



ANNUAL REPORT

2021-22 Academic Year



Center for Professional Selling

Metropolitan State University of Denver

www.msudenver.edu/selling

TO OUR PARTNERS

Welcome to the second annual report from MSU Denver's Center for Professional Selling! We are excited to share this overview of the 2021-2022 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.

MSU Denver was again recognized as a *Top University for Sales Education*, and this year our Rocky Mountain Madness competition was recognized as one of the major sales competitions worldwide. Professional selling is a common landing place for new graduates, but options for university sales education are limited. These accolades emphasize the work MSU Denver is doing to help students begin successful careers in professional selling.

Our students are the stars of our program. The ProSales team represented MSU Denver at competitions across the country. Competitions provide students an opportunity to build confidence, expand their professional networks, and demonstrate selling abilities in call simulations. We continue to climb higher in national and international competitions. We are fortunate to have such talented, hard-working students in our program.

Our students continue to get great jobs and experience success in their sales roles after graduation. Our sales program now has almost 100% placement before students graduate. Everyone sells during their lifetime – ideas, proposals, and concepts are sold no matter what occupation a student enters.

We engaged with corporate partners through guest lectures, office tours, happy hours, recognition events, mock interviews, role plays, and more. Our partners play a key role in helping students visualize what sales looks like in the real world and launching their careers in sales. Our achievements would not be possible without the ongoing support from our partners. We thank you for your support and the opportunities you provide our students.

Our team is proud of the accomplishments in this report, but we also think of them as just a beginning on our pursuit to become “the best in the west”. The 2022-23 academic year will kick off on August 22. We are ready to welcome you back to connect with students. We look forward to growing together!

Sincerely,
The Center for Professional Selling Team

UPCOMING EVENTS

More information to come:

- Fall advisory board meetings
- Fall semester class visits
- RMM sales competition
- PSE recognition event
- Meet & greet networking event

CONTACT US



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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



Average age of
undergraduate
students



Military, veteran,
and dependent
students



Students **working**
while pursuing their
education



First-generation
undergraduate
students

MSU Denver has one of the most diverse student body in Colorado with 50.3% 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

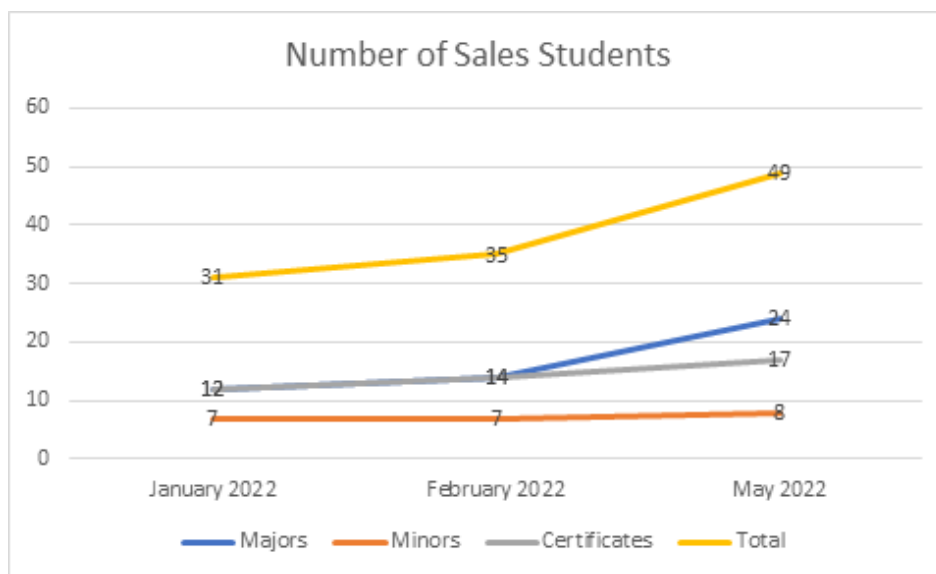
Regularly ranked as a top school for serving those who serve

SALES STUDENT DATA

Sales Students (as of May 2022)

Number of students seeking a sales major	24
Number of students seeking a sales minor	8
Number of students seeking a sales certificate	17
Total	49

Does not include students enrolled in sales courses from other majors.



EVENT RECAP: MEET & GREET

	Fall 2021	Spring 2022
Total Student Chats with Partners	143	210
Average Chat Time (Minutes)	7.83	7.95
Total Student Attendees	30	40
Total Resumes Distributed to Partners	34	45

Employer Candidate Evaluation	Fall 2021	Spring 2022
Interested (Potential Candidate)	57	80
Not Interested	14	33

PROGRAM HIGHLIGHTS

Professional Selling Major, B.A.

The Professional Selling major became 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. In addition to the Professional Selling major, students can also declare a professional selling minor or certificate.

Fulbright Scholarship

Dr. Mick Jackowski was awarded a Fulbright scholarship to teach and do research at Haaga-Helia University of Applied Sciences in Helsinki, Finland, next spring. The Fulbright U.S. Scholar Program is considered to be one of the most widely recognized and prestigious scholarships in the world. In addition to teaching marketing and sales, Jackowski will learn how to integrate biometrics into virtual meetings through Haaga-Helia's state-of-the-art sales laboratory. One objective of this project is to develop virtual sales activities between students from Haaga-Helia and MSU Denver's Center for Professional Selling.

Lifetime Contribution Award

Dr. Clay Daughtrey received a lifetime contribution award from the Marketing Educators' Association. For over twenty years, Daughtrey has served on the board and volunteered for an organization that supports educators in creating engaging, experiential, and excellent student experiences.

Career Catalyst Award

Tom Miller was recognized as MSU Denver's College of Business Career Catalyst. Miller was selected by students as a faculty member who is engaged in their career preparation and readiness education.



College of Business Overall Excellence Award

April Schofield received MSU Denver's College of Business Overall Excellence Award. The award recognizes achievement in scholarly activity and service.

Sales Competition Coach

Dan Zuch began working with ProSales students to prepare for role play competitions. After a 30+ year career in executive sales, Dan's goal was to give back and positively affect the lives of students seeking to excel in their careers.



ROCKY MOUNTAIN MADNESS 3

MSU Denver hosted its third annual intercollegiate competition in October 2021. Seventy-two sales students from 13 universities competed, including Baylor, Boise State, Colorado, Colorado State, Denver, Florida State, North Alabama, North Dakota State, Purdue, Texas A&M, Utah State, Western Colorado, and MSU Denver.

Rocky Mountain Madness is a unique inside sales competition, featuring a “March Madness” bracket and opportunities for partners to interview and role play directly with some of the nation’s top sales students.

Thank you to sponsors EW Scripps, Mutual of Omaha, and Cloudbeds for making the event possible!



Give light  and the people will find their own way

SCRIPPS

 **Mutual of Omaha**
Cloudbeds

RMM 3 Student Interactions:

Sponsor	Round 1	Round 2	Round 3	Round 4	Round 5	Round 6	Resumes	Total
	Interview	Role Play	Role Play	Role Play	Role Play	Role Play		
E.W. Scripps	28	28	32	16	8	4	40	156
Mutual of Omaha	16	15	0	0	0	0	40	71
Cloudbeds	13	13	0	0	0	0	40	66

Does not include group interactions (welcome address, student Q&A session, awards ceremony)

“RMM was an unforgettable sales competition -- thanks to Metropolitan State University of Denver, as well as the sponsors. The competition provided a unique and challenging case that was exciting to work on and pushed me to improve on my sales skills. The sponsors were also full of advice that will help me throughout the future of my sales career.”

- Baylor University Student Competitor

STUDENT SPOTLIGHT



Taylor Dodson

Fall 2023 Graduate

President, Pi Sigma Epsilon

Intern, ORS Nasco

Travel and Tourism Management Major

Meet Taylor Dodson, President of MSU Denver's chapter of Pi Sigma Epsilon! PSE is the only national co-ed professional fraternity in the fields of sales, marketing, and management.

Taylor is a go-getter and has represented MSU Denver at sales competitions and events across the country. Taylor and her PSE peers will be at various events in the coming academic year.

What are three things you've learned through sales competitions?

1. Participating in sales competitions is the best way to get in front of people in the marketplace to grow your soft skills as well as your confidence.
2. Networking within our fraternity made me realize how big the community we've built is. It's important that we continue to grow and stay involved with our fellow chapters.
3. How important presence is; the impact you can make on a person just by having a nice conversation can lead to many opportunities. How you present yourself matters.



What has been your favorite competition memory?

Competing in the Pro-Am-Sell-A-Thon with my peers and making it to the final round. What a great experience!

How would you coach a student going to such an event?

The benefits of attending are huge. Not only do you get to travel to a new place, but you get to meet people from all over the country. Networking and building those relationships is the most valuable thing for college students. When going to these events, it's important to have the confidence to sit at a table with people you have never met. Lean into it and commit to it.



PI SIGMA EPSILON
YOUR BUSINESS ADVANTAGE FOR LIFE

PHOTOS



Sales students lobbying in DC on behalf of MSU Denver



Partnering with the future

ORS Nasco Leadership Summit in Houston, TX



MSU Denver and Western Colorado University students traveling to the PSE National Conference in Minneapolis, MN



National Shore Sales Challenge at Salisbury University



PSE happy hour at Tivoli Brewing Company



Visit to Park Place Technologies campus