



# ANNUAL REPORT

## 2022-23 Academic Year



### Center for Professional Selling

Metropolitan State University of Denver  
[www.msudenver.edu/selling](http://www.msudenver.edu/selling)

# TO OUR PARTNERS

Welcome to the third annual report from MSU Denver's Center for Professional Selling! We are excited to share this overview of the 2022-23 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.

This year we celebrated the first students to graduate as Professional Selling Majors. MSU Denver has offered a Sales Minor and Certificate since 2013, and the Major was introduced in 2021. These new alumni will be joining companies like yours as they enter the workforce with foundational selling skills. [Research](#) shows that students who graduate from university sales programs ramp up 50% faster than non-sales educated peers, turn over 30% less than their counterparts, and save an employer over \$200,000 within the first 12 months of employment.

Our Pi Sigma Epsilon team accomplished some major milestones, including first-place awards in both national and regional competitions. We saw a record number of students participating in events, and a record number of graduates starting careers with world-class companies (our most important measure).

MSU Denver was again recognized as a Top University for Sales Education and 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 degree programs in sales education are limited. These accolades emphasize the work MSU Denver is doing to help students prepare for careers in professional selling.

Our partners play a key role in what we do, and our collective work is transforming lives across the region. Thank you for your partnership this year. The 2023-24 academic year kicks off on August 21 - we can't wait to see what we will accomplish together!

Sincerely,

The Center for Professional Selling Team

## UPCOMING EVENTS

More information to come:

- **Class visits**
- **RMM sales competition**
- **Student recognition event**
- **Meet & greet networking event**
- **Advisory board meetings**
- **Job & internship fair**

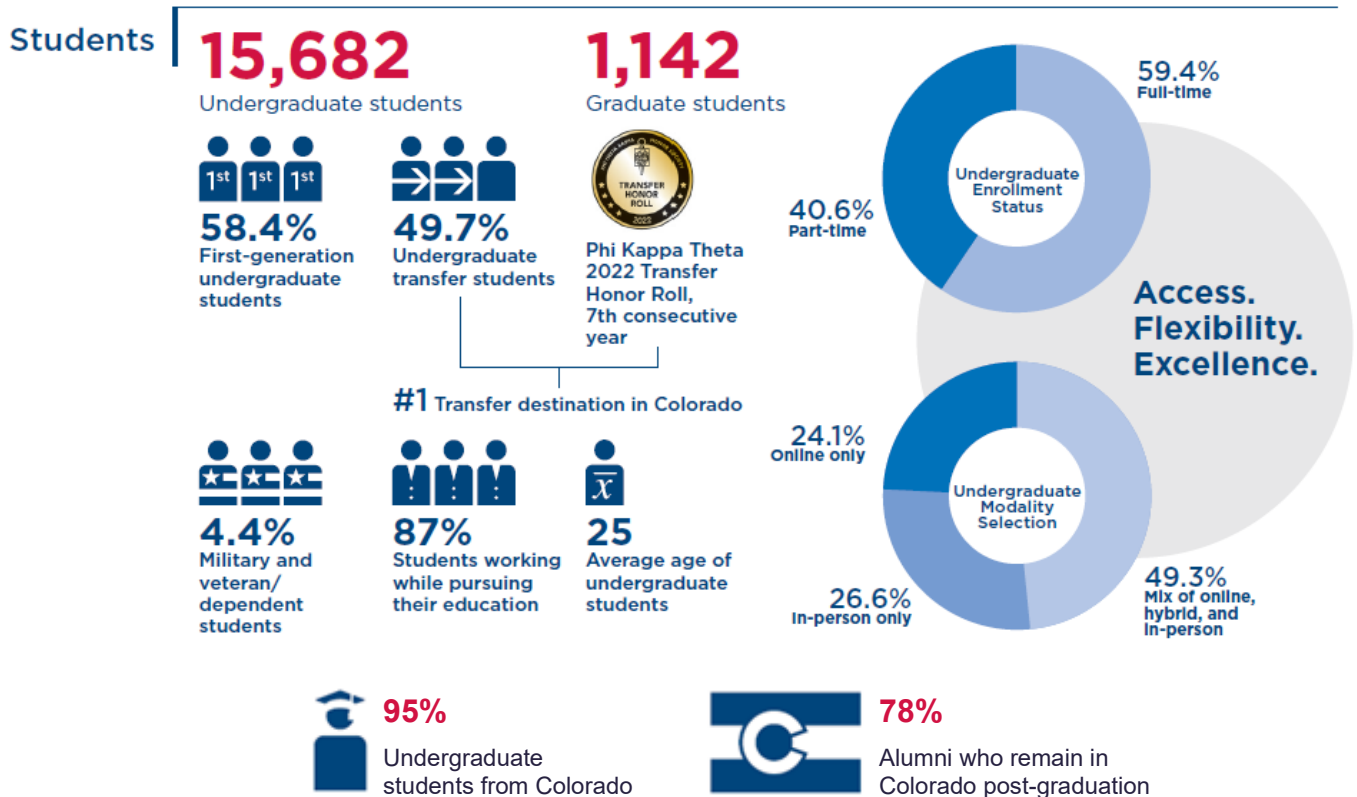
## CONTACT US

 **MSU Denver Center for Professional Selling**

**MSU Denver**  
**Center for Professional Selling**  
Administration Building  
1201 5<sup>th</sup> Street, Denver, CO 80204  
[aschofi3@msudenver.edu](mailto:aschofi3@msudenver.edu)  
[www.msudenver.edu/selling](http://www.msudenver.edu/selling)

# 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.



MSU Denver has one of the most diverse student populations in Colorado with 53.8% undergraduate students of color. We are a Hispanic-Serving Institution, a distinction obtained February 2019.



## Top Sales University

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 39 universities worldwide are recognized as a full member. MSU Denver holds an Executive Board position in the USCA.

# PROGRAM HIGHLIGHTS

## Etiquette Dinner

The Center for Professional Selling hosted an Etiquette Dinner on March 9, 2023. This event was designed to help students learn about professionalism, relationship building, business dress, and dining etiquette. We welcomed nearly 100 students and partners to the event which featured a formal six-course meal. One attendee shared “This was a fantastic experience to connect with students, other corporate partners, & faculty members. Really well done. Food was great, speakers were great – the presenter that went through specific etiquette did a wonderful job and there were even pieces that I learned”.



## Pi Sigma Epsilon (PSE)

Our Pi Sigma Epsilon student group attended a record number of events (8) and had a record number of students participating in events (26). Pi Sigma Epsilon is a professional fraternity for students in sales, marketing, and management. The mission of PSE is to develop the sales and marketing skills of its members through experiential learning and professional opportunities. An especially notable accomplishment is MSU Denver’s PSE President Taylor Dodson placed first overall in the Pro-Am Sell-a-Thon, PSE’s national competition.

## Fulbright Scholarship

Dr. Mick Jackowski was awarded a Fulbright scholarship to teach and conduct research at Haaga-Helia University of Applied Sciences in Finland during the Spring 2023 semester. The Fulbright U.S. Scholar Program is considered to be one of the most widely recognized and prestigious scholarships in the world. Dr. Jackowski was involved in European sales competitions and is developing activities for MSU Denver and international students to collaborate.

## Go Givers Club

Through a partnership with The Tom James Company, the “Go Givers Club” was launched Fall 2022. Tom James awards custom MSU Denver blazers to top in recognition of performance achievements and community building leadership within the Center for Professional Selling. Four students earned this honor this year. The “Go Givers” name stems from *Go Givers Sell More*, a book used in Introduction to Sales classes. The premise of Go Givers is that giving is the most fulfilling and effective path to selling success.



## Spring Job & Internship Fair

The Center for Professional Selling collaborated with the Classroom to Career Hub to host partners at the Spring Job & Internship Fair. This event is MSU Denver’s largest recruiting event and is open to all Auraria campus students/alumni from all majors who are looking for internships or careers in a wide variety of industries. Five Center for Professional Selling partners took part in the event. The Fall Job & Internship Fair is scheduled for November 8, 2023.





# ROCKY MOUNTAIN MADNESS

MSU Denver hosted the fourth Rocky Mountain Madness, an annual intercollegiate sales competition, October 17-22, 2022.

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

Sixty-four sales students from 13 universities competed, including Baylor, Boise State, Colorado State, Denver, Florida State, Kansas, North Dakota, Purdue, Utah State, Washington State, Western Colorado, Winona State, and MSU Denver. The Final Four round included Utah State, Purdue, Denver, and Kansas; with Kansas winning the 1st overall role play award.



Our sponsors play a critical role in making this event possible. Special thanks to case sponsor, E.W. Scripps, and sponsors Mutual of Omaha and Park Place Technologies for providing resources to host a successful event!

## RMM 4 Student Role Plays:

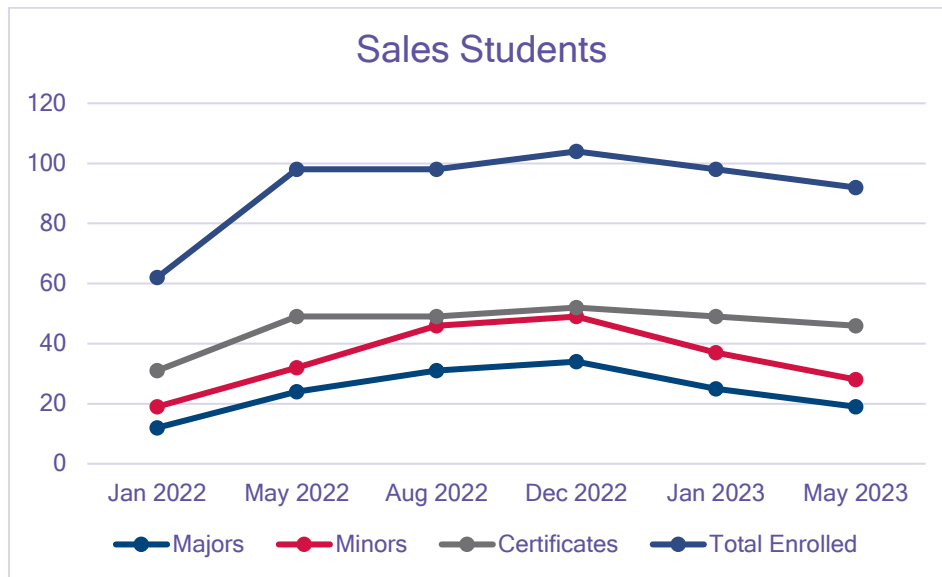
Sponsor	Round 1	Round 2	Round 3	Round 4	Round 5	Round 6	Total
EW Scripps	64	32	32	16	8	4	156
Mutual of Omaha	32	16	0	0	0	0	48
Park Place	31	16	0	0	0	0	47

*“The RMM competition was a tremendous growth opportunity for me. The competition allowed me to better understand how to find the job I want and how to succeed in an entry-level role once I get that job, which is especially relevant to me as I begin my career”*

- Student Competitor, Baylor University

# SALES STUDENT DATA

Sales Students – May 2023	Declared	Graduates
Number of students seeking a sales major	19	2
Number of students seeking a sales minor	9	2
Number of students seeking a sales certificate	18	4
Total	46	8



## Sales Course Enrollment

Course	Name	Fall 2022	Spring 2023	Total
MKT 2250	Introduction to Sales	24	31	
MKT 3160	Sales Leadership	15	12	
MKT 3250	Personal Selling	36	41	
MKT 3320	Inside Sales	17	N/A	
MKT 3330	Marketing & Sales Metrics	N/A	16	
MKT 3350	Social Selling	N/A	35	
MKT 3981	Internship in Sales	2	3	
MKT 4020	ProSales Team	2	5	
MKT 4250	Advanced Selling	N/A	20	
Totals		96	163	259

# PHOTOS



Dr. Mick Jackowski and students at the European Sales Competition



Tom Miller and student team at the Pi Sigma Epsilon National Conference



Student scholarship recipients



Spring 2023 recognition reception



Student leaders in the classroom



Sales coach Dan Zuch preparing competitors





Dr. Cynthia Vannucci presenting at the Etiquette Dinner



Etiquette Dinner reception



Dr. Clay Daughtrey welcoming everyone to the Etiquette Dinner



DU Invitational sales competition team, including first place winner Andrew Tovar-Castillo



Work hard, play hard!



Formal event at the PSE Conference in Norfolk, VA