

## BUILDING EXCEPTIONAL SALES TALENT

More than 50 percent of US business school graduates, regardless of their major, begin their career in sales. Yet 60 percent of them either resign or are terminated (Bolander et al. 2014). We believe this disconnect lies in a lack of professional sales training at the collegiate level. Less than 3 percent of the 4,000+ US colleges and universities offer a dedicated professional sales program.

Led by a retired sales executive from Procter & Gamble, Haslam's professional sales program interweaves classroom education, highly selective internships, and sales competitions to prepare graduates with the drive and skills to make immediate business contributions.

### SALES PROGRAM GRADUATES

- Ramp up 50 percent faster
- Turn over an average of 30 percent less
- Save companies an average of \$200,000 within the first 18 months of employment

## COLLABORATING WITH CORPORATE SPONSORS

**LEARN:** Attend annual sales forums featuring best-in-class workshops lead by industry and faculty experts.

**RECRUIT:** Concierge dedicated and responsive team, laser focused to match you with best talent via exclusive recruiting events, speed interviewing/networking receptions, internship matching and access to classrooms for your corporate recruiting presentations.

**NETWORK:** Forum setting fosters numerous opportunities to network with peers and collaborate with faculty.

## SPONSORSHIP LEVELS

### Volunteer - \$7,500/year

- Concierge Recruiting
  - Exclusive Paid Parking on Campus
- Premier Internship Matching
- Attend Annual Conference (4 attendees)
- Attend Bi-Annual Sales Competition
- Corporate Signage at Sales Competitions
- Corporate Signage at Career Fairs
- In-Class Presentations in Sales Courses
- Access to Closed Sales LinkedIn Group
- Access to Sales Lab on Campus
- Corporate Logo on Website
- Corporate Logo on all Sales Syllabi
- Exclusive Networking Events with Students

### Torchbearer- \$13,000/year

Includes each Volunteer level benefit plus

- PhD Level Research Project Consideration
- Corporate Social Responsibility Course Project Consideration
- Permanent Signage in Sales Lab
- Naming Opportunity of Institute

*Relationships can always be  
customized to fit our sponsors' needs.*

# MEMBER RECRUITING *Opportunities*

## Private Luncheon or Breakfast

Hold a luncheon in the Haslam Business Building for students interested in careers with your company.

## Annual Professional Sales Conference

Held in April each year, member companies can send up to four participants. Students are invited to attend sessions and there are multiple networking events.

## Company Day

Two company representatives set up a booth in the Haslam Business Building's busy atrium with access to hundreds of students between classes.

## Networking Event

Member companies can sponsor either an event at our annual sales conference or during the fall or spring career fairs.

## In-Class Presentations

Sponsors can schedule to speak directly with students at the following courses:

### Professional Selling

Tom Van Dorselaer  
Mon/Wed 11:10 - 12:25  
50 students  
HBB 201

### Sales Force Management

Dan Flint  
Mon/Wed 3:40-4:55  
50 students  
HBB 201

### Corporate Social Responsibility

Tom Van Dorselaer  
Tue/Thu 9:40-10:55  
24 students  
HBB 309

# FALL 2018 EVENTS

## UNIVERSITY OF TENNESSEE CAREER FAIR

September 25  
Supply Chain Management

September 26  
Business, Retail and Government

## MEGA RECRUITING EVENT

September 27, 2018

5:30 PM - 8:30 PM  
East Club at Neyland Stadium

## SALES COMPETITION

September 28, 2018

Participate as a judge and then meet with our top students.

### TO JOIN:

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