



**COLES COLLEGE OF BUSINESS**

# **CENTER FOR PROFESSIONAL SELLING**

**An Investment in the Future of the  
Profession of Selling**



**KENNESAW STATE  
UNIVERSITY**  
COLES COLLEGE OF BUSINESS  
*Center for Professional Selling*

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"You can have everything you want out of life if you help enough other people get what they want out of life."

– Zig Ziglar







# Philosophy & Code of Conduct

**The Profession of Selling is an honorable endeavor** that has made significant contributions to the growth and development of this country and the economy worldwide. The sales profession has made substantial contributions toward improving the quality of life of individuals and the profitability of the industry.

**The KSU Center for Professional Selling endeavors to invest in the future of the Sales Profession and make a truly meaningful and positive difference** in the manner in which the Profession is conducted and also perceived in the eyes of those engaged in Sales and Sales activities as well as in the eyes of those outside of the profession.

The KSU Center for Professional Selling **faculty, staff, administration, and others associated with the Center endeavor to, at all times, act in a professional manner conducive to the above-stated mission and endeavor to produce the highest quality products and programs.** All activities, programs, and materials reflect the mission of the Center as described.



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# Mission

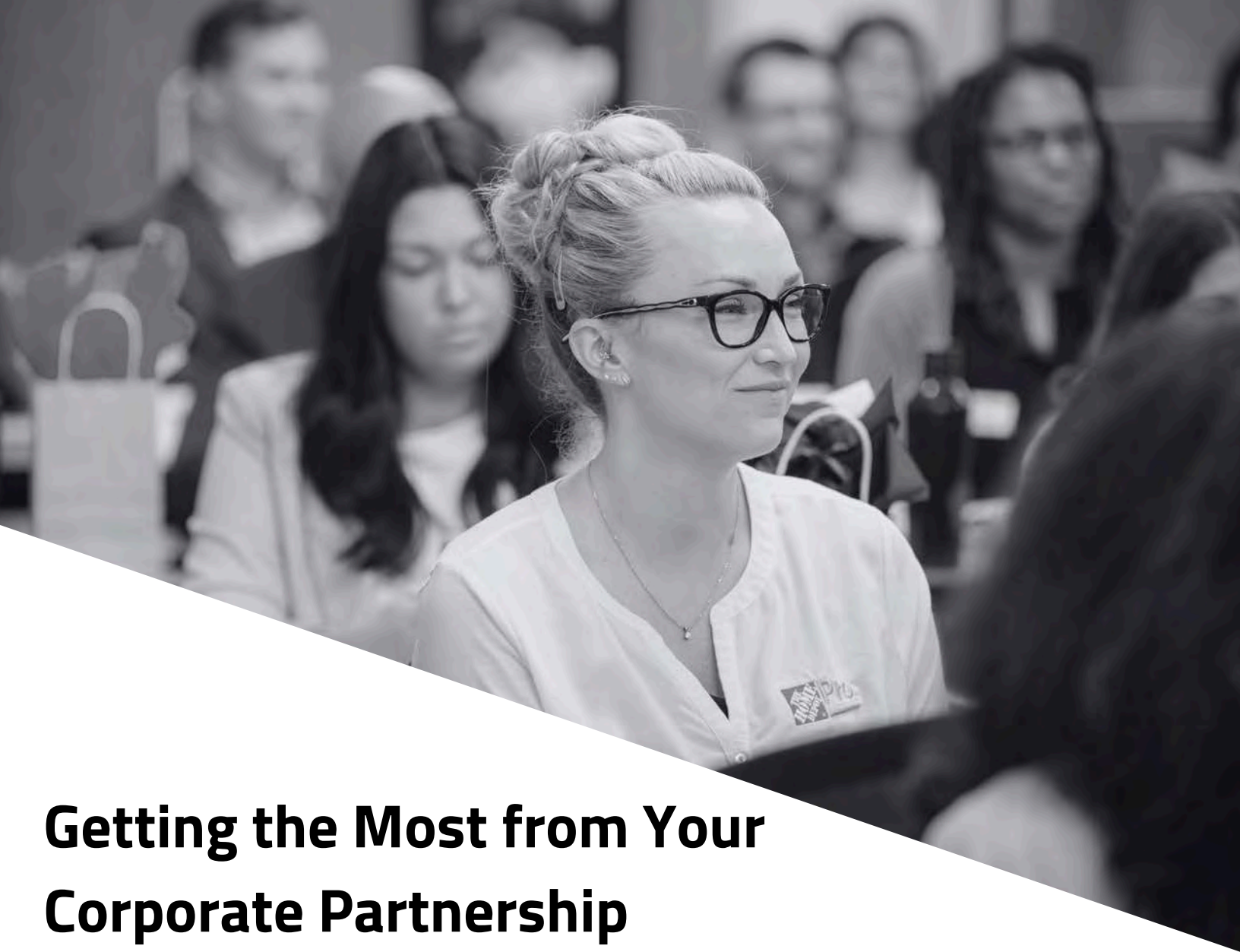
The Center for Professional Selling at Kennesaw State University is dedicated to advancing the field of professional selling through education, research, and service. We equip students with the knowledge, skills, and ethical foundation needed to excel in professional sales roles. Our commitment to promoting professionalism and trustworthiness in sales and sales management extends to serving the academic community and the business world through innovative research and practical insights. By fostering a culture of integrity and excellence, we strive to elevate the standards of professionalism in sales and sales management, ensuring the success of individuals and organizations alike.

**To achieve this mission:**

- Teaching:** We prepare future leaders of the sales profession by educating students in the most advanced concepts and practices.
- Research:** We conduct pioneering research that bridges the gap between theory and practice, providing actionable insights that benefit both academia and industry.
- Service:** We actively engage with the business community, offering expertise and resources to enhance the practice of professional selling.

**"You can have everything you want out of life  
if you help enough other people get what they  
want out of life." - Zig Ziglar**





# Getting the Most from Your Corporate Partnership

- Take advantage of all networking & engagement opportunities to meet the Sales Program Students. The more interactions you have with our students, the higher your profile becomes which in turn more effectively builds your brand.
  - ▶ Classroom Engagement - Visit one of our many classes. A class guest registration schedule is sent to partners at the beginning of the semester. The schedule includes the instructor, the class time, the class date, the class location, and the topic for the day. Our policy is to have only one partner in each of the classes except in special situations.
  - ▶ Attend Student Events - All CPS events will be sent to you in the CPS Weekly Newsletter
  - ▶ Fall Sales Career Fair - This is included for all partnership levels to participate in
  - ▶ Sales Role-Play Competition Judging and Buying Roles
- Provide the CPS Staff with a profile of your organization, a profile of a successful salesperson, or any sales-related articles or content for our CPS newsletter.
- Partners receive resumes of all students involved in the sales classes 4-5 weeks into each semester.
  - ▶ Review the resumes to identify attractive candidates
  - ▶ Contact the candidates directly (contact info on their resume)
  - ▶ Provide a means for candidates to submit resumes directly to a person or provide contact information to whom the students can ask questions; impersonal website submissions are less effective
- Assist students in their preparations for various sales role-play competitions



# Getting the Most from Your Corporate Partnership cont.

- Be customer friendly when students make contact to schedule sales shadows with your representatives each semester (good time to provide any needed feedback regarding professional interaction – we do instruct the students, but reinforcement from real people is vital – feel free to be candid).
  - ▶ Brief representatives who will have contact with the KSU CPS Sales Students; student impressions become viral. Make the representatives aware of the partnership strategy
- Initiate events with your organization (restrictions based upon partnership level; please discuss with Directors and Staff). Examples:
  - ▶ Mock interview and/or real interview days
  - ▶ Lunch N' Learns: e.g., prospecting, account or territory management; dress for success
  - ▶ Corporate events: e.g., Golf outing, Braves game, Falcons, etc.
  - ▶ Organization open house – organization's offices
  - ▶ Other – we will work with you to develop other networking events
- Regularly communicate with Professor Brent McCulloch regarding any questions or discussions of strategy.
  - ▶ Dr. Scott Inks and Dr. Terry Loe are the secondary contact and are available as well to answer any questions regarding the partnerships strategy





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# Center for Professional Selling Corporate Partner Details

Center for Professional Selling (CPS) Corporate Partners are a vital component in the success of our students and the goals of our program. We welcome all companies to recruit and interact with our sales students through available university career services programs. Our corporate partners are given access as educational partners during planned student events, classroom engagement, and other educational experiences. Corporate Partners provide resources for student sales excellence awards, educational materials, sales technology, as well as local regional, and national programs to enhance the education and professionalism of the next generation of salespeople.

**\*Note: All partners must agree to abide by CPS mission and Code of Conduct during all interactions with students enrolled in Sales Program**



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# Center for Professional Selling

## Corporate Partner Details

CONSIDERATION	SALES ASSOCIATE	SALES MANAGER	VICE PRESIDENT	PRESIDENT (LIMITED TO 4 PARTNERS)
Corporate Partner Recognition Signage in CPS Facility	×	×	×	×
Annual Posting of Corporate Partner & Company Web Site on CPS Web Site	×	×	×	×
Electronic Resumes of Sales Students Participating in KSU Sales Center Program Classes	×	×	×	×
Access to Sales Students' Role-Play Recordings (as they become available)	×	×	×	×
KSU Sales Career Fair	×	×	×	×
Semi-Annual Board Meeting (must attend at least one meeting each year)		×	×	×
Invitation to all Corporate Partner/Student Events		×	×	×
KSU Sales Role-Play Competition Involvement (must attend at least one competition per semester)		×	×	×
Job Postings & Corporate Materials on CPS Website, Job Board & Partner Shelves in CPS Facility		×	×	×
Facility Use for Training and Meetings at 50% discount from standard rates (subject to availability)		×	×	×
Agree to facilitate student ride-a-long or shadow each semester		×	×	×
Invitations to hold Professional Development Event on Campus		<b>1</b>	<b>2</b>	<b>2</b>
Invitations to speak in Sales classes on Campus		<b>2</b>	<b>4</b>	<b>6</b>
1 of the 4 sales labs walls will be branded with the company logo and your organization's sales & marketing materials feature including information about the organization and recruiting material				×
Company name prominently displayed on sales lab office for 2 years				×
Facility Use for Training and Meetings (2 days/yr subject to availability: discounted after 2 day use up to 50%)				×
Automatic upgrade in National Collegiate Sales Competition Sponsorship (some restrictions apply)				×
Negotiated Discounts for Select Sales Training (up to 30%)				×
Speakers for Corporate Meetings (up to 2 – one hour present)				×

# Center for Professional Selling

## Corporate Partner Details

	COMMITMENT	TIME FRAME
Sales Associate Partnership	\$3,000	1 Year
Sales Manager Partnership	\$10,000	1 Year
Sales Vice President Partnership	\$15,000	1 Year
President Partnership	\$40,000	2 Year

**\*Note: President level is a two-year commitment with an initial investment of \$40,000. Annual renewal after an initial two-year period at \$17,500 or \$30,000 biennially.**

CPS Corporate Partners are integral to the education of our students, their future, and ultimately the future of the sales profession. The CPS reviews and engages in careful due diligence of organizations interested in exploring this partnership in order to determine the fit of the goals of the interested organization with those of the CPS. Organizations wishing to partner with the CPS should, in turn, carefully consider the goals of their organization and their fit with those of the CPS. Only when both the representatives of the interested organization and the representatives of the CPS agree upon the partnership and the fit with their respective organization's goals will there be a partnership.

The CPS is capable of partnering with only a limited number of organizations, in order to make our best efforts to accomplish the goals of both the CPS and partnering organizations.

**Please mail or email forms and payment to:**

Dea Barker, Center for Professional Selling Program Coordinator  
 Kennesaw State University  
 560 Parliament Garden Way MD 0406  
 Kennesaw GA 30144-5591  
 email: [dbarke18@kennesaw.edu](mailto:dbarke18@kennesaw.edu)  
 Checks Payable to: KSU Foundation, Inc. (memo line: Account 30BSCPS)  
 To pay by credit card please contact Dea Barker

\_\_\_\_\_  
 Company / Organization

\_\_\_\_\_  
 Company Representative

\_\_\_\_\_  
 Title

\_\_\_\_\_  
 Date

\_\_\_\_\_  
 Corporate Partner Level

# Contacts

Thank you for your commitment to partner with the Center for Professional Selling (CPS). Your investment of time and resources will make a difference in the future of the sales profession and in the lives of our students and future sales leaders.

## **Dr. Scott A. Inks, PhD**

Executive Director, Center for Professional Selling

- Corporate Partner Strategies
- Questions and Clarifications
- Feedback and Suggestions
- Questions

Email: [sinks@kennesaw.edu](mailto:sinks@kennesaw.edu)

Phone: 470-578-4516

## **Professor Brent M. McCulloch**

Director and Partner Liaison, Center for Professional Selling

- Primary Contact for Partners
- Corporate Partner Strategies
- Questions and Clarifications
- Feedback, Suggestions, & Questions

Email: [bmccull9@kennesaw.edu](mailto:bmccull9@kennesaw.edu)

Phone: 470-578-6060

## **Dea A. Barker**

Program Manager, Center for Professional Selling

- Student Engagement Opportunities
- Student Resume
- CPS Board Meetings
- Lunch N' Learns
- Marketing Information & Newsletter
- Career & Internship Opportunity Posting

Email: [Dbarke18@kennesaw.edu](mailto:Dbarke18@kennesaw.edu)

Phone: 470-578-6560





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