



UNIVERSITY SALES CENTER ALLIANCE

Advancing the Sales Profession Through **Teaching**, **Research** and **Outreach**

ANNUAL REPORT

2020 - 2021



Membership

Full Members

Ball State University
Baylor University
Bradley University
California State University - Chico
California State University - Fullerton
DePaul University
Elon University
Florida State University
Georgia Southern University
Illinois State University
Indiana State University
Indiana University
James Madison University
Justus-Liebig University
Kansas State University
Kennesaw State University
Metropolitan State University of Denver
North Dakota State University
Northern Illinois University
Purdue University
Salisbury State University
St. Ambrose University
Texas A&M University
Texas State University
University of Akron
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
Virginia Tech University
Weber State University
West Virginia University
Western Kentucky University
William Paterson University
Winona State University

Associate Members

Arkansas State University
Bloomsburg University
Eastern Kentucky University
Eastern Michigan University
HAN University of Applied Sciences
LaSalle University
Louisiana State University
Marquette University
Oklahoma State University
Plymouth State University
Point Park University
Purdue University Northwest
Robert Morris University
Ryerson University
St. Catherine University
University of Applied Sciences, Wiener Neustadt
University of Arkansas at Little Rock
University of Central Florida
University of Central Oklahoma
University of Denver
University of Nebraska - Lincoln
University of Nebraska - Omaha
University of South Florida
University of Tampa
University of Wisconsin - Parkside
University of Wyoming

The University Sales Center Alliance (USCA) is a consortium of sales centers connecting university faculty members with different backgrounds and areas of expertise. Together, these innovative educators advocate for the continuing advancement of the sales profession through teaching, research, and outreach.

President's Letter



What a privilege to report on the health of the University Sales Center Alliance. In spite of the global pandemic, our organization created strong value for our members during 2020-2021. COVID-19 prevented us from meeting in-person, which we typically do twice a year. To help us continue to learn from one another, the USCA Board developed and launched a series of monthly events: **Fall Fridays** and **Spring Sales Series**. The **Fall Fridays'** topics and learnings included: *Online Virtual Role Plays, Online Virtual Sales Competitions, an Update on Gartner's Sales Research, and Thankful Sharing*. For the **Spring Sales Series**, we focused on *Virtual Career Fairs, Creating Partner Value, Multimodality Engagement, and Sales Thought Leadership*. We capped off the Spring learning exchanges with a *Sales Leadership Innovation* competition event in May, where members submitted 3-minute videos describing a single innovation, and its implementation and results. The archived events from the **Fall Fridays** and **Spring Sales Series** are accessible on the members-only page of the USCA website.

In addition to the programming, the Board made several key advancements in the organization's structure and strategy over the past year. Through revisions of the USCA Bylaws and Full Member voting, we expanded the scope of the USCA by launching three new committees: a **Sales Competition** committee, a **Diversity, Equity and Inclusion** committee, and an **External Relations** committee. We advanced the USCA further by strengthening the Bylaws in light of our current processes and changes in the marketplace. As a result of a unanimous vote by Full Members, our language around USCA membership criteria reflects a more inclusive approach to a university's efforts in the sales area without diminishing the strong membership standards for which the USCA is known.

In the Spring, we resumed traveling to complete site visits for members applying for Full Membership status and for current members who were eligible for reaccreditation. Working in conjunction with the Sales Competition committee, the Board approved a position statement with respect to **University-Led vs. Corporate-Led Sales Competitions** (see page 6). After our Full Members voted in favor of a proposed Board-funding initiative, we developed the Sales Center Innovation Award to assist USCA members in identifying new ways to grow or otherwise enhance their sales centers through the sharing of innovative initiatives that have demonstrated success. We wrapped up 2021 and my two-year presidency as we convened *in-person* for our Fall 2021 meeting at Texas State University.

In the midst of a global pandemic, your USCA Board marched boldly forward. As a result, I am very proud of the extraordinary accomplishments that your USCA Board made in the past year. The promise of what's to come under the leadership of Scott Inks means we will continue to march forward to achieve our mission of *advancing the sales profession through teaching, research, and outreach*.

Wishing you the best,

Dr. Andrea L. Dixon
President, USCA 2019-2021



USCA Schools

Students



67% offer sales major | *Median # students: 76*

83% offer minor/certificate/emphasis/concentration | *Median # students: 44*

Full & Associate Members average 400 & 263 students in sales classes

Sales Competitions



Participate in 5 external sales competitions, on average

Offer 2 internal sales competitions, on average

Typical program has 67 student participants in sales competitions

Sales Student Success



Placement of graduates: 98%

Placement for internships: 100%

Corporate Involvement



Partners: Full - 10, Associate - 7

Sponsors: Full - 10, Associate - 4

Corporate Revenue



Partners - \$35,000

Sponsors - \$25,000

Numbers represent averages for USCA members

Member Involvement

USCA Members hold academy leadership roles (beyond the USCA): American Marketing Association and AMA Sales Special Interest Group, Global Sales Science Institute, National Conference for Sales Management, Sales Education Foundation, Direct Selling Education Foundation

USCA Members hold editorial positions: *Journal of Personal Selling and Sales Management*, *Journal of Marketing Theory and Practice*, *Journal of Marketing Education*, *European Journal of Marketing*, *Journal of Selling*

USCA Members are active in industry organizations such as the American Association of Inside Sales Professionals, Sales Enablement Society, Sales and Marketing Executives International



Sales Competitions

USCA Member schools offer a variety of sales competitions for student development. We showcase the winners or the product focus for our national USCA competitions.



Challenger Sales Institute
Host: Central Oklahoma University



Great Northwoods Sales Warm-Up
Host: University of Wisconsin-Eau Claire



National Collegiate Sales Competition
Host: Kennesaw State University



North Shore Sales Challenge
Host: Salisbury University



International Collegiate Sales Competition
Host: Florida State University



Redbird National Sales Competition
Host: Illinois State University



Rocky Mountain Madness
Host: Metropolitan State University of Denver



University of Toledo Invitational Sales Competition
Host: University of Toledo



Western States Collegiate Sales Competition
Host: California State University-Chico



National Team Selling Competition
Host: Indiana University

Sales Competitions

USCA Position Statement: University-Led vs. Corporate-Led Sales Competitions



The overarching mission of university-led intercollegiate sales competitions is to enhance and improve the professionalism of the sales profession through the engagement and interaction of aspiring student sales professionals with other aspiring and current industry sales professionals, industry sales leaders, and academic sales experts. To accomplish this mission, university-led sales competitions use best-in-class judging criteria based upon the most advanced, data-driven academic and industry sales research.

Further, organizers of university-led sales competitions seek to model professional behavior and practices and encourage competition participants to model such practices during all interactions. While best practice can change over time, generally speaking, there is a poor approach, an adequate way, a better approach, and a BEST way to accomplish a goal (selling professionally).

University-led sales competitions provide valuable networking opportunities that lead to multiple and varied entry-level and future career and business opportunities. Additionally, university-led sales competitions provide networking opportunities between the university sales community and corporate sales community that lead to valuable partnerships for each.

Finally, university-led sales competitions provide resources for university sales programs and the academic sales community. These resources are required to further the overarching mission of enhancing the practice of the sales profession.

The recent influx of corporate-led sales competitions begs a USCA response or position regarding such activity. While beneficial to individual companies, competitions led by a corporation are in conflict in a substantial way with the university sales community mission.

- Corporate-led competitions that target the university sales community students and graduates do not assure an alignment of or focus on a best practices' sales model. The professional and ethical practices that provide the foundation for university sales education may not be applied consistently by the organizations that sponsor the competition.
- Corporate-led competitions do not promote varied networking or career opportunities or the exchange of best practices among the sales university community students or educators.
- Corporate-led competitions dilute and obfuscate the efforts of the university sales community to promote professional and ethical practices and to secure resources to further the mission of the university sales community, individual university sales programs, and the USCA.
- Corporate-led competitions may include timelines that conflict more with students' class schedules. For these reasons, we strongly encourage sales universities and educators to support university-led sales competitions that uphold the vetted standards of the USCA and the university sales community as a whole.

USCA Outstanding Dean

The USCA Outstanding Dean Award was established in 2019 to recognize a dean who has made significant contributions and demonstrated continued support of a USCA member's sales program.

Dean Ajay Samant



The University Sales Center Alliance announced that Dr. Ajay Samant, Dean of the College of Business at Illinois State University, was named as the Outstanding USCA Dean for 2021. Dean Samant has been instrumental in enhancing the sales curriculum and providing students a superior education through an active and engaging learning experience. He has also provided resources and encouragement to implement new courses such as data analytics and technology, approved additional sales faculty, and provided supplemental funding for faculty research and student scholarships. Under his guidance, a new initiative providing high school students with an opportunity to showcase their professional selling skills was recently implemented. His active engagement with students, donors, sponsors, and his continued guidance of the sales institute, clearly distinguished him as a valued supporter of sales education.

Dean Denise Smart



The University Sales Center Alliance announced that Dr. Denise Smart, Dean of McCoy College of Business at Texas State University, was named as the Outstanding Dean for 2020. Dean Smart's efforts in establishing the Center for Professional Sales, securing resources for a Sales Lab, assuring that sales was included in a new data analytics graduate degree program, approving additional sales faculty, actively engaging with students, donors, sponsors and her continued guidance of the sales institute, clearly distinguished her as a valued supporter of sales education. Dean Smart's "accomplishments come from great leadership, passion and true grit" according to Elizabeth Terrell, VP Americas, Business Development at UPS. Sales Director Vicki West further indicated that the dedication Dean Smart has exhibited for the past 20 years continues the upward trend of positive impact on the students at Texas State University.

Committee Accomplishments



Marketing Communications Committee, Co-Chairs Tim Butler & Marianne Collins

Accomplishments: Facilitated engagement with video seminar series; increased website engagement (213% increase in website visits); built social media presence and increased social engagement (e.g., 41,810 post impressions on LinkedIn)

Membership Committee, Co-Chairs Anita Dale & Katie Hill

Accomplishments: Brought in 10 new Associate Members; advanced 5 Associate Members to Full Member status

Meetings, Chair Scott Inks

Accomplishment: Executed a virtual meeting plan to deliver monthly webinars in lieu of face-to-face meetings

Sales Competition Committee, Chair Dawn Deeter-Schmelz

Accomplishments: Created statement on company-led sales competitions; created a process for updating the list of USCA-member sales competition information

Sales Thought Leadership, Chair Lenita Davis

Academic Inquiry Subcommittee, Co-Chairs Alex Haas and Ravi Sohi

Accomplishments: Awarded 4 Research grants, outstanding papers (JME) & dissertation awards (AMA); established JPSSM Special Issue for best sales conceptual paper

Curriculum/Pedagogy Subcommittee, Co-Chairs Monica Favia and Linda Mullins

Accomplishment: Identified key areas of curriculum development and training needs for professors teaching sales

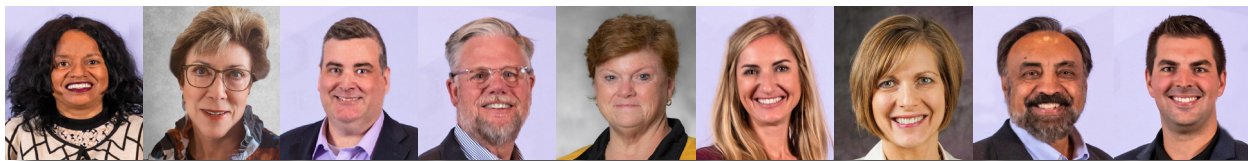
Industry Innovation Subcommittee, Chair Greg Accardo

Accomplishments: Acquired BombBomb license for USCA members; conducted 100 sales manager interviews on COVID impact

Treasurer, Bob Erffmeyer

Accomplishments: Instituted electronic billing through current membership software; 100% on-time payment of membership dues

Committee Goals for 2021-22



Diversity, Equity & Inclusion Committee, Chair Lenita Davis

Goals: Develop criteria for USCA members to use for increasing the diversity and inclusion of their boards, faculty, students, and sales competition buyers and judges; identify prospective partners and resources to extend sales curriculum to reflect an inclusive approach; recommend changes to include DEI mission statement for USCA

External Relations Committee, Chair Andrea Dixon

Goal: Create an initiative that has the potential to create positive brand awareness for the USCA among industry and media professionals

Marketing Communications Committee, Co-Chairs Tim Butler & Michael Walsh

Goals: Facilitate better communication to better serve major functional areas; Develop and refine MarCom communications strategy; Increase digital and social media engagement; Build stronger overall brand awareness for USCA

Membership Committee, Co-Chairs Anita Dale & Katie Hill

Acquisition Goals: Reach out to prospective members based on updated membership criteria; bring in 8-10 new Associate Members

Engagement Goals: Assist members through the membership profile update; advance the mentoring program; advance 6 Associate Members to Full Member status

Meetings, Chair Lenita Davis

Goal: Rebuild the best practices meeting practices

Sales Competition Committee, Chair Dawn Deeter-Schmelz

Goal: Create clear certification and re-certification processes and procedures for university sales competitions (including USCA members and non-members)

Sales Thought Leadership Committee, Chair Ravi Sohi

Academic Inquiry Subcommittee, Chair Alex Haas

Goals: Establish a set of research priorities based on USCA Member input; develop broader research awards strategy; develop USCA research symposium

Curriculum/Pedagogy Subcommittee, Chair Peter Knight

Goals: Develop a best sales pedagogy contest; create a directory of sales education tools

Industry Innovation Subcommittee, Chair Greg Accardo

Goals: Establish a publishable annual report concerning relevant skills and knowledge; explore emerging technologies impacting sales

Treasurer, Andrew Loring

Goal: Simplify invoicing process for USCA members; reduce errant invoicing with Club Express

Mission

To advance the selling profession through setting and monitoring sales program standards, sharing best practices, 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.

Creed

To do together what we could not do separately to advance the sales education profession.



USCA
UNIVERSITY SALES CENTER ALLIANCE

www.UniversitySalesCenterAlliance.org