

THE UNIVERSITY OF TENNESSEE, KNOXVILLE

Professional Sales Forum

Training Sales Talent to Generate Revenue From Day One

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

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.

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

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 LinkedIn Group
- Corporate Logo on Website
- Corporate Logo on all Sales Syllabi
- Exclusive Networking Events with Students

Additional Opportunity

Customized Sales Training Available for Your Organization. Call to learn more.

Torchbearer - \$13,000/year

Includes each Volunteer level benefit plus

- PhD Level Research Project Consideration
- Corporate Social Responsibility Course Project Consideration
- Assigned Professional Sales Leadership Program Student Ambassador
- Sales Competition Case Consideration
- Job Postings Featured on Forum Website
- Institute Naming Opportunity

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

MEMBER RECRUITING *Opportunities*

Private Student Connection Event

Hold a dinner or 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.

Employer of the 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 an event at our annual educational conference or during the fall or spring university career fairs.

In-Class Presentations

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

Corporate Social Responsibility

Tom Van Dorselaer
Mon/Wed 9:40 – 10:55

Professional Selling

Tom Van Dorselaer
Mon/Wed 11:10 – 12:25

Professional Selling

Mitch Newman
Thu 5:05 – 7:25

Sales Force Management

Dan Flint
Mon/Wed 3:40 – 4:55

2019-2020 EVENTS

UNIVERSITY OF TENNESSEE
FALL CAREER FAIR
September 23-25, 2019

ADVISORY BOARD MEETING
September 26, 2019
2:00 - 4:00 PM

MEGA RECRUITING EVENT
September 26, 2019
6:30 – 8:30 PM
Neyland Stadium East Club

FALL SALES COMPETITION
September 27, 2019
7:30 AM – 12:30 PM
Student Union

12:45 – 1:45 PM
Sales Competition Awards Luncheon
Calhoun's on the River

SPRING MEGA RECRUITING EVENT
February 10, 2020
6:30 - 8:30 PM
To Be Confirmed

SPRING EDUCATIONAL CONFERENCE
April 2, 2020
11:30 AM - 5:00 PM
6:00 PM Dinner and Networking
Club LeConte

SPRING SALES COMPETITION
April 3, 2020
7:30 AM – 12:30 PM
Student Union

12:45 – 1:45 PM
Sales Competition Awards Luncheon
Calhoun's on the River

To Join:

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