



# Center for Professional Selling

## Real-World Readiness

A university sales education can provide an excellent return on your investment, with placement rates of 92% and average starting salaries of \$60k+ per year.

MSU Denver's Center for Professional Selling prepares students for sales success through real-world selling experience, networking events, national competitions, and more.



MSU Denver was named one of the "Top Universities for Professional Sales Education" by the Sales Education Foundation.



MSU Denver is a Full Member of the University Sales Center Alliance - one of only 40 in the nation.



The College of Business is AACSB-accredited, the highest standard of achievement for business schools.



MSU Denver has received the Higher Education Excellence in Diversity Award for nine consecutive years.



MSU Denver was recognized as "Best for Vets" by Military Times and "Military Friendly" by VIQTORY Media.

## Students

Our curriculum is highly desired by employers and applicable to a variety of industries and careers.

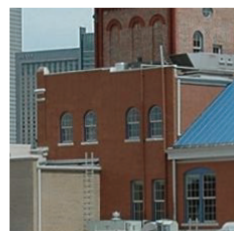
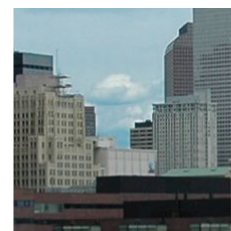
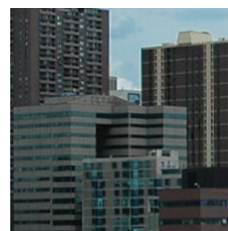
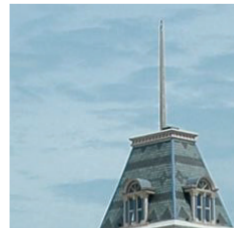
### Program Options:

- Professional Selling Major, B.A.
- Sales Certificate
- Sales Minor

### Why consider sales?

- Career Opportunities: Professional salespeople are needed in a variety of industries
- Critical Skills: Everybody in business -no matter what role - is selling. Sales is *not* all about closing or being assertive
- Real-World Connections: Our students work with professionals and have an established network before graduation
- Fulfillment: 77% of graduates from formal sales programs report career satisfaction
- Community: We have many opportunities to get involved, from our competitive ProSales Team or informal lunches and happy hours

More than 50% of college graduates will hold their initial job in sales.



# A win-win situation

The Center for Professional Selling provides opportunities to acquire the most talented, promising new employees and creates an ideal win-win situation for the partner and the University.

Sales program graduates come to the workforce armed with real-world experience, strong career goals, and the tools and talent to contribute to their organizations from day one.

According to a survey of sales managers:

- Sales program graduates ramp up 50% faster than their non-sales educated peers
- New hires from sales programs turnover 30% less
- Sales program graduates save their recruiting companies an average of \$180,000 per hire when compared to other recent graduates.

## Partners

Partners support our program both financially and through student engagement. Partner opportunities include:

- Academic presentations or activities in sales classes
- Invitation to a networking event held each semester, attended by students in all sales classes
- Student resume book
- Membership on the Center's Advisory Board
- Invitation to a private LinkedIn group for sales students and alumni
- Recognition in the Sales Center, website, and promotional materials
- Additional opportunities to engage with students (vary by semester)

[msudenver.edu/selling](https://msudenver.edu/selling)

Our Partners:



SCRIPPS

