

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.*

