

USCA

UNIVERSITY SALES CENTER ALLIANCE

Advancing the Sales Profession Through Teaching, Research and Outreach

Annual Report 2022-2023



USCA BY THE NUMBERS OF THE 2022-2023 YEAR

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USCA SALES RESEARCH SYMPOSIUM HAS ANOTHER SUCCESSFUL YEAR

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USCA OUTSTANDING DEAN AWARD WINNERS

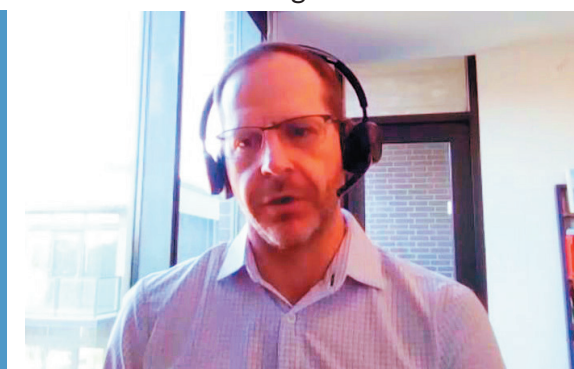
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Sales degree programs
50.6% minors & certificate
49.3% major in sales

Corporate Support
Average 13 corporate partners per member

Placement
Average 94.2% Placement rate by Member Colleges sites

Research
Average number of peer reviewed journal articles published: 3.1



PRESIDENT'S LETTER

Dear USCA Members,

It is my honor and pleasure to be elected President of the University Sales Center Alliance. I would like to thank Dr. Scott Inks for his service as USCA President. During the end of his term 2023, the USCA pursued multiple initiatives. These initiatives further advanced our mission of enhancing the sales profession and the strategic objectives of many collegiate sales programs. This report is a summary of our accomplishments in 2023. Here are some of the highlights:

Student Success

One of the biggest contributions our members make to their institutions is ensuring student success. Below is a list of accomplishments that have enabled faculty members to impact student success:

- We provided free training for USCA Members on Salesforce.
- Over the past few years, the number of collegiate sales competitions has increased significantly. The USCA Sales Competition Committee created a set of standards to help ensure those competitions contribute to student success. Collegiate sales competitions that meet those standards will be designated as USCA Certified Sales Competitions.
- We held two annual meetings during which we shared best practices for preparing students for internships, sales competition practices, and teaching Sales Analytics.

Diversity, Equity, and Inclusion (DEI)

The goal was to help our members identify specific ways to attract and retain underrepresented students to their respective programs and to develop better leaders in sales through exposure to various cultures. As a result, USCA Participated in the "Dorm Suite to the C-Suite" National Town Hall and a "Day in the C-Suites". These initiatives connected USCA students virtually and face to face with C-suite executives as well as other sales students around the country.

Graduate Sales Education & Research

Research is a critical component of advancing any profession. The USCA seeks to encourage its members to conduct and publish sales research. The USCA also promotes sales research at the doctoral level as a longer-term strategy for ensuring the continuity of our member schools' programs.

This past year, the USCA:

- Held the Second Annual Sales Research Symposium. The online symposium featured sales research leaders discussing current sales research and an agenda for future research. Sales scholars from around the world attended the symposium.
- Sponsored two \$1,000 research awards through Winter American Marketing Association Sales SIG.
- Sponsored a \$1,000 Best Conceptual Paper award through the Journal of Personal Selling and Sales Management.
- Awarded two \$2,000 USCA sales research grants which were presented at the Spring Meeting.

Membership Growth

During 2023, we welcomed our first European Full Member! This is a significant milestone for USCA and represents another opportunity for USCA to expand the offerings we provide for both students and faculty.

New Associate Members

University of Southern Mississippi
University of Applied Sciences Upper Austria
Florida International University
Virginia Commonwealth University

Associate Members Promoted to Full Membership

Middle Tennessee State University
Oklahoma State University
University of Central Oklahoma
Han University

Outstanding Dean

The sales entities that make up our membership thrive only when their respective university administrations support them. Perhaps the most critical component of the university administration is the dean. Each year, the USCA recognizes deans who provide extraordinary support and commitment to their sales program and the sales profession. In Spring 2023 Dean Kevin Gwinner, Kansas State University College of Business Administration was our winner. In Fall 2023, Dr. Jared Llorens, E. J. Ourso College of Business Louisiana State University was our winner for Spring.

USCA Leadership

The USCA could not function without the commitment and strong work ethic of the leadership team. I am grateful for the regular contributions each of the following members made and the leadership they've shown over the last 12 months

Dr. Scott Inks – President
Dr. Andrea Dixon – Past President, External Relations Chair
Dr. Lenita Davis – President-Elect, DEI Chair, Meeting Planning Chair
Dr. Michael Walsh – Marketing Communications Co-Chair
Mr. Brian Collins – Marketing Communications Co-Chair
Dr. Anita Dale – Membership Engagement Chair
Dr. Ravi Sohi – Sales Thought Leadership Chair
Dr. Andrew Loring – Treasurer and Finance Chair
Dr. Lukas Forbes – Secretary
Dr. Katie Hill – Membership Engagement Chair
Ms. April Schofield – Membership Engagement (Interim) Chair
Dr. Dawn Deeter-Schmelz – Sales Competition Chair

I am looking forward to having a great year in 2024 as we continue to grow and advance the sales profession in the US and abroad. Here is the slate of new board members that will be serving in 2024.

Dr. Lenita Davis – President
Dr. Scott Inks – Past President,
Dr. Andrea Dixon - External Relations Chair
Dr. Andrew Loring – President-Elect, Meeting Planning Chair
Mr. Chris Wilkey – Marketing Communications Co-Chair
Mr. Brian Collins – Marketing Communications Co-Chair
Dr. Anita Dale – Membership Engagement Chair
Dr. Ravi Sohi – Sales Thought Leadership Chair
Dr. Charles Ragland – Treasurer and Finance Chair
Dr. Thom Coates – Secretary
Ms. April Schofield – Membership Engagement Chair
Mr. Richard Tate – Sales Competition Chair
Dr. Mark Leach – DEI Chair

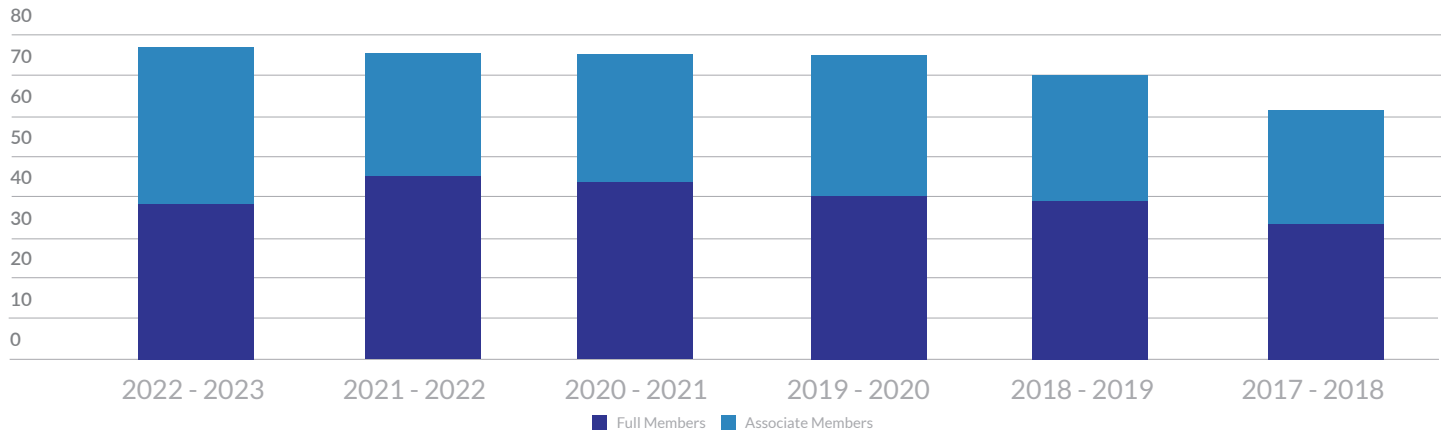
I am looking forward to having a great year in 2024 as we continue to grow and advance the sales profession in the US and abroad.
Sincerely,

Dr. Lenita Davis
USCA President

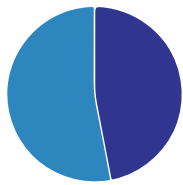
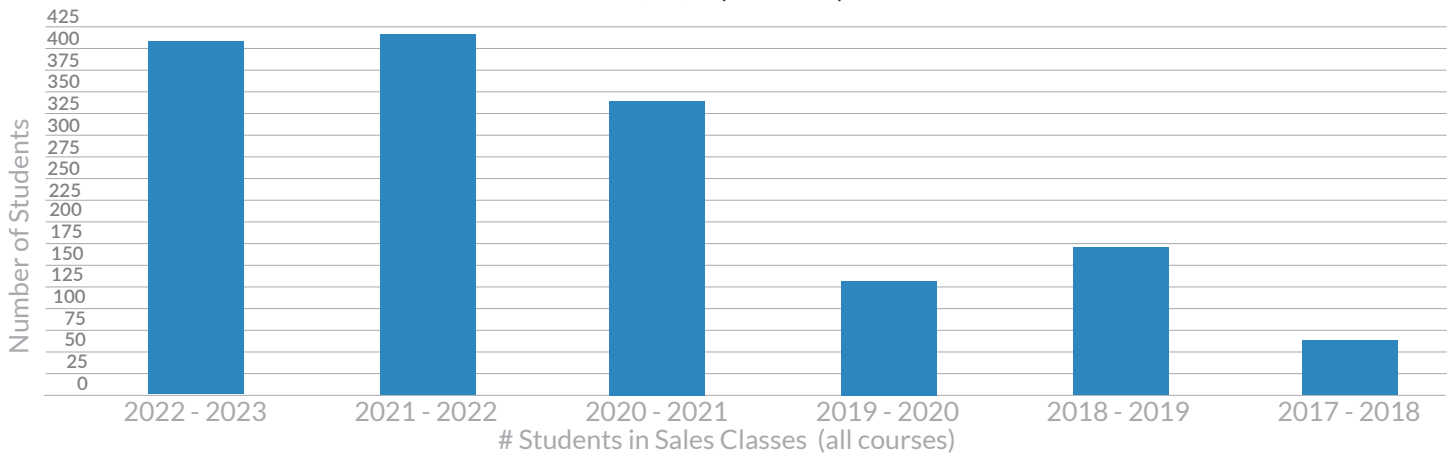


THE USCA AT A GLANCE

76 USCA Member colleges/universities



USCA Member colleges/universities 377 students in sales classes *All courses, CY, may include duplicates*



Sales degree programs

50.6% minors & certificate
49.3% major in sales



Corporate Support

Average 13 corporate partners per member



Placement

Average 94.2% Placement rate by Member Colleges & Universities



Research

Average number of peer reviewed journal articles published

Membership Growth

New Associate Members

- Florida International University
- University of Southern Mississippi
- University of Applied Sciences Upper Austria
- Virginia Commonwealth University
- St. Cloud State University
- Utah State University
- University of Wisconsin River Falls

New Full Members

- Middle Tennessee State University
- Oklahoma State University
- University of Central Oklahoma
- Han University

SALES RESEARCH SYMPOSIUM

USCA hosted its annual virtual Sales Research Symposium and it was full of sales research stars and a lot of great info and connections were made! The aim of the symposium is to advance sales research and connect sales researchers across the globe. Mission Accomplished!

Managing Vice President of Sales Research and Advisory, Scott Collins, from Gartner shared insight into data-driven insights from B2B buyers, sellers, and managers that capture the current essence of B2B selling.

The presentations from the academic panel were insightful. They were:

- The Future of Sales: Moving from Practice to Research

Dr. Adam Rapp from the The Ralph and Luci Schey Sales Centre at Ohio University

- Transformation of B2B Sales Management and Selling
Dr. Manfred Krafft from University of Münster

- How the Changing Nature of Sales is Impacting the Selling Process
Ellen Pullins from the Edward Schmidt School of Professional Sales The University of Toledo

Then the breakout sessions in the afternoon with the academic panelists helped many to gain further insight into the future of sales.

Thank you to Lenita Davis, Ravi Sohi & Alexander Haas for shepherding this event for the second year to bring sales research to the next level!



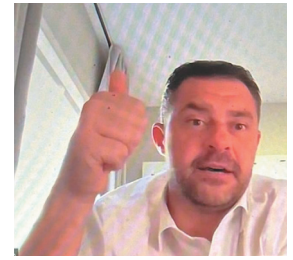
Keynote Speaker Scott Collins, Managing Vice President of Sales Research and Advisory, Gartner



**Dr. Manfred Krafft
University of Münster**



**Ellen Pullins
Edward Schmidt School of Professional Sales
The University of Toledo**



**Dr. Adam Rapp
The Ralph and Luci Schey Sales Centre at Ohio University**

2023 USCA Research Grant winners

An Exploration of Salesperson Fear of Referral Backlash

Stephen Hampton Assistant Professor of Marketing, Penn State University
Kalynn Coy Doctoral Candidate, University of Missouri – Columbia
Lisa K. Sheer Professor of Marketing, University of Missouri – Columbia

Revisiting Buyers' Role In Value Creation: From Suppliers: Helpers To Sources Of Relationship Value

Stephan Volpers Assistant Professor, HEC Montreal
Alexander Haas Professor of Marketing, University of Giessen
Bryan Hochstein Associate Professor of Marketing, University of Alabama

SALES COMPETITIONS

USCA Sales Competition Winners From Across the USA



International Collegiate Sales Competition

Overall Winner
Florida State University
Role Play Winner
Gabriel Pevey,
Southeastern Louisiana University
Sales Management Winner
Kennesaw State University,
Ximena Alonso Garcia &
Thomas Rowen
Speed Sell Winner
Micah McEntyre,
Kennesaw State University

University of Toledo Invitational Sales Competition

Winners of the Silver Division
Kansas State University Taylor Moorman & Jack McGuire ▶



Challenger Sales Institute Spring '23

Overall Winner
Stetson University
Role Play Winner
Amanda Woodley, Stetson
Sales Management Winner
Robert Isaac Choate, Chase Harshbarger,
Amanda Woodley, Stetson
Speed Sell Winner
Tyler Choquette, Kansas

Great Northwoods Sales Warm-Up

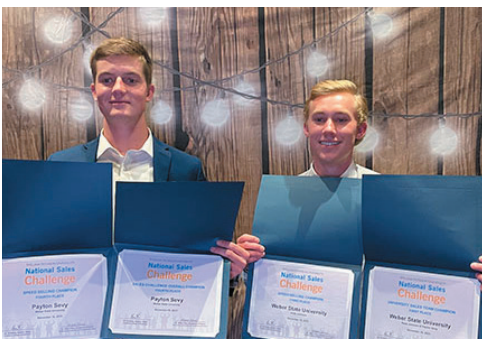
Overall Winner ▶
Pierre Nixon, University of Central Florida
First Runner-Up
Annabelle Pierson, University of Wyoming
First Runner-Up
Hunter Hartner, Kansas State University



National Collegiate Sales Competition

University
1st Team University of Dayton ▶
2nd Team U of Wisc Whitewater
3rd Team U of N Georgia

Individual
1st Place Ashleigh Slaughter U of N Georgia
2nd Place Alexa Plummer U of Dayton
3rd Place Claire Labecki U of Wisc



National Team Selling Competition

Overall Winner
STUDENT ▶
Ashleigh Slaughter, University of North Georgia

◀ **UNIVERSITY**
Weber State University 1st Place



OUTSTANDING DEAN

USCA selects the Outstanding Dean Award recipient annually from a competitive pool of candidates across the United States. The award honors deans who have made a significant impact on their institution's sales program, fostering innovation and excellence in sales education.

Kansas State University College of Business Administration Dean Kevin Gwinner has been awarded Outstanding Dean Award for 2023. The award was established to recognize a dean who has made significant contributions and demonstrated unwavering support of a USCA members' sales program.

With Gwinner's support, the National Strategic Selling Institute, or NSSI, has flourished and been empowered to reach new heights of sales education and attain a 100% placement rate upon graduation.

"Our faculty and students value the support Dean Gwinner provides," said Dawn Deeter-Schmelz, professor of marketing and director of the National

Strategic Selling Institute. "I can walk into his office anytime and discuss opportunities with donors or students. He consistently promotes our program to students and prospective students. I'm proud to work with him and thrilled that he has won the USCA Outstanding Dean Award."

"In seeing the program grow over the last 12 years, I consider it a privilege to promote a program as successful as the NSSI. This program provides a great opportunity for all K-State students to elevate their academic experiences and to enhance their career success. I am honored and humbled to receive the USCA Outstanding Dean Award and I am proud to share it with Dr. Deeter-Schmelz and our extraordinary NSSI team."



Kevin Gwinner, Dean of Kansas State University poses with Dawn Deeter, Director the National Strategic Sales Institute with and his wife (left).

USCA has named Jared Llorens, Dean of the LSU E.J. Ourso College of Business, as its 2023 Outstanding Dean. Llorens received the award at the USCA fall meeting in Chico, California, at Chico State University.

"We are honored to recognize the work of Dean Llorens at LSU. His support of the sales program has been vital to its success and sets a standard for all other deans to follow. This is his second recognition of this award and that speaks to the continued support of this outstanding dean." said Lenita Davis, President of the University Sales Center Alliance.

With Llorens' support, the LSU Professional Sales Institute (PSI) has achieved significant milestones during his tenure. His commitment to securing resources for the PSI has resulted in the approval of the naming of the Jim & Laura Parr Professional Sales Lab and additional funding for facilities and role-play rooms. Llorens was pivotal in securing a university technology grant to equip the sales lab with the latest sales and video technology. His enthusiastic support for the PSI's membership in the USCA has not only led to full membership but has also emphasized the



Dean Jared Llorens

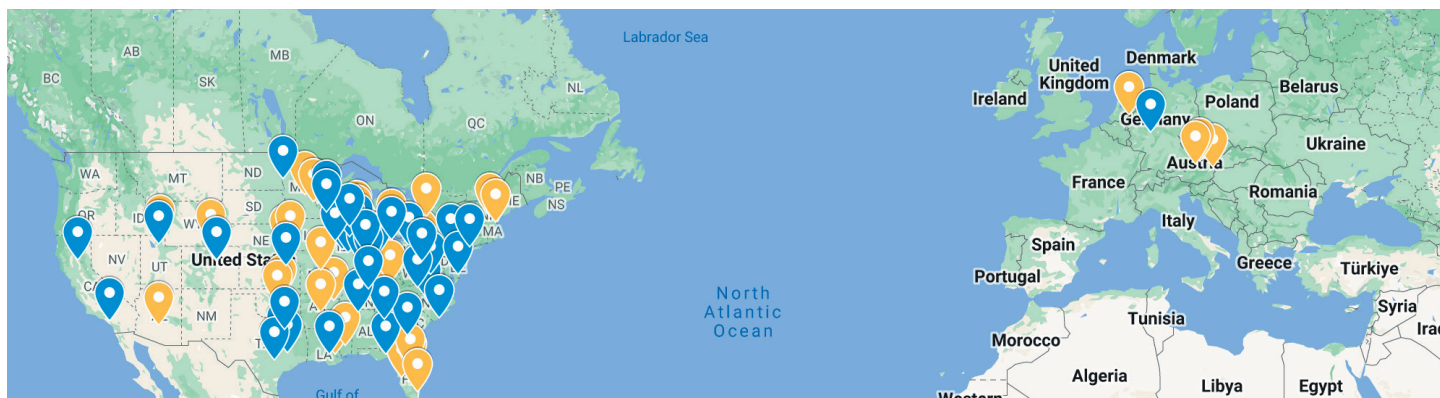
institute's importance within the Department of Marketing and the E. J. Ourso College. Llorens' dedication extends to support of sales curriculum enrichment, leading to the creation of new courses like Digital Sales and an additional tenure-track line for faculty focused on sales.

"I am deeply honored to receive the 2023 University Sales Center Alliance Outstanding Dean Award, and I owe much of this recognition to the outstanding work of Greg Accardo, the director of our Professional Sales

Institute. His leadership has been instrumental in driving the growth and success of the PSI. This recognition underscores the pivotal role of the sales program within our college, which provides our students with invaluable hands-on experiential learning opportunities and career connections," said Llorens.

An expert in public management focusing on compensation and recruitment, Llorens launched his LSU career as an assistant professor of public administration in 2009. He was named chair of the Department of Public Administration in 2015. Llorens began his service as the college's ninth dean in 2020.

MEMBER UNIVERSITIES



FULL

Ball State University
 Baylor University
 Bloomsburg University
 Bradley University
 California State University - Chico
 California State University - Fullerton
 DePaul University
 Elon University
 Florida State University
 Georgia Southern University
 HAN University of Applied Sciences
 Illinois State University
 Indiana State University
 Indiana University
 James Madison University

Justus-Liebig University
 Kansas State University
 Kennesaw State University
 Louisiana State University
 Metropolitan State University of Denver
 Middle Tennessee State University
 North Dakota State University
 Northern Illinois University
 Purdue University
 Salisbury University
 St. Ambrose University
 Texas A & M University
 Texas State University
 University of Akron
 University of Central Florida

University of North Alabama
 University of North Carolina-Wilmington
 University of Texas -Dallas
 University of Toledo
 University of Wisconsin - Eau Claire
 University of Wisconsin - Whitewater
 University of Wyoming
 Virginia Tech
 Weber State University
 West Virginia University
 Western Kentucky University
 William Paterson University
 Winona State University

ASSOCIATE

Arizona State University
 Arkansas State University
 Asbury University
 Eastern Kentucky University
 Eastern Michigan University
 Florida International University
 LaSalle University
 Marquette University
 Oklahoma State University
 Point Park University
 Purdue University Northwest
 Robert Morris University

Toronto Metropolitan University
 Southeastern Louisiana University
 St. Cloud State University
 Stetson University
 University of Applied Sciences Upper Austria
 University of Applied Sciences, Weiner Neustadt
 University of Arkansas, Little Rock
 University of Central Oklahoma
 University of Denver

University of Minnesota
 University of Missouri
 University of Nebraska - Lincoln
 University of Nebraska - Omaha
 University of New Hampshire
 University of South Florida
 University of Southern Mississippi
 University of Tampa
 University of Wisconsin - Parkside
 University of Wisconsin - River Falls
 Utah State University
 Virginia Commonwealth University

USCA

UNIVERSITY SALES CENTER ALLIANCE
Advancing the Sales Profession Through Teaching, Research and Outreach

Mission

To advance the selling profession through setting and monitoring sales program standards, sharing best practice, enhancing sales curricula, and preparing students for a career in sales.

Vision

Our vision is to be recognized as the international leader and standard bearer for increasing the prestige and credibility of the sales profession.

Who We Are

The University Sales Center Alliance (USCA) is a consortium of sales centers connecting 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.



FALL MEETING 2024

September 11-13

We'll see you in Indy!

Member Mondays



MEET
BLAKE
NIELSON

— Weber State's Alan E. Hall
Center for Sales Excellence

Member Mondays



Check Out
our Member
Mondays
feature!

[universitiesales.org/
member-mondays](https://universitiesales.org/member-mondays)

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