There's no question: Vocational education is the key to the growth and future prosperity of Utah, particularly the northern counties that form the Golden Spike Empire.

And the financial rewards for young men and women who become skilled craftsmen - especially machinists, welders, mechanics, technicians, foremen, carpenters and draftsmen - are increasingly lucrative.

The problem in our area is that there aren't too many young people who want to go into these jobs by their parents.
In 1968, the Utah State Department of Higher Education asked Weber State College to start a two year associate's degree in Marketing, also called Distributive Education. Steven H. Eichmeier was hired to write a grant proposal to fund the new program, establish courses, prepare curriculum and recruit students. Classes began fall quarter 1968 with 15 students enrolled. Spring quarter 1970, C. Daniel Litchford was hired as the second faculty member to teach alongside of Steven Eichmeier to accommodate the expanding program.
We are Leaders. We are Influencers. We are Innovators.

Carl Grunander entered the department as an assistant professor in 1979. Professor Grunander, along with John Burkes, Lloyd Ott and Dan Litchford, together, grew and expanded the program to a bachelor’s degree in Technical Sales in 1985.

The group consulted with industry and developed individual courses that were the foundation of the applied science program. Over the years, Professors Cooper-Larsen, Vel Casler, Rick Dove, Tim Border, and Jo Ellen Jonsson all contributed to the curation of a world-class program in sales education. The Alan E. Hall Center for Sales Excellence was formed in 2014 and soon after, further expansion led to the addition of several more faculty members. Additionally, a new name was approved by the Board of Regents and Technical Sales was officially renamed Professional Sales.

As Weber State University honors faculty members such as Dr. Steven Eichmeier as his career parallels the timeline of the historic Professional Sales Department, so do we honor the continued evolution of innovative sales curriculum and the students and graduates who span the world representing leadership in the practice of advanced selling.

"I enthusiastically congratulate the world class Professional Sales faculty and the forward thinking leaders of the Hall Center for Sales Excellence on another phenomenal year. I am pleased to note that business executives throughout the United States view the WSU sales education program as the best in the country. In my mind, Weber State offers the most powerful sales curriculum to properly prepare students for a fulfilling and successful career in the business world. I couldn’t be prouder of this outstanding program”.

- Alan E. Hall, Founder and chairman of Marketstar and CEO of Ornata Motors

"The Sales Center is exemplary. Its success has created a model which we've already used in other departments at Weber State University”.

- Dr. David Ferro, WSU College of Engineering, Applied Science & Technology Dean

Watch Dr. C. Daniel Litchford Speech: weber.edu/salescenter/videos
KEEP TRYING! YOU ONLY FAIL IF YOU FAIL TO TRY!

TUESDAY, FEBRUARY 27 | 9:30 AM
WILDCAT THEATER, SHEPHERD UNION BUILDING

Because we all have choices, we will sometimes fail. The number of times we succeed in life will be in direct proportion to the number of times we fail, so the secret is to keep trying. Failure is designed to educate, not discourage. Complete with catchy jingles, this presentation teaches one of life’s most important principles in a clear and motivating way.

Dr. C. Daniel Litchford

Dr. Charles Daniel Litchford, Jr. is an emeritus Professor of Professional Sales at Weber State University. He came to Weber State in 1970 and is credited as being one of the pioneers of sales education in the Sales and Service Technology Department. He taught courses in sales, sales management, and sales personality profiling. He is a certified instructor for “Managing Interpersonal Relationships,” Wilson Learning Corporation, and was a certified consultant for Performax International. He is also a Certified Master Practitioner of Nero Linguistic Programming. He has served as a consultant in marketing, sales promotion, and customer service for retail businesses throughout the nation. He has been a recognized motivational speaker and performer and serves as an educational consultant. Dr. Litchford has been honored with numerous awards and accolades including the Master Teacher Award, Distinguished Professor Award, the H. Aldous Dixon Award and Professor of the Year Award. Dr. Litchford officially retired ten years ago after years of teaching and inspiring students to be BIONIC! Going on 48 years, he continues to teach online as an emeritus professor with a musical-motivational approach that gives the learning environment a truly unique atmosphere.
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On February 27, 2018, the celebrations began with a fantastic step back in time with a special guest lecture from Emeritus Professor, Dr. C. Dan Litchford. We welcomed back to campus many Weber State Professional Sales alumni and we were honored to connect again.

Sales Speaker Series

The England Logistics Sales Speaker Series is an opportunity to listen to industry sales leaders, innovators and entrepreneurs as they detail their successes, failures, and lessons they've learned along the way. Many of the special guest lecturers are ProSales graduates and Sales Center Partners. It is a great opportunity to network and receive guidance as you grow your education into a career.

Lectures are held in the Wildcat Theater in the Shepherd Union Building on WSU's main campus 2-3x's during the fall and spring semesters. Admission is free to the public. Breakfast is provided.

For an opportunity to view past lectures, please visit our website at https://weber.edu/salescenter/speaker_series.html to see a portfolio of YouTube links.
Weber State University
Professional Sales
goes to Guatemala

Lifting Generations Partners with Weber State University Professional Sales

Sales Skills...Global, Transferable... Success!

May 6-12 2018

Weber State University now provides sales curriculum, staff training, sales workshops, and partner networking in Guatemala City.

In 2016, Jeanne and Alan Hall, founders of the Alan E. Hall Center for Sales Excellence, reached out to Sales Center Director, Mikelle Barberi Weil to help develop sales and customer service curriculum for Lifting Generations is a nonprofit organization that provides training, mentoring and jobs to students in Central and South America. Professor Tim Border helped curate curriculum, which led to a successful partnership between Lifting Generations and the Weber State University Professional Sales department. Their combined efforts resulted in creation of a 15-week Sales and Customer Service course that was originally piloted in Nicaragua and is now being taught in several centers throughout Central and South America. Students who complete the program receive a Sales Certificate and are introduced to sales and customer service jobs in their communities.

After several graduating classes and many successful job placements, the data provided by Lifting Generations to the Weber State Professional Sales department proved to be extremely exciting and promising.

This summer, Weber State’s Professional Sales Department and The Alan E. Hall Center for Sales Excellence organized a travel abroad support trip to Guatemala City, where Sales students were given the opportunity to get involved.

Sales professor Tim Border set several goals for the trip:

- To train and support the center’s sales instructors
- To get WSU students involved in teaching sales curriculum to the center’s students
- To solicit potential business partners that would hire graduating students
- To follow up with program graduates and offer mentorship in their continued learning objectives.

The Need for Sales Education and Mentoring

Guatemala City’s economy is growing, and modern skyscrapers have cut a new skyline, giving it the hustle and feel of any modern city in the world. Along with the bustle, there are many career opportunities for people who are educated and prepared. However, there are over 3 million people in Guatemala City, and many of the residents live in poverty. With the onslaught of new call centers and sales focused industries, the gap between available jobs and a skilled workforce is alarming. Therefore, the need for sales training and mentoring is greater than ever.

A Network of Partners & Employers

In addition to assisting with curriculum development and classroom training, while in Guatemala, Weber State helped solicit partnerships that would align with partners who were willing to employ graduating sales students.

Weber State University is proud to take part in this international effort, and will continue to support and mentor Lifting Generations and their growing efforts to teach Professional Selling and Customer Service outside the United States.

This special project was sponsored by the Alan E. Hall Center for Sales Excellence

Professional Sales student Mariah Border with faculty and administrators from Lifting Generations.
WSU PROFESSIONAL SALES FACTS {2017-18}

RATED TOP SALES University

$112,000 Sponsorship raised from partnerships, endowments and alumni

DEGREES AWARDED
BS: 129 | AAS: 41

DECLARED SALES MAJORS
BS: 458 | AAS: 185

ETHNICITY

- Caucasian 65%
- African American 3%
- Asian 1%
- Unknown 19%
- Pacific Islander 2%
- Native American 0.4%
- International 2%
- Hispanic 6%

GENDER

- Male 76%
- Female 24%

RESIDENT OF UTAH

- Utah Resident 75%
- Non-resident 25%

CLASS STANDING

- Freshman: 18%
- Sophomore: 20%
- Junior: 26%
- Senior: 34%
- Post Baccalaureate: 2%
Collaborations with Hall Centers: Entrepreneurship and Pros Sales

Launch your business, and make it thrive. By majoring in professional sales and minoring in entrepreneurship you'll gain knowledge and experience to run your own business before graduation and successfully sell your products and services. While earning your degree, you'll have the support of The Hall Global Entrepreneurship Center and The Hall Center for Sales Excellence, offering advice, inspiration and resources to help you reach your dream.

Tribute to first female WSU Sales Professor, Desiree Cooper-Larsen

Celebrating 35 years in Sales Education

Professor Desiree Cooper Larsen continues the ride as a Professor of Professional Sales at Weber State University, former Miss Rodeo Utah and the first Ogden Pioneer Heritage Foundation chairwoman. She is the first woman to hold the position since the committee was formed in 1934. She is also considered a pioneer in professional sales as she was the first female named professor in the Professional Sales program at Weber State University.

She has been presented the Utah Association of Marketing Educators Teacher of the Year Award twice in her tenure at WSU and has been recognized nationally for teaching. She currently teaches courses in sales presentations, merchandising, interviewing, business etiquette and corporate relations. Desiree has over 30 years of experience consulting and providing customer service and sales training to national and local Fortune 500 companies. Desiree has a master’s and bachelor’s degree from Utah State University in Marketing/Education. She serves on numerous national boards and has a strong presence in the local and regional community. Desiree was instrumental in starting the Alan E. Hall Center for Sales Excellence at WSU, where she brings a strong element of sales experience.
Dr. Steven Eichmeier - 50 Year Career Recognition

In honor of his 50 years of service and dedication to higher education, Dr. Steven Eichmeier was awarded an honor of recognition in conjunction with the 50-year Professional Sales celebration. Dr. Eichmeier holds a doctoral degree in Curriculum Design and Instructional Methods and a master’s degree in Marketing Education. He was hired by the university to start the Department of Professional Sales in 1968. Along with teaching marketing, supervision and customer service courses, he specializes in teaching students interview strategies and how to prepare resumes for career opportunities in sales. Steven is the recipient of the Dean Herman Schneider Award for Outstanding Contribution to the Advancement of the Philosophy and Practices of Cooperative Education. He has been recognized as a National Workshop Presenter and Consultant to Universities of Higher Education and Business.

Congratulations to Dr. Steven Eichmeier, as we honor his 50 years of service as an educator and administrator at Weber State University.
Speed Interview
Bi-annual Event

A hallmark of the Professional Sales program is the Senior Speed Interview event. This is a bi-annual recruiting evening where over 50 Sales companies get the opportunity to interview between 60-80 Professional Sales seniors in 3-minute intervals. When the bell rings... the next interview begins. This has become a quick and easy way for employers and students to make introductory connections.

Weber State Welcomes
Nicole Flink to
Professional Sales

Nicole Flink joins the WSU faculty as an Instructor of Professional Sales for the Department of Professional Sales. She currently teaches courses in Customer Service Techniques and Business Communication. Nicole is a past graduate of Weber State University with a B.S. in Professional Sales. She holds a Master’s in Business Administration and is currently pursuing her Ph.D. in Business at Oklahoma State University. Prior to pursuing her Ph.D. and academic career, Nicole worked as a sales representative for lead pharmaceutical companies. This real-world professional selling experience brings depth to her teaching as she uses field experience and draws upon sales best practices in her classroom.

Nicole’s current research interests include customer orientation, buyer-seller relationships, adaptive selling, customer need knowledge, and networking behavior.

Some of the many Companies that recruit WSU Professional Sales students:
'Cats Take Home Awards

The 2018 England Logistics Road to NCSC Competition

Weber State University, Ogden, Utah

January 26, 2018 - Over 50 Professional Sales students competed for a chance to win $3,000 in prizes, tuition reimbursement and an opportunity to go to NCSC at Kennesaw State to represent Weber State University. Lightning rounds ended with an awards luncheon and final competition rounds. Our thanks to England Logistics for sponsoring this annual event.
National Collegiate Sales Competition

Kennesaw State University, Georgia

April 16, 2018- Over 50 Professional Sales students competed for a chance to win $3,000 in prizes, tuition reimbursement and an opportunity to go to NCSC at Kennesaw State to represent Weber State University. Lightning rounds ended with an awards luncheon and final competition rounds. Our thanks to England Logistics for sponsoring this annual event.

DECA 2018 Nationals

Washington, D.C.

April 16, 2018- Congratulations to all Weber State Professional Sales students who competed in the Annual Collegiate DECA International Career Development Conference and the International Sales Challenge! Weber State students received a total of 7 medals, 2 plaques and received 3 International Career Development Conference Awards of Excellence in Exceeding the National Standard of Performance. Way to #justsellit!
Professional Sales and Social Media

Tapping into the next generation, the Alan E. Hall Center for Sales Excellence looks to Professional Sales student interns to help build and create innovative content for our socials. These valuable connections keep our students and stakeholders aware of new partnerships and programming events. #wsuprosales #professionalselling #weberstateuniversity

#JUSTSELLIT

WEBER STATE PROFESSIONAL SALES

LEARN HOW TO START AND SELL YOUR BUSINESS
Weber State Professional Sales + Entrepreneurship.

THE GAME-CHANGING MATCHUP

TESTIMONIAL THURSDAY

"Graduating from the Weber State Professional Sales program and application of the knowledge has not only landed me a dream job, but has put me in a position to advance quickly in a company where my loyalties have been cultivated."

Steven Gordon
Weber State Professional Sales

"Be brave, have fun, make a dent."
- Daniel Priestley

Instagram: @wsuprosales
Facebook: Alan E. Hal Center for Sales Excellence at Weber State University
Faculty and Staff

Dr. Blake Nielson
Department Chair

Dr. Brock Adams
Assistant Professor

Tim Border
Associate Professor

Vel Casler
Associate Professor

Dr. Steven Eichmeier
Associate Professor

Nicole A. Flink
Assistant Professor

JoEllen Jonsson
Associate Professor

Desiree Cooper-Larsen
Associate Professor

Dr. Alex Lawrence
Assistant Professor

Angie Payan
Administrative Assistant

Mikelle Barberi Weil
Director, Sales Center

THE WSU PROFESSIONAL SALES advantage:
196 years
sales industry experience

175 years
of sales education
Alan E. Hall Center for Sales Excellence Partnerships

One of the most successful programs that has been nurtured over the years and has evolved into a systematic mentoring/recruiting approach with the Sales Center and Professional Sales Department is the executive support that comes from our Industry Partnerships. These corporate interactions engage invaluable networking, coaching, and mentoring between our students and industry leaders. This strategy brings about a critical component of our mission which bridges applied sales leadership acumen with newly inspired roles and careers. We are grateful for the executive support that comes from the dedicated leadership found within our Industry Partnerships.

Industry Partners:

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