ANNUAL REPORT
2020-2021 Academic Year

METROPOLITAN STATE UNIVERSITY℠
OF DENVER
Center for Professional Selling

Center for Professional Selling

Metropolitan State University of Denver

www.msudenver.edu/center-for-professional-selling/

TO OUR PARTNERS

Welcome to the inaugural annual report from MSU Denver's Center for Professional Selling! We are excited to share this overview of the 2020-2021 academic year and hope you enjoy catching up on what's happening in our program. You'll read more in the coming pages, but we'd like to highlight a few things to start.

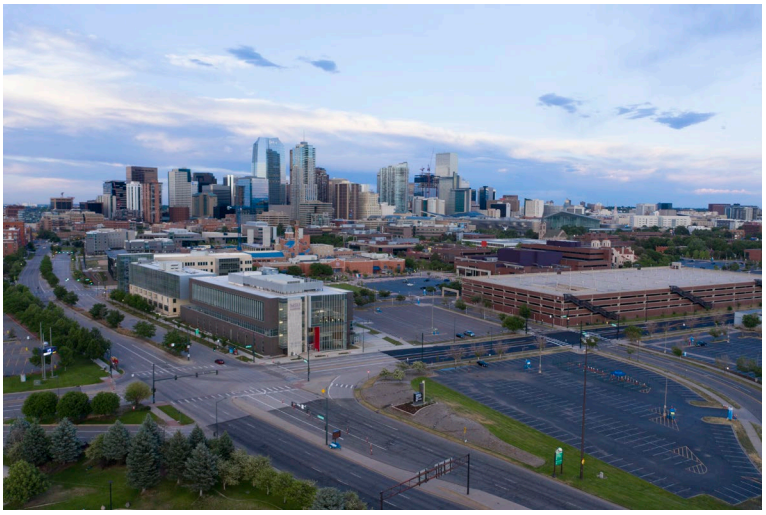
First, our program is growing, in terms of curriculum and students. Our Professional Selling major launches this year, which has led to new courses in Inside Sales, Marketing and Sales Metrics, and a sales-specific internship. As our students continue to get great careers, the word is spreading about our program and we're seeing more students interested in sales. Our partners have been instrumental in helping them envision what sales looks like in the real world and launching their careers in sales.

The students are the stars of our program. This year our ProSales team created a video to engage prospective students and companies. This video truly shows how sales education is changing lives! We are fortunate to have these talented, hard-working students in our program.

The university will return to full campus operations when classes begin August 23, 2021. We are ready to welcome you back into our campus classrooms to connect with students. The pandemic allowed us to reimagine how we teach sales, and we found that some activities work great virtually. Based on partner and student feedback, we will host our Fall Meet & Greet in a virtual format.

Our achievements would not be possible without the ongoing support from our partners. You've helped us develop a new major, run competitions, and prepare our students to enter the marketplace. We look forward to growing our program together!

Sincerely,
The Center for Professional Selling Team



MSU DENVER AT A GLANCE

Metropolitan State University of Denver is reimagining what's possible as a leader and innovator in higher education. At MSU Denver, classes lead to careers and learners connect with leaders.

Who We Are

25
Average age of undergraduate students

1,100
Military, veteran, and dependent students

80%
Students **working** while pursuing their education

57%
First-generation undergraduate students

MSU Denver has the most diverse student body in Colorado with 8,591 – or 48.4% – undergraduate students of color. We are a Hispanic-Serving Institution, a distinction earned in February 2019.

Notable Recognition

Top Sales University

Regularly recognized as a top program by the Sales Education Foundation

Association to Advance Collegiate Schools of Business

Only 5% of business schools worldwide earn this distinction

University Sales Center Alliance Membership

Only 37 universities worldwide are recognized as a full member

Most Innovative University

Named the fifth most innovative university among regional universities in the West by U.S. News & World Report

Best for Vets

Regularly ranked as a top school for serving those who serve

SALES STUDENT DATA

Enrollment (Summer 2020 thru Spring 2021):

Number of students seeking a sales certificate	47
Number of students seeking a sales minor	13
Number of sales certificate graduates	14
Number of sales minor graduates	2
Average GPA for sales students	3.0
Total seats filled in sales classes	436

EVENT RECAP: MEET & GREET

	Fall 2020	Spring 2021
Total Student Chats with Partners	272	131
Average Chat Time (Minutes)	7.04	8.87
Total Student Attendees	75	40*
Total Resumes Distributed to Partners	61	34

**Spring limited to junior and senior-level students*

Employer Candidate Evaluation	Fall 2020	Spring 2021
Interested (Potential Candidate)	101	51
Not Interested	32	19

"The students were impressive and our future is in good hands with them."

– Spring 2021 Meet & Greet Attendee

PROGRAM HIGHLIGHTS

Professional Selling Major, B.A.
The Professional Selling major received final approval and will be available for students to declare beginning Fall 2021. The B.A. is a specialized curriculum that teaches the professional selling process, the importance of trust and relationships, value creation and communication, leadership, sales technology, and what to expect from a career. The experiential nature of the program provides students with opportunities to role play, network, and complete real sales assignments.

Rocky Mountain Madness Competition – Fall 2020
MSU Denver hosted its second annual intercollegiate competition in October. Thirty-two sales students from 11 universities competed, including Appalachian State, Arkansas State, Baylor, Colorado State, Denver, Florida State, New Mexico, North Alabama, Utah State, Western Colorado, and MSU Denver. RMM is a unique competition, featuring a "March Madness"-style bracket and a one-of-a-kind LinkedIn competition. Sponsors EW Scripps, Mutual of Omaha, and HomeAdvisor made the event possible.

Fastenal Role Play Competition – Spring 2021
In partnership with Fastenal, students in two Personal Selling classes faced off against students from Western Colorado University to sell the company's industrial vending solution. During competition week, students completed over 110 real-time role plays!

ProSales Team
The student sales team created a promotional video describing what the sales program means to them. Check it out on our website! The team also represented MSU Denver at multiple intercollegiate competitions, including:

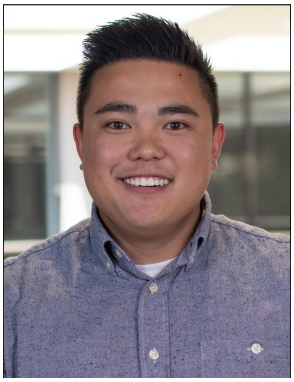
- Florida International University: Students competed in bilingual role plays (English and Spanish)
- California State University-Chico: MSU Denver team finished third overall
- Rocky Mountain Madness: MSU Denver student finished first overall
- RNMKRS (pronounced "rainmakers"): Students sold to an artificially-intelligent bot buyer
- Salisbury University Competition: Students competed in the inaugural competition

"I was asked to join the ProSales team and that is when I began to shape into a different person. The things I was scared of most were the things I had to overcome to be great in sales."
– Spring 2021 Student

Textbook Feature
MSU Denver's partnership with Arrow Electronics will be featured in an upcoming version of *Sales Management: Shaping Future Sales Leaders* (Davis, Dixon, & Tanner). The author team interviewed Nichole Wiley-Marks, Vice President of Customer Experience NA ECS at Arrow Electronics, about supervising and managing salespeople and teams.

Sales Technology
Through this year's assignments students gained experience using technology platforms including Verbal Transactions, Salesforce, Ecosystems, Microsoft Teams, BlueJeans, and LinkedIn. Our faculty also collaborated with the American Association of Inside Sales Professionals to develop a student program for an industry Certification in Virtual Sales.

ALUMNI SPOTLIGHT



Ben Hong

Graduation Date: Spring 2019

Bachelor of Science, Marketing and Sales Certificate

Channel Development Manager, Pax8

Why did you choose your major?
This is always an interesting question for me because I must have changed my major a dozen times before I landed on Marketing! I went from a Biology major to getting an EMT certification, to Human Exercise Science, to Marketing. I would say the reason why I ended up in Marketing was because I always enjoyed business and talking to people. I saw marketing as an opportunity to be able to continue doing just that. What I did not realize was that when I was going through my major, I was interested in it but was not passionate about it, I was however passionate about sales! I took a big interest in the sales program and found myself really digging into getting better in those courses. I knew that regardless of what I did, sales was going to be a big opportunity into any company and once I graduated, I realized how much of what I learned in the professional selling courses applied to what I am currently doing. I feel like I didn't understand my "why" for my major/certificate until I got to where I am now within my company and I can confidently say it is because of what MSU did with the Professional Selling program.

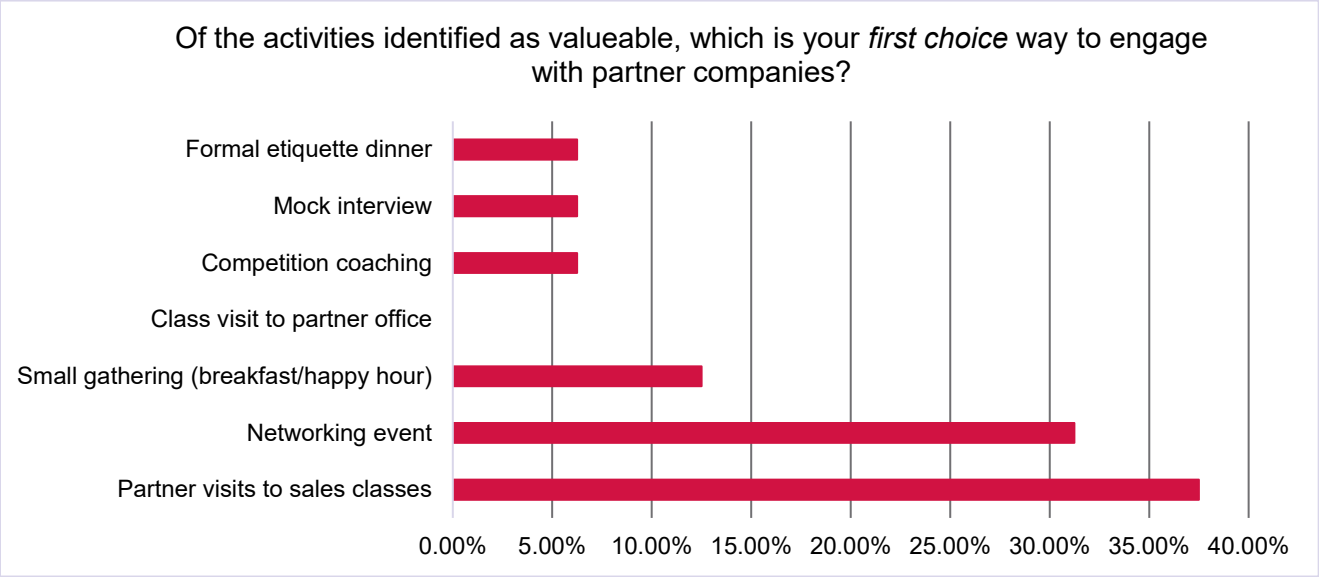
What was the most applicable thing you learned from the MSU Denver sales program that you find yourself using in your career?
I would 100% say that the role plays and the ticket sales for Nuggets/Avalanche were some of the most applicable things I learned! The ticket sales helped me learn that in order to be effective at sales, I needed to learn how to have different talk tracks, handle objections, and to tell a story as to why they needed to get those tickets from me. In terms of the role plays, that is something I do on a weekly basis with my team! It is a great learning tool to use to get out any of the jitters or to receive constructive feedback.

What do you find most rewarding about your role?
I started out in an entry sales position and now I am a manager of the Western region of the US. I oversee a group of sales reps and now coach them on how they can progress in their selling careers. I would say that the most rewarding part about my role is seeing people from my team get promoted. Knowing that I had a hand in their success and growth is one of the most rewarding feelings.

Is there a book, podcast, or other resource you recommend for professional development?
Brene Brown's *Dare to Lead* and Chris Voss's *Never Split the Difference*.

STUDENT FEEDBACK

Students in our Advanced Selling class listed the following partner activities as valuable; their *first choice* selections are listed below:



"I really like the material and the way it was presented. I loved being thrown into scenarios that were uncomfortable because it helped me gain real-world experience."

– Spring 2021 Student

UPCOMING EVENTS

What to watch for:

- **Class Visit Sign Up**
  July
- **Fall Semester Starts**
  August 23
- **Mock Interviews**
  October
- **Meet & Greet Networking Event**
  December 1
- **Fall Advisory Board Meetings**
  Bimonthly; dates TBD

CONTACT US

MSU Denver Center for Professional Selling

MSU Denver
Center for Professional Selling
Administration Building
1201 5th Street
Denver, CO 80204

aschofi3@msudenver.edu

www.msudenver.edu/center-for-professional-selling/