



## 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
- Develop recognized specializations within the sales arena
- Strengthen relations between industry and academia by hosting joint programs and increasing communication

## Executive Board

### Jeanne Frawley

Executive Director, USEF  
Director of Corporate Development and University Programs, Chally Group Worldwide

### Dick Canada

Professor, Indiana University

### Mary Delaney

President, Personified, A CareerBuilder Company

### Irina Haydon

Executive Director of Sales Management,  
Heartland Payment Systems

### Mike Jenkins

Signature Client Vice President,  
AT&T Global Business Solutions

### Jason Jordan

Professor, Darden School of Business/ Vice President, Vantage Point Performance

### Jack Rhodes

Executive Director of Sales,  
University of Washington

### Howard P. Stevens

Founder and CEO, Chally Group Worldwide

## 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



## Advisory Board

**Alston Gardner**

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**Pete Peterson**

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**Jeremy Tudor**

AT&T

**Tom Weisenbach**

Retired, International Paper/xpedx

## Programs and Goals

The USEF recognizes university programs that have made efforts in areas 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.

In order to be included, universities must 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 material in non-sales oriented classes.

For a current listing of universities visit our website:

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

## USEF Contact Information

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