



Sales Leadership Center
Mihaylo College of Business & Economics
2017-2018 Center & Institute Review
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“Igniting Sales Careers”

“Selling is an invaluable skill that can be applied to all aspects of life”

The overriding goal is to develop the CSUF sales program into the leading sales and marketing program on the west coast.

Mission Statement:

To “Ignite Sales Careers” for all students interested in exploring a career in professional sales by elevating the understanding and attractiveness of the profession while developing the sales skills of students who can apply those learnings to prospective employers in all capacities of business.

The Sales Leadership Center aligns with the following CSUF and Mihaylo College strategic goals.

- Develop and maintain a curricular and co-curricular environment that prepares students for participation in a global society and is responsive to workforce needs.
- Deliver innovative and effective curriculum and instruction to prepare Mihaylo students for success in the global economy.
- Strengthen partnerships with key stakeholders and increase financial support for the college.

Organizational Structure & Governance:

The Center operates with a lean, highly efficient staff and utilizes CSUF students to support the robust administrative and event planning activities of the Center.

- *Staff:*
 - Mark Mantey – Co-Director (while the title states Co-Director there is not another Co-Director)
 - Kayla Schneller – Administrative Assistant
- *Student Leadership Team (SLT):*
 - The SLT is a group of students who volunteer their time to support the Center. Approximately 12 – 15 students comprise the SLT each academic year. The SLT structure consists of a President, Vice President, Vice Presidents of Marketing, Operations, External Affairs, Retention and Recruitment. The functional areas are then supported by Chair positions.
- *Advisory Board:*
 - The Centers advisory board is comprised of the Centers corporate partners. Meetings are held each August and April. Advisory board members contribute industry insights and current recruiting trends as well as provide feedback on the Centers events designed to increase recruiting return on investment (ROI).

Associations / Memberships:

The Sales Leadership Center and the sales program imbedded within the MCBE Marketing Department is associated with the leading sales education programs in the United States that promote careers in professional sales and prepare students for success.

The “*Sales Education Foundation*” (SEF) lists the CSUF Sales Leadership Center as the 2017 Top Universities for Professional Sales Education. SEF goals support the advancement of the sales profession at the university level for educators and students while strengthening the relations between industry and academia.

The “*University Sales Center Alliance*” (U.S.C.A.): The CSUF Sales Leadership Center is a Full Member of the U.S.C.A. The U.S.C.A. is a consortium of sales centers established in 2002, the U.S.C.A. connects university faculty members with many different backgrounds and areas of expertise. Together, these credible and innovative educators advocate for the continuing advancement of the sales profession through teaching, research and outreach. There are currently forty-six colleges and university member schools located throughout the United States and Europe.

CSUF is represented on the executive board of the U.S.C.A. by Mark Mantey, Chair of the Membership Committee.

Student Focused:

The Sales Leadership Centers events, workshops, seminars, sales competitions, sales classes and networking opportunities have been designed to assist CSUF students to make the

transition from the classroom to the professional world. All provide students with an opportunity to be prepared for the needs of the workplace and to develop a competitive edge throughout their employment search.

Testimonials:

Being a student focused Center, hundreds of students have benefited from participation in the Center. We are proud to share a few of the testimonials provided by CSUF students.

Antonio Dominguez, Psychology, 2016 – “The Sales Leadership Center has opened the door to so many opportunities for me. The Center provided multiple workshops which helped me improve my resume and interviewing skills. I have received multiple job offers”

Eugenie Phan, Business Administration, 2015 – “The Sales Leadership Center has helped prepare me for life after undergrad through leadership roles, networking opportunities and unique events.”

Laura Arrona, Marketing, 2015 – “The Center has opened up doors to many opportunities and provided me with skills and experiences that have prepared me to stand out in the field.”

Hanna Nguyen, Marketing, 2016 – “The SLC gives me a great career jumpstart through its connections and preparation workshops. I have enough confidence to lead my sales team and run a \$10 million-dollar business at Frito Lay. Thank you, Sales Leadership Center.”

Shastina Sarkhosh, Marketing, 2014 – “Overall the Sales Leadership Center has provided me with priceless opportunities to find my passion for selling.”

Jessica Tobias, Marketing, 2016 – “As a student I was always unsure of what I wanted to do after graduation. The SLC was a great resource on campus, as I was able to learn skills, network with several companies and have a 30 second elevator speech prepared. But most of all I created friendships with the members of the team.”

Events:

The Center offers students a wide variety of events throughout the academic year designed to expose students to professional sales careers, develop life skills, sales training seminars, career fairs and sales competitions.

- Semester Kick-off Meeting – scheduled the third week of each semester, the kick-off meeting introduces the sales program to students interested in exploring a career in professional sales.
- Sales Career Academy – this one-day event provides the Centers student membership and corporate partners with an opportunity to network while building the students skills to prepare for recruiting season.

- Career Fairs – the Centers career fairs are 100% sales focused providing students with the opportunity to speak with recruiters spanning various industries.
- Sales Fundamentals Seminar – offered to students each fall, this two-day seminar provides students with a fundamental knowledge of sales skills including the sales process, personal assessment and role playing.
- Sales Competitions – the Center offers three sales competitions each academic year, Titan Sales Competition, Fastenal and Sales Games.

Certificate of Professional Sales / Sales Minor

Certificate of Professional Sales:

The Certificate is designed to provide students with a document of accomplishment with intent to explore a professional sales career and the development of one’s personal sales skills through sales training, networking and industry exploration. Earning the Certificate reflects the students’ commitment to the profession and the training received.

<u>Academic Year</u>	<u>Certificates Earned</u>
2013 – 2014	12
2014 - 2015	28
2015 – 2016	22
2016 – 2017	23

Sales Minor:

The minor will be offered to all CSUF students through the MCBE Marketing Department and consist of the following classes.

Professional Selling, MKTG 401
 Principles of Marketing, MKTG 351
 Managing the Sales Force, MKTG 415
 Marketing Information Technology, MKTG 353
 Sales in Distribution of Consumer Products, MKTG 442

Future sales focused class development:

Advanced Professional Selling

Corporate Partners:

CSUF, located in the dynamic Southern California market with a campus wide student population exceeding forty thousand, with eight thousand students enrolled in the Mihaylo College of Business & Economics, the campus is attractive university to recruit from a diverse student body. The Centers corporate partners, many who are Fortune 500 firms are seeking students who are exploring careers in professional sales. These students are developing sales

skills in the classroom, through workshops, and sales competitions are ideal candidates. The corporate partners offer students internship and full-time employment opportunities in Southern California and throughout the United States. These firms offer exceptional training programs, career advancement and competitive compensation. To support our partner’s recruiting efforts, the Center hosts the only 100% sales focused career fair during the fall and spring semesters.

Revenue Generation:

Corporate Partners can choose from four different sponsorship levels that provide opportunities to build a recruiting program based on availability of financial and personnel resources as well as time. Sponsorship levels include the opportunity to attend events, network with students, speak in the classroom, attend career fairs, host corporate tours, job shadowing, and act as a student mentors.

<u>Calendar Year</u>	<u>Goal</u>	<u>Number of Partners</u>	<u>Revenue</u>
2012	n/a	6	\$21,500.00
2013	12	14	\$44,500.00
2014	15	16	\$70,000.00
2015	20	16	\$72,000.00
2016	25	24	\$97,000.00
2017	25	30	\$111,500.00
2018	25	26	\$119,250.00

Additional revenue sources are the Target grant of \$3,000.00, and income generated from non-corporate partners attending the career fairs. This figure varies each year from \$5,000 to \$10,000.

Scholarships:

Supported through generous contributions by the Centers corporate partners, the Center offers sales minded students the opportunity to apply for scholarships. Historically, approximately twenty thousand dollars are awarded to students at the annual awards banquet in April.

Placement Statistics:

Through the support of the Centers corporate partners and the firms recruiting CSUF students for internships and full-time employment in the field of sales, the Center has been successful in assisting students pursue career opportunities.

<u>Academic Year</u>	<u>Goal</u>	<u>Placements</u>
2014 – 2015	20	23
2015 – 2016	40	60
2016 – 2017	50	74

Corporate Partners



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Looking Forward:

While the Center has experienced significant growth over the past five years, the staff looks forward to a bright future with the launch of the sales minor during the fall 2018 semester as well as adding the Advanced Professional Selling class. We profoundly believe that all CSUF students would benefit from developing their listening and persuasion skills.

As the Center strives to attract more students from across the CSUF campus, we will continue to develop and expand recruiting strategies across campus. The Centers immediate goal is the College of Communications.

In addition, an opportunity may exist to offer the Centers sales training resources to interested firms in the greater Los Angeles / Orange County region. Training sessions would be customized to meet the needs of the client covering the following subject matter, generating an additional revenue stream for the Center.

Customer Service, Discover Your Purpose, Retail Selling Skills 101, Introduction to Selling 101, Listening Skills, Legendary Service, Building Empathy with EQ
Communication Using DISC, Handling Objections and Charting the Course

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