom sizes, it's important to look for innovative ways to stand out and build a long-term pipeline for success. We believe sales programs are in a unique position to lead this mission and benefit along the way.

The final thoughts for this article come after our Sales Center director, Chris, spent a week on a trip to Walt Disney World with the GEN:I program sponsored by our Entrepreneurial Leadership Institute. This weeklong trip included a session with a former Imagineer, a Keys to the Kingdom tour, and multiple theme park experiences.

This trip gave Chris the opportunity to connect with leaders from Ball State's Entrepreneurship Center, Digital Corps, and Center for Emerging Media Design and Development. Faculty advisors spent each day of the trip talking with the students, brainstorming collaboration opportunities, and making deep connections with colleagues. This program was a culmination of two years of planning and relationship building between departments at the university. And it's going to pay dividends for the next 10 years.

OUR OPPORTUNITY

Sales programs have led university-level efforts to collaborate with industry partners and companies interested in hiring our students. The opportunities we build for students through these industry partnerships are remarkable. From sales competitions, career fairs, and networking events, sales programs are shining stars at most higher education institutions (and for good reason). This type of industry engagement is a pipe dream for most other university programs. Yet sales programs have found a way to make it work well.

At the Fall 2024 University Sales Center Alliance Fall Meeting, we heard how Metropolitan State University of Denver's Sales Week partners with classes from across their business college. We also heard from North Dakota State University about their podcast series, which not only gives students access to professionals, but also helps their Foundation with fundraising efforts. These are both amazing examples of how partnerships at the university level can yield high returns for active sales programs.

At Ball State, our Sales Center is launching new initiatives to build bridges with other colleges at our university as well as local high schools. We're excited to share some updates about these new efforts in the hope that they'll provide inspiration for other sales programs.

CURRICULUM REDESIGN

Last year, a student on our sales team did not receive a job offer because she did not have a sales credential on her diploma. Even though she was a star on the sales team and an amazing student, our own curriculum issues prevented her from choosing a minor in Professional Selling her senior year. After looking at our sales major and minor, we quickly realized unintended roadblocks existed that prevented many students from participating in our sales program.

To fix this, we collaborated with our academic advisors and came up with a plan to open our programs to students who were previously restricted. We adjusted our Marketing and Sales major and minor requirements and worked with the Management department to adjust the marketing and sales offerings in the Business Administration major.

We'll see the results of these changes over the next 2–3 years as the course catalog switches with incoming students. Our hope is the changes will increase the number of students enrolled in professional selling courses.

ACCOUNTING AND ACADEMIC ADVISOR LED SALES COMPETITION TRIPS

Our non-sales colleagues in the college continually express their interest in our programs. We promote our competition and events through emails, posters, and other advertisements around the building, but they are often overlooked by a faculty member running late to class or up against a tight deadline.

So, we considered how we initially introduce students to the sales program and came up with two interesting questions:

1. When a student enters the university, who is the first person they interact with when scheduling classes and declaring a major?

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2 What if another professor had the opportunity to experience a large scale, event such as a sales competition, to see the impact of this type of event?

These questions led us to test an idea in Fall 2024. We sent an academic advisor and an accounting professor to a sales competition (a very similar concept to the invite Chris received from the Entrepreneurial Leadership Institute). The results were incredible.

After the competition, we met with both coaches, and they were amazed with the level of industry engagement and the student experience. They both volunteered to coach another team and referred many of their students to the sales program.

HIGH SCHOOL RECRUITING INITIATIVE WITH THE OFFICE FOR STUDENTS SUCCESS AND ENGAGEMENT

We (Chris and Austin) are both former participants in Business Professionals of America (BPA) at the high school level, so we understand the benefits of programs like BPA and DECA. After realizing Ball State did not have a presence recruiting students from either program at the state level, we offered to partner with our college's Office for Students Success and Engagement to help fund recruiting efforts at each organization. We know the best and brightest future sales students come from high school organizations like BPA and DECA, and investing in high school students now will create better sales professionals tomorrow.

JOINT CLASS(ES) WITH THE ENTREPRENEURSHIP PROGRAM

Our college is ambitiously reimagining its business core curriculum for the first time in nearly half a century. This new curriculum effort comes as enrollment priorities are changing and industry demands are shifting. We know sales and marketing evolve quickly and our curriculum doesn't always stay up to date. However, to stay agile, we believe partnerships with our industry partners and other departments within our college can help us innovate in the classroom.

To offer sales classes earlier in business student's college career and reimagine the skills needed in an entry level business course, we're ideating new approaches to teaching critical thinking and sales through joint courses with our Entrepreneurship Program. A blending of design thinking, role-play, communication skills, and selling are combining to offer more nuanced core business courses that will prepare students for the skills demanded by our industry partners. △

> **"COLLABORATION is *key*, and in our opinion, THE ONLY WAY *forward*."**

BREAKING THE SALES STALEMATE: *Why Competitive Differentiation Matters*

LEFF BOONEY
Florida State University

AN TERESTING PARADOX EXISTS IN BASEBALL, where the league-wide batting average in the MLB has remained **unchanged for over a century**. Despite better training, nutrition, and analytics, overall performance stays the same because every player has access to the same advancements.

A similar problem exists in sales…despite advancements in sales training, technology, and strategy, win rates remain stagnant. Research shows that the average sales close rate today is no better than it was 50 years ago. The reason? **Competing sales teams are improving at the same rate, creating a competitive stalemate**; companies use similar CRM tools, automation, and training programs—so no one gains a clear edge.

THE SALES DIFFERENTIATION PROBLEM

Extensive research conducted by the Florida State University Sales Institute analyzing thousands of sales conversations found that **80% of sales messages sound identical across competitors** according to buyers themselves. When buyers meet with multiple vendors, they hear the same selling points repeated, making it difficult to differentiate.

Key findings from the research include:

- **35% of sales messages or tactics** were neither important nor unique from the customer's perspective.
- **45% were important but common**, meaning they added value but didn't differentiate according to buyers in the study.
- Only **10% were both important and unique**—truly influencing the buyer's decision.

Even more concerning, **salespeople overestimate their differentiation.** They believe **45% of their messages are unique and important**, while buyers see only **10%** as such. This gap highlights a critical weakness—sellers think they stand out, but customers see them as interchangeable.

WHY SALES TEAMS FAIL TO DIFFERENTIATE

Three key factors contribute to this issue:

1 Lack of Competitive Sales Training

Only **19% of companies** train sales teams on competitive differentiation. However, among **world-class companies**, **67%** include it in their training. This suggests that companies actively teaching salespeople how to stand out are more likely to dominate their markets.

2 Lack of Competitive Intelligence

The U.S. government spends **$90 billion annually** on intelligence gathering, yet fewer than **10% of companies** have a formal **competitive intelligence function** in sales. Without insight into competitor strategies, sales teams cannot effectively differentiate their approach.

3 Overreliance on Product Differences

Many sellers rely on product features for differentiation. However, **product advantages have a short lifespan.** Harvard Business School research shows that the time it takes competitors to replicate innovations has **shrunk from 42 months in 2000 to less than 14 months today.** Instead, sales teams must focus on **customer experience, insights, and value-based selling**.

WINNING THROUGH DIFFERENTIATION

To break out of the stalemate, sales teams must shift their focus:

- **Deliver unique insights** tailored to the customer's specific challenges.
- **Provide a superior buying experience** that adds value beyond the product.
- **Position services and support** as competitive advantages.
- **Proactively address competitor claims** rather than ignoring them.

Companies that fail to prioritize competitive differentiation will continue to struggle in a world where **buyers see all sellers as the same.** The winners will be those who don't just **sell their product** but know how to **sell against the competition**—creating a true competitive edge. △

UNIVERSITY SALES CENTER ALLIANCE: A *Retrospective on Transformation* THROUGH COLLABORATION

LENITA DAVIS
USCA Past President

THE UNIVERSITY SALES CENTER ALLIANCE (USCA), founded in 2002, has long been at the forefront of transforming the sales profession through collaboration, education, research, and service. Its creation marked a turning point in the way the world perceives sales education, and the organization continues to serve as a beacon for advancing the discipline. Through shared goals and innovative initiatives, the USCA has elevated the quality and credibility of sales programs while fostering strong connections between academia and industry.

The genesis of the USCA can be traced back to a vision shared by the early leaders of university sales programs. These sales faculty pioneers recognized the importance of collaboration to build credibility and improve sales education, not only among practitioners but also within the broader public. The founders understood that for sales education to truly thrive, universities needed to join forces to exchange ideas, share best practices, and help one another advance the field.

From its inception, the USCA's mission has been rooted in the principle of "To do together what we could not do separately to advance the sales profession." This collaborative spirit, focused on research, academic rigor and professionalism, became the foundation for the alliance. The organization created academic standards for teaching professional sales and support furthering sales research as a means to elevate the sales profession. In doing so, the USCA laid the groundwork for the creation of professional standards in sales education, encouraging schools to align with a unified mission and vision.

Through its focus on education, outreach, and corporate involvement, the USCA has made significant strides in transforming the sales profession. Research has shown that students graduating from a USCA 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. Each USCA member is required to have corporate involvement in their program. At national meetings, members stay updated on sales profession best practices through networking, presentations, industry and academic research. Fortune 500 companies actively participate and collaborate with USCA National meetings. Past participants include Dell, Oracle, Price Waterhouse Corporation, and most recently, Insight Global. The collaboration with corporations and sales researchers has been successful in meeting the need for qualified sales professionals.

IMAGE BY: Iftikhar alam-stock.adobe.com

Providing opportunities for collaboration across educational institutions and with corporations has been foundational to the establishment and success of many of USCA programs. The following is a brief overview of some of our latest collaborative efforts.

BEST COMPANIES TO SELL FOR OUT OF COLLEGE AWARD

A more recent initiative, the *Best Companies to Sell for Out of College* award, launched in 2024, embodies the USCA's commitment to providing students with a pathway to successful sales careers. With 76 collegiate sales programs currently represented by the USCA across the U.S., Canada, and Europe, the organization recognized the need to connect its graduates with companies that offer an ideal culture match for launching their sales careers. The *Best Companies to Sell for Out of College* initiative helps students navigate the competitive job market by highlighting companies with exceptional internship opportunities, recruitment processes, entry-level compensation, career advancement prospects, and training programs. Further, it provides participating corporations a detailed competitive analysis and recommendations for improving their recruiting efforts. This innovative program allows students to identify top employers while encouraging companies to strengthen their commitment to sales talent development.

USCA CERTIFIED SALES COMPETITIONS

In response to the rising number of collegiate sales competitions, the USCA established the Sales Competition Committee, with each member hosting an intercollegiate sales competition. Together, the representatives of each intercollegiate sales competition established a set of standards to identify competitions that best align with industry best practices. The certification is used as a standard for all other organizations that want to develop an intercollegiate sales competition. Sales competitions apply, and those that meet the standard are formally designated as USCA Certified Sales Competitions. This designation is also helpful for recruiters who are inundated with requests to participate in sales competitions.

USCA SALES RESEARCH SYMPOSIUM

For the past five years, USCA has hosted a virtual sales research symposium. This event invites thought leaders from the sales profession to present their work and engage with participants. The symposium is designed to showcase how current research is applied in practice and to pinpoint future areas where research can provide valuable insights.

Additionally, it creates opportunities for collaboration between practitioners and researchers to enhance both sales practice and theory. The symposium is open to all practitioners and researchers interested in advancing the field of sales.

SALES RESEARCH FUNDING

Keeping the pipeline full with future sales academicians is essential for advancing the sales profession. The USCA collaborates with several organizations to accomplish this goal. USCA works with the American Marketing Association to fund three awards. The awards recognize Outstanding Sales Dissertation proposals, Outstanding Sales Research and Outstanding Teaching in sales. USCA collaborates with the Global Sales Science Institute to provide financial support for its Sales research Conference. USCA collaborates with the *Journal of Personal Selling & Sales Management* to recognize and financially reward the best conceptual articles published in the journal each year. Finally, the USCA offers its own sales research grant and travel grant for doctoral students who present sales research at academic conferences.

As the USCA moves forward, its core mission remains steadfast: to advance the sales profession through collaboration, academic leadership, and a shared commitment to excellence. The organization's transformative work continues to shape the future of sales education and practice, demonstrating that by working together, we can elevate the profession to new heights.

For more information on USCA membership or to learn about available resources, please visit the USCA website or contact Dr. Lenita Davis at davislen@uwec.edu. Transformation is possible as we collaborate to elevate the selling profession. △

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	University College of Northern Denmark	▲	▲	▲			▲	
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	Politeknik Negeri Batam	▲	▲				▲	▲
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		▲	▲		▲	▲	▲

*information from 2024

*information from 2024

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
www.BaylorS3E.com
Heather Grover, Heather_Grover@baylor.edu
Lane Wakefield, lane_wakefield@baylor.edu
A spinoff of the highly successful NCSSC 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.

CUSC-CANADIAN UNIVERSITY SALES COMPETITION
TED ROGERS SCHOOL OF MANAGEMENT
www.torontomu.ca/tedrogersschool/trlc/canadian-university-sales-competition/
Gabriela Rios Mendoza, grios@torontomu.ca
The Canadian University Sales Competition (CUSC) is Canada's premier university sales competition, bringing together top student talent from across the country. This event, the first of its kind in Canada, will feature dynamic, tournament-style competitions in sales role-play and speed selling, allowing participants to gain valuable feedback, network with industry professionals, and showcase their skills for potential career opportunities. Sponsored by leading industry partners, CUSC offers an unmatched opportunity for personal growth and career development in the field of sales.

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-competetion/?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-gbsc.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.commonwealthu.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
https://business.ku.edu/undergraduate-programs/degree-programs/certificate-professional-selling/kings-hawaiian-sales-competition 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/
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://rbisaleschallenge.wpunj.edu
Michael Gatlin, rbisales@wpunj.edu

The National Sales Challenge (NSC) is a Premier Collegiate Sales Competition hosted by the Russ Berrie Institute for Professional Sales, William Paterson University. International and national sales students compete in this annual event. Corporate companies participate in recruiting and hiring professional sales talent. Our mission is to encourage excellence in sales. We aim to promote the sales profession by providing students the opportunity to demonstrate their skills and capabilities in a series of sales challenges.

NSSC-NATIONAL SHORE SALES CHALLENGE*
SALISBURY UNIVERSITY
www.salisbury.edu/nssc
Kelly Hickey, masmi@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/ntsc
Charles 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.

PNWSC-PACIFIC NORTHWEST SALES COMPETITION*
OREGON STATE UNIVERSITY, Corvallis Campus
https://business.oregonstate.edu/pacific-northwest-sales-competition
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/
pse@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.

RNMRKS SALES COMPETITION*
BRYANT UNIVERSITY
https://www.rnmkrs.org/
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, dsdelpe@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).

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.aspx
Rob Hammond, rwhammond@usf.edu

Selling with the Bulls has a well-deserved reputation as "The Toughest Test in Sales Education". All competitors compete in all events that span the entire sales process including prospecting (email, LinkedIn, 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.edu
Sue 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
www.csuchico.edu/academics/college/business/departments/sales/calendar.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.

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John Lowery, CEO of Applied Innovation, agreed: "The relationship with USF has been amazing, helping develop future sales leaders and creating a pipeline of candidates."

You don't have to go it alone. The Sales Education Foundation (SEF) is an excellent resource for your research, offering articles, program lists, and contacts. SEF co-founder Sally Stevens shared that membership grew from a dozen to over 200 institutions since 2007, thanks to:

- The willingness of the academics in the original programs to be very collaborative with new people wanting help and advice.
- The willingness of corporate sponsors to fund new programs (because all sales programs must be self-sufficient).
- The broader availability of doctorate programs in sales to train future professors so universities can maintain their accreditation with academically qualified staff.

How does solving customer challenges intersect with evolving our sales organizations? Our next generation of sales professionals will demand purpose-driven organizations.

Forbes recently covered Deloitte's survey of Gen Zs and Millennials, revealing that "having a sense of purpose at work is key to job satisfaction." Deloitte's data shows that these generations believe businesses have the power to address societal challenges, with protecting the environment at the top of the list.

At Ricoh, we worked with summer interns from universities like Penn State and James Madison University to solve customer challenges like security, sustainability, and employee engagement. One intern, Gabrielle Witte, was part of JMU's sales program, which partners with companies like Ricoh to provide real-world sales experiences. Richard Tate, director of JMU's Center for Professional Sales, shared: "We collaborate with companies like Ricoh to create immersive, experiential learning opportunities that shape career expectations and build resilience for sales organizations."

Will your university partnership and the next generation solve all your sales growth challenges? Not immediately. Like any long-term approach, it will take time to integrate into your culture. But as Dunston reminds us, "It's about learning from each other, sharing ideas, and balancing experience with fresh perspectives. Divergent thinking makes us smarter."

Jon Dunkelberger serves as region business director for Ricoh's Dealer Division, where he is focused on helping dealers develop their sales organizations and grow their businesses. Dunkelberger is committed to the development of the next generation of sales professionals and has taught sales strategy as an adjunct professor at the University of South Carolina's Darla Moore School of Business. He can be reached at jon.dunkelberger@ricoh-usa.com. Visit www.ricoh-usa.com. △

SEF thank you :

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

- *Those who contributed financially to SEF*
- *Our Advisory Board members who give of their time and talents*
- *Our guest authors who contribute to the SEF Annual*
- *Educators who elevate the sales profession through university education*
- *Those who supported the Barbara Giamanco Memorial Scholarship*

Shaping the Future of Sales Education

PSE National Educational Foundation: Now Home to the Sales Education Foundation (SEF)

PI SIGMA EPSILON NEF NATIONAL EDUCATIONAL FOUNDATION

The PSE National Educational Foundation (PSE-NEF) is proud to announce its new role as the home of the Sales Education Foundation (SEF). This exciting transformation is more than just a change of address—it's a bold step toward accelerating the future of sales education and providing even greater opportunities for students and educators alike.

Our vision is to empower the nation's future sales and marketing leaders by cultivating a dynamic educational ecosystem that fosters excellence, innovation, and ethical practices.

What This Means for the Future of Sales Education:

- **Expanding Impact:** By integrating SEF's decades of experience with PSE-NEF's resources and network, we are expanding our reach, providing more support to academic institutions, and enhancing the preparation of the next generation of sales professionals.
- **Bridging Academia and Industry:** This move strengthens the connection between university sales programs and the sales industry, creating a pipeline of talent that is equipped to drive success in an ever-evolving marketplace.
- **Empowering Students:** The PSE-NEF will continue its mission to provide students with hands-on experience, real-world sales knowledge, and enhanced networks sneeded to thrive in today's competitive workforce.
- **Continued Legacy, Enhanced Resources:** By combining the legacies of both organizations, PSE-NEF is better positioned than ever to deliver impactful programs, career readiness initiatives, and lasting relationships with industry leaders.

What's Next?
As the new home of SEF, PSE-NEF is committed to furthering our mission to develop dynamic, future-ready sales leaders. Together, we'll continue to foster educational programs that prepare students for the challenges and opportunities of tomorrow's sales careers.

Learn More About How PSE-NEF Is Shaping the Future of Sales Education:

Visit PSE National Educational Foundation

Explore the Sales Education Foundation's Legacy