



## PROGRAM OVERVIEW

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Providing resources for schools that want to teach professional selling.



## Organization Name

The University Sales Education Foundation (USEF)

**Established** 2007

## Status

The University Sales Education Foundation is a registered 501(c)(3) nonprofit organization.

## Mission

To promote professional selling through colleges and universities

## Goals

- Provide resources for schools that want to teach professional selling, enabling them to start a program
- Encourage new PhD candidates to research, and ultimately teach, professional selling by providing data and support
- Increase the number of quality students seeking sales curricula by 10% per annum
- Develop recognized specializations within the sales arena
- Strengthen relations between industry and academia by hosting joint programs and increasing communication

## Governance Board

**Howard P. Stevens** - Founder and CEO,  
HR Chally Group

**Jeanne Frawley** - Executive Director  
Director of Corporate Development and University  
Programs, HR Chally Group

**Jason Jordan** - Director of Research  
Professor, Darden School of Business/ Founder, Go  
to Market Partners

**Jack Pickard** - Director of Sales  
President, FedEx Custom Critical (Retired)

**Daniel Strunk** - Director of Marketing  
Executive Director, Center for Sales Excellence at  
DePaul University

**Mary Delaney** - Governance Board  
President Personified (a CareerBuilder Company)

**Alston Gardner** - Governance Board  
Managing Director, Fulcrum Ventures, LLC/ Founder,  
On Target (Retired)

**Dr. Das Narayandas** - Governance Board  
Professor, Harvard University


**Neil Rackham** - Governance Board  
Author/ Founder of Huthwaite

**Jack Rhodes** - Governance Board  
Executive Director of Sales, University of Washington

**Kaj Storbacka**  
Vectia Ltd.

**Tom Weisenbach**  
International Paper

**Dr. Andy Zoltners** - Governance Board  
Professor, Kellogg School of Management at  
Northwestern University/ Co-Founder, ZS Associates



## Advisory Board

**Sara Baker-Andrus**  
Vector Marketing  
Corporation

**Joe Bourdow**  
Valpak

**Sanford Brown**  
Heartland Payment Systems

**Dr. Richard Canada**  
Kelley School of Business  
at Indiana University

**Jeremy Cohen**  
Sales & Marketing  
Management Magazine

**Brian Dietmeyer**  
Think! Inc.

**Sandra Edwards**  
American Management  
Association

**Gerhard Gschwandtner**  
Selling Power Magazine

**Bill Hart**  
Niche Recruiting Technologies

**Ken Hartung**  
Ralph and Luci Schey Sales  
Centre at Ohio University

**Irina Haydon**  
Heartland Payment Systems

**Bill Healy**  
Russ Berrie Institute at  
William Paterson University

**Eric Hipps**  
Valpak

**David Hoffmeister**  
DePaul University

**Ron Hubsher**  
Sales Optimization Group

**Mike Jenkins**  
AT&T

**Jim Kaiser**  
Kaiser Companies

**Fred Kessler**  
Sales Partnerships Inc.

**Ken Knickerbocker**  
XFI Corporation

**Brian Lambert**  
ASTD

**Mark Liston**  
Valpak

**MaryKay Liston**  
Valpak

**Matt Loecke**  
University Directories

**Paul Murphy**  
Sales Partnerships Inc.

**Ed Neel**  
Valpak

**John O'Brien**  
University Directories

**Dr. Pete Peterson**  
University of Connecticut

**Dr. Robert Peterson**  
Russ Berrie Institute at  
William Paterson University

**Dr. Ellen Pullins**  
University of Toledo

**Connie Resendes**  
Morningstar, Inc.

**David Roberts**  
University of North Carolina  
at Chapel Hill

**Keith Rosen**  
ProfitBuilders

**Mark Sellers**  
Breakthrough Sales  
Performance

**Rick Shannon**  
Western Kentucky University

**Lynn Schleeter**  
St. Catherine University

**Bryan Shirley**  
MANA

**Michelle Spellerberg**  
CareerBuilder.com

**Rosann Spiro**  
Indiana University

**Barry Trailer**  
CSO Insights

**Jeremy Tudor** - Governance Board  
Director of Emerging Sales  
Professional Program  
for Enterprise Business Sales, AT&T

**Mike Williams**  
Illinois State University

**Dr. Dan Weilbaker**  
Northern Illinois University

## The USEF Is...

A place for people to give back to the sales profession through the promotion of university programs and awareness

A place for academic and industry professionals to collaborate for the advancement of the sales industry through education, research, and public awareness campaigns

## The USEF Is Not...

A place for sale or distribution of private products or for personal gain

A provider of student access for any corporate campus recruiting campaigns unless specifically requested and approved by an institution



## Ethics Statement

*In the effort to better-establish sales as a respected profession, the USEF requires all participating Board members to agree and adhere to a code of ethics. Below is a copy of the ethics statement all members are asked to sign:*

The University Sales Education Foundation (USEF) is a registered 501(c)(3), nonprofit organization. All participants in the USEF Advisory Board and all partners of the USEF are expected to adhere to the following ethics.

The USEF has a mission to promote the sales profession through university sales education programs, research, and awareness programs for the general public. The USEF is not a place for personal gain on the part of the participants through the sale of products or services from a particular organization.

Implementation of the Ethics statement will require review on an annual basis. In addition, the statement will be consulted prior to the implementation of new programs/offers to ensure compliance and avoid conflicting agendas. Review of the policy will take place at advisory board meeting for updates and adjustments.

All advisory board members are expected to sign and adhere to the ethics statement for the duration of their term on the board. As adjustments are made to the statement, acting board members are expected to adhere to the new standards. Failure to comply with the expectations of this statement may result in the removal of a member from the USEF advisory board.

Enforcement of the policy will be managed by the Program Director and the Governance Board. Concerns should be directed to the Program Director and/or President for review with the Governance Board. Follow-up to concerns will be addressed by the Governance Board in conjunction with the Program Director/President of the Foundation.

## Programs & Goals

The USEF recognizes university programs that make efforts in area of professional selling. The USEF has established programs aimed to support university efforts and to meet goals outlined for the advancement of the sales profession. Below is a list of benefiting programs. Samples of supporting programs are included on the next two pages.

## Recognized/Represented Universities

The below list includes universities that meet one of the following criteria: host an established center for professional selling, teach professional selling in a formal program, work with USEF to explore the best-suited sales jobs for their graduates, encourage students to explore professional selling through the distribution of industry materials in Non-sales oriented classes.

Athens University of Economics and Business  
Ball State University  
Baylor University  
Bowling Green University  
Bradley University  
California State University, Chico  
Central Michigan University  
DePaul University  
Dublin Institute of Technology  
Duquesne University  
Elon University  
FH Wien Studiengänge der WKW  
Florida State University  
Georgia Southern University  
Harvard University  
Illinois State University  
Indiana University  
Kansas State University  
Kennesaw State University  
Michigan State University  
Montpellier 1 University  
Nicholls State University  
Northern Illinois University  
Northwestern University  
Ohio University

Plymouth State University  
The College of New Jersey  
University of Akron  
University of Alabama  
University of Central Florida  
University of Connecticut  
University of Dayton  
University of Houston  
University of Louisville  
University of North Carolina  
at Chapel Hill  
University of St. Catherine  
University of Toledo  
University of Virginia  
University of Washington  
University of Wisconsin, Eau Claire  
Villanova University  
Virginia Tech University  
Washington State University, Vancouver  
Western Carolina University  
Western Kentucky University  
Western Michigan University  
Widener University  
William Paterson University  
Wright State University

Program Name	Progress To Date	Goal
<p><b>Career Development Program</b> (CDP) Established in partnership with The HR Chally Group</p>	<p>Over 1500 students from 28 universities participated over the past 2.5 years. In addition, over a dozen faculty members are certified to implement the program in their classes. Participating companies have included Global Imaging (a Xerox company), South Financial, Marriott Vacation Club International, and Entertainment Publications.</p>	<p>Increase participation to 2000 students per year by the year 2011. To reach this goal, certification of faculty should increase to include at least one faculty member from each Sales program.</p>
<p><b>Development and Provision of Textbook Content</b> Made possible by contributions by Richard Hodge, Lou Schachter, Howard Stevens, and The HR Chally Group.</p>	<p>Textbooks are available free or at-cost for students, including <i>The Mind of the Customer</i> and <i>Achieve Sales Excellence</i>. In addition, authors Johnston and Marshall were provided with content for all chapters of their Sales Management Textbook. Writing of the content was completed in part by PhD students, enabling them to build their resume of publication contributions.</p>	<p>Enhance visibility and awareness of available tools by adding information to the website. Develop a recommendation program for quality sales books. A panel of international sales leaders, including Howard Stevens, Neil Rackham, Kaj Storbacka, and Andy Zoltners will review manuscripts. There will be no limit to the number of books recognized in an effort to encourage quality publications in the sales arena.</p>
<p><b>Free Industry Publications</b> Created in partnership with the HR Chally Group and Selling Power Magazine</p>	<p>Over 3000 free industry magazines are distributed to sales students and faculty at 37 universities.</p>	<p>Distribution of 4500 magazines to 50 universities by 2011.</p>
<p><b>Public Television Specials</b> Developed with ThinkTV, a public television corporation</p>	<p>Produced <i>The New Selling of America</i>, a public television special that addresses the need for the US to embrace professional sales as an economic driver. The special aired in over 50% of US households and was distributed worldwide.</p>	<p>Complete a three-part series, addressing the Science of Sales and the Globalization of Sales.</p>
<p><b>Sales Lifestyle Benefits Survey</b> Developed and implemented in partnership with CareerBuilder.com</p>	<p>Surveyed sales people and managers regarding a sales professional's lifestyle.</p>	<p>Publish research upon completion of the survey, highlighting the financial and emotional benefits of a sales career.</p>
<p><b>Sales Research Development</b> Developed through partnerships with Sales and Marketing Management Magazine and Selling Power Magazine</p>	<p>Articles have been 'translated' from academic journal style to practitioner-friendly pieces. Publications of these pieces in industry publications and delivery of findings at industry leader conferences raise awareness for universities, creating increased clientele for universities looking to supplement their budgets with consulting projects.</p>	<p>Develop a sales research award to be distributed on an annual basis. The award will recognize positive contributions to sales research and the sales profession.</p>

Program Name	Progress To Date	Goal
<p><b>Sales Symposium</b></p>	<p>Teams were formed to establish four focus areas for an annual sales symposium.</p>	<p>Annually host a symposium with a focus on sales students with four focus areas: Networking with sales thought leaders, sales research recognition, sales specialty competitions, a sales recruiting fair. Allow students to play an active role in program development and implementation.</p>
<p><b>Sales Video Contests</b> Sponsored by Valpak</p>	<p>Outlined a contest for fall of 2009 to allow student teams to develop videos about a specific issue affecting the sales profession.</p>	<p>Annually host a contest allowing students to gain exposure while raising awareness of the sales profession.</p>
<p><b>Sales Video Distribution</b></p>	<p>Helped arrange an agreement between ThinkTV, a public television corporation, and Prentice Hall. The agreement allows students to obtain a copy of <i>The New Selling of America</i> video with the Tanner/Honeycutt/Erffmeyer sales management textbook.</p>	<p>Working with international sales leaders, build a video library, including a minimum of five new videos annually to illustrate concepts covered in sales classes.</p>
<p><b>Science of Sales Curriculum</b> Created in partnership with ThinkTV, a public television corporation</p>	<p>Pilot programs have been completed in China and at Ohio University. Updates are underway for completion in summer of 2009.</p>	<p>Curriculum will be licensed to universities for resale to industry, creating revenue for both USEF and the participating university.</p>
<p><b>Supplement to Selling Power Magazine</b> Sponsored by The HR Chally Group</p>	<p>Developed an annual publication about top sales programs at universities worldwide. Included articles by professors, students, and professionals.</p>	<p>Obtain additional sponsors and expand coverage of students and alumni to highlight benefits of professional selling programs at universities.</p>

Corporations



Graduates



Universities



[www.SalesEducationFoundation.org](http://www.SalesEducationFoundation.org)