



The Center for Professional Selling



**KENNESAW STATE
UNIVERSITY**

COLES COLLEGE OF BUSINESS
Center for Professional Selling

INTRODUCTIONS

Kennesaw State University Center for Professional Selling



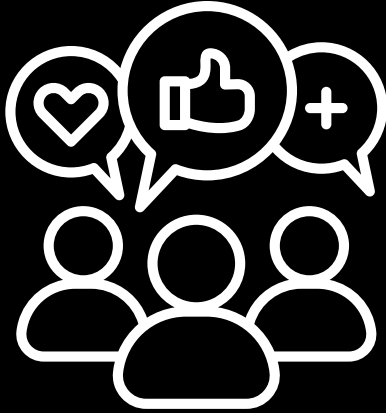
Scott Inks, PhD
Executive Director CPS



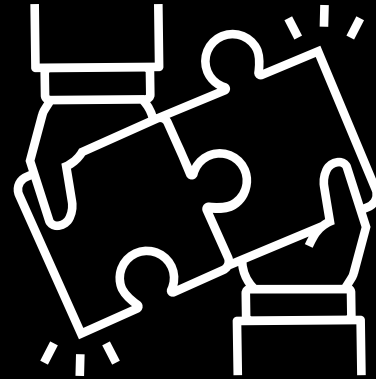
Brent McCulloch
Director CPS



THE CENTER FOR PROFESSIONAL SELLING VALUES



Student Learning
& Engagement



Partner
Engagement



Enhance the
Sales Profession



Ethical
Approach



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OUR MISSION

We are 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 a professional sales role.

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, maximizing the opportunity for success of individuals and organizations alike.



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CODE OF CONDUCT

**The Profession of Selling
is a noble profession.**

The KSU **Center for
Professional Selling**
invest in the future of the
sales profession and make
a positive impact in
students lives.



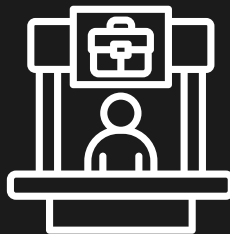
Faculty, staff, and administration act in a professional manner aligned to the mission with the end goal of producing the highest qualified students and programs.



WHAT'S IMPORTANT TO YOU?



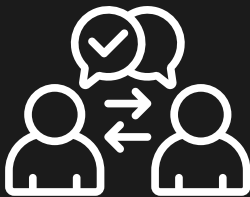
Student Mentorship



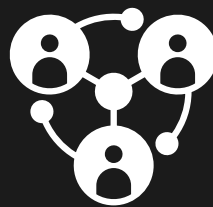
**Advancing the
Profession**



Student Recruiting



Student Interaction



KSU CPS Involvement



Other Ideas



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What Opportunities Can You Expect?

- Semi-annual Business Reviews with CPS Leaders
(Set Objectives, Review Successes, Discuss Ideas)
- Atrium Tables
- Student Resumes
- Sales Competitions
- Career Fairs
- Classroom Visits
- Student Ride Alongs
- Lunch and Learns
- Sales Team and Club Meetings
- Board of Advisor Meetings
- Awards Banquet
- Role Playroom Branding
- Company logo prominently displayed in CPS



Lunch 'n Learn

Topic Ideas From Students

- Autonomy and how to manage
- KPI's and use
- Typical Conversion Rates - how to manage
- Understanding Different Sales Compensation Plans
- How to break into technology sales
- How to write an effective resume
- How to stand out at a career fair
- Personal Branding
- Handling awkward conversations
- Interview skills - Do's and Don'ts
- How to negotiate salary
- Prospecting Tips
- Benefits - Savings Plans - Insurance...etc.
- How to interview
- On-Going training and professional development ideas
- Problem Solving
- How to stay motivated
- Time Management
- New hire expectations - How to wow my employer on day 1
- Networking Tips
- Professional Attire guidelines
- Skill requirements/hiring process
- Promotion/Advancement
- Crisis Management
- Relationship building
- Technology
- Resume build - what experience to include





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ADDITIONAL OPPORTUNITIES FOR STUDENT INTERACTION



**SALES
TEAM**



**SALES
CLUB**



NCSC



**SOCIAL
ACTIVITIES**



**OTHER
IDEAS**



ACCREDITATION



SALES MAJOR: 12 CREDITS

REQUIRED

- Professional Selling
- Sales Technology & Analytics
- Sales Management
- Advanced Selling

PICK ONE

- International Marketing
- Market Analytics
- B2B Marketing



SALES MAJOR ELECTIVES: 6 CREDITS

- | | |
|--|-------------------------------------|
| • Entertainment Marketing | • Services Marketing |
| • Marketing Research | • Direct Response Marketing |
| • Consumer Behavior | • Advertising |
| • Omnichannel Retailing | • Applied Advertising |
| • Services Marketing | • Sports Marketing |
| • Directed Study | • Hospitality and Tourism Marketing |
| • Contemporary Global Business Practices | • Marketing Strategy |
| • Social Media Marketing | • Special Topics |
| • Marketing for Entrepreneurs | • Digital Marketing |
| • Fashion Marketing & Merchandise | • Advanced Digital Marketing |

SALES MAJORS

100%

Job
Placement
Rate

\$76K

1st Year
Earnings

4

Job Offers
Before
Graduation



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PARTNERSHIP LEVELS

Opportunities by Partner Level	SALES ASSOCIATE	SALES MANAGER	VICE PRESIDENT	PRESIDENT
Corporate Partner Recognition Signage in Sales Center	×	×	×	×
Corporate Partner & Company Web Site on CPS Web Site	×	×	×	×
Welcome Back Lunch with students	×	×	×	×
KSU Career Fair	×	×	×	×
Electronic Resumes of students in KSU Sales Classes	×	×	×	×
Social Media posts each semester highlighting your organization		×	×	×
Host a Lunch and Learn		1	2	2
Atrium Table Display in Coles College of Business		×	×	×
KSU Role-Play Competition Involvement		×	×	×
Job Postings & Corporate Materials in weekly student newsletter		×	×	×
Facilitate student shadow each semester		×	×	×
Sales classroom visits		2	4	6
CPS Board Member		×	×	×
Sales Team Breakfast			×	×
Sales Center Digital Branding			×	×
Social Impact			×	×
CPS Podcast Featured Guest			×	×
Automatic upgrade in NCSC Sponsorship (excluding Platinum)			↘	×
Sales Leadership Panel Member-- Fall semester				×
Theme Day				×
Sales Lab Branding (1 of 4)				×
Faculty Speakers (Corporate Meetings, etc.)				×

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