



ANNUAL REPORT

2025-2026 Academic Year



Center for Professional Selling

Metropolitan State University of Denver | www.msudenver.edu/selling

WELCOME

Welcome to the sixth annual report from MSU Denver's Center for Professional Selling!

The 2025–2026 academic year was one of the most successful in our program's history. Over the fall and spring semesters, students engaged in more than 2,000 interactions with professionals, including mock interviews, panels, sales competitions, networking events, and company site visits designed to prepare them for careers in professional selling.

Our students also earned national recognition through Pi Sigma Epsilon. At the National Convention in Norfolk, Virginia, MSU Denver received the Top Silver Chapter Award, while students earned scholarships, national competition placements, and individual honors.

We are honored to have taught close to 400 students this year in sales classes. Through our curriculum and events, we have been able to connect sales-ready candidates with hiring managers. We are fortunate to partner with companies who invest in future sales leaders.

Professional selling is a common landing place for new graduates, but degree programs in sales education are limited. MSU Denver has offered a Sales Minor and Certificate since 2013, and the Major was introduced in 2021.

[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 +\$180,000 within the first 12 months of employment. Our new alumni will be joining the workforce ready to make an impact.

The 2026-2027 academic year kicks off on August 17, and we can't wait to see what we will accomplish together!

Sincerely,

The Center for Professional Selling Team
April Schofield, Mick Jackowski, Clay Daughtrey



THANK YOU, PARTNERS

The success of the Center for Professional Selling is made possible through the commitment and engagement of our partners. Together, we are building a stronger, more connected pipeline of sales talent and creating meaningful opportunities for student success.



SALES CURRICULUM

MSU Denver’s Center for Professional Selling distinguishes itself through an innovative, industry-focused curriculum designed to prepare students for careers in sales. Through professional selling major, minor, and certificate programs, students gain specialized training, hands-on experience, and the professional competencies sought by employers.

Recognized by the University Sales Center Alliance (USCA) for offering eight sales-specific courses, MSU Denver provides one of the most comprehensive sales education curricula in the country, ensuring graduates are equipped to excel in today’s competitive business environment.

Course	Name	Course	Name
MKT 2250	Introduction to Sales	MKT 3330	Marketing & Sales Metrics
MKT 3160	Sales Leadership	MKT 3350	Social Selling
MKT 3250	Professional Selling	MKT 3984	Internship in Sales
MKT 3320	Inside Sales	MKT 4250	Advanced Selling

372

Students enrolled in 2025-2026
sales classes

40

Declared sales majors
(Fall 2025)

17

Declared sales minors & certificates
(Fall 2025)



MSU Denver’s sales program is recognized nationally as a Top University for Sales Education by the Sales Education Foundation (SEF), a leading organization dedicated to advancing sales education and elevating the sales profession.

MSU Denver is one of fewer than 50 universities worldwide to hold full membership in the University Sales Center Alliance (USCA). The USCA promotes excellence in sales education and strengthens connections between employers and students through rigorous, experiential learning standards.



MSU Denver has an active Pi Sigma Epsilon (PSE) chapter, a co-ed professional fraternity that develops highly engaged, career-ready business, sales, and marketing students. Through leadership opportunities, industry-focused events, and national competitions, PSE members gain experience and professional skills that make them strong candidates for internships and full-time employment.

PROGRAM HIGHLIGHTS

Throughout the academic year, students engaged in hands-on learning, industry networking, competitions, and professional development opportunities that prepared them for sales careers. The following photos highlight some of the memorable experiences and achievements that defined the year.



Etiquette & Networking Dinner

Students and program partners came together for the Spring Etiquette & Networking Dinner, where they developed professional dining and networking skills under the guidance of Susan Ellis of Good Manners Consulting. The event provided valuable real-world learning opportunities that help students build confidence and professionalism as they prepare for their careers.

Sales Student Spotlight

Professional Selling major Eavie Higgins was selected to introduce Robert Kenney, President of Xcel Energy Colorado, and Dr. Janine Davidson, President of MSU Denver, at a Fall 2025 fireside chat. Being chosen for this high-profile role reflects the caliber of students within the Center for Professional Selling.



Sales Week Event: Employer Panel

A panel of experts from partner companies and the Classroom to Career Hub shared how students can make a strong impression at career fairs and networking events. Students were able to get free professional LinkedIn headshots at the event.

Sales Week Event: Young Alumni Panel

We welcomed back sales program alumni Taylor Dodson (Allstate), Vinny Marley (Enterprise Mobility), Carlos Bustos (memoryBlue), Brenda Rodriguez-Vera (ADP), and Said Moreno (Sherwin-Williams) to share their lessons learned since leaving MSU Denver's sales program.





Park Place Technologies Office Visit

Students in our Advanced Selling class were welcomed to the office of Park Place Technologies. Students were treated to lunch and a candid conversation with recent graduates in sales roles. We even got to catch up with our own MSU Denver sales alumni during the visit.



Enterprise Mobility Mock Interviews

Students in Professional Selling classes had an opportunity to “sell themselves” in mock interviews hosted by Enterprise Mobility. The interviews helped students build confidence, refine communication skills, and land real job and internship opportunities!



PSE Regional Conference

Twelve MSU Denver students traveled to Kent, Ohio, to attend the Pi Sigma Epsilon Regional Conference, gaining valuable experience through sales competitions and professional development workshops.

Zach Rhoades won the Top Video Call award for the second year in a row!

Meet & Greet Networking Event

The Fall Meet & Greet Networking Event went virtual, expanding access and enabling participation from students and partners both locally and outside of Colorado. The event facilitated 145 one-on-one meetings, creating meaningful opportunities for students to build professional connections and explore career opportunities.



Team Sales Showdown

Sherwin-Williams developed a real-world case for the “Team Sales Showdown” competition. Three student teams faced off in a multi-round role play. All partners were invited to see student sellers in action and judge the role plays.

The case was then used for role plays in MKT 3250 Professional Selling, giving all students in the course access to the scenario, coaching, and experience selling to professional buyers.

Northwestern Mutual Office Visit

As part of the Advanced Selling course, students visited Northwestern Mutual’s Denver office to connect learning with industry practice. Through discussions with professionals, an office tour, and insights into the company’s sales approach, students gained a firsthand understanding of career opportunities, workplace culture, and best practices in the financial services industry.



PSE National Convention

Nineteen MSU Denver students traveled to Norfolk, Virginia for the PSE National Convention in March. The chapter continued its tradition of excellence with the following achievements:

- The chapter earned the Top Silver Chapter award, recognizing outstanding achievement in operations, recruitment, sales, marketing, and management activities. The chapter was led by President Kally Nguyen
- Nick Russo won 1st place in the Pro-Am Sell-a-Thon, the nation's largest sales competition featuring 275 competitors from 35 universities. Genevieve Webster advanced as a finalist
- Nick Russo was recognized as Rookie of the Year
- Seven MSU Denver students received scholarships





Classroom Visits

Partners remained actively engaged in student development throughout the year through classroom visits and presentations. These interactions often provide students with their first introduction to an organization, while giving partners the opportunity to share career pathways, industry insights, and their unique approaches to professional selling.

Sport Sales Workshop

Fifty MSU Denver students attended the Sports Sales Workshop at Ball Arena in February, where they completed sales training workshops and learned from sales professionals in the NBA, NHL, NFL, NLL, and MLS.



RNMKRS Sales Competition

As part of the MKT 2250 Introduction to Sales course, students competed in the RNMKRS Intercollegiate Sales Competition (pronounced "rainmakers").

Student Tyler Daugherty was named a Rising Star in the competition. Out of 4,000+ students, Tyler finished in the top 5%!

DU Invitational Sales Competition

In April, four students represented MSU Denver at the DU Invitational Sales Competition, competing against top sales students from the University of Denver and Colorado State University. Student Cooper Maddox earned a podium spot and placed third overall.

PSE Community Work

Beyond competition success, chapter members remained committed to community engagement through volunteer service projects with seven nonprofit organizations throughout the year.





Record Membership Growth

Pi Sigma Epsilon (PSE) experienced a record-setting semester, welcoming 29 new members—the largest recruitment class since the chapter was chartered at MSU Denver in 2021. This milestone reflects the continued growth of the organization and increasing student interest in professional development opportunities in sales, marketing, and business.

Titan Sales Showdown

MSU Denver students competed in a virtual sales competition hosted by Cal State Fullerton and the Los Angeles Kings National Hockey League team. Students were tasked with developing a business case for season tickets to a Los Angeles-based consulting firm.



Salesforce Integration

Salesforce training was integrated into the Social Selling course, giving students hands-on experience with industry-leading CRM and sales technology tools. Through hands-on modules, students applied concepts in CRM, prospecting, and digital engagement while earning industry-recognized credentials that enhance their career readiness.



End-of-Year Reception

PSE concluded the academic year with its end-of-year reception, celebrating chapter accomplishments and recognizing graduating seniors for their contributions and achievements.

The chapter extends appreciation to outgoing President Kally Nguyen for her leadership and commitment throughout the year, and looks forward to the upcoming year under the leadership of incoming President Genevieve Webster!