**MEASUREMENTS IN GROWTH**

- **144** Graduates
- **18** Classes based on specific sales curriculum
- **51** Credit hours
- **99%** Job placement
- **662** Sales majors
- **8** Full-time professional sales professors
- **49** Years of pioneering & innovating sales education
- **12** Industry partner activations

WHERE WEBER STATE PROFESSIONAL SALES ALUMNI WORK
Every semester, our corporate sponsors receive resume books compiled of resumes from our graduating seniors. This gives our corporate sponsors an advantage in access to recruiting top talent.

GROWING EDUCATION IN CAREERS

ACCESS TO TOP SALES TALENT
Trends
“I see the sales profession continuing to grow and employment opportunities continuing to expand. Even more so, it is critical that successful sales representatives have a college degree and the specific training necessary to succeed.”

Advice
“After 38 years of teaching at Weber State, I can say that the need for sales education has become indispensable. It is an honorable profession that has brought and will continue to bring happiness and success to those who apply themselves.” - Carl Grunander

Architect of Sales Education
President Carl Grunander Retires after 38 years

Carl Grunander started teaching at Weber State in the fall of 1979 when the sales program was a two-year program. The department was originally developed in 1968 with associate of applied science degrees in Sales and Merchandising, Retail Management, Fashion Merchandising and Transportation Management. Carl Grunander entered the department as an assistant professor and finished the program as a full professor. Along with John Burkes, Lloyd Ott and Dan Litchford, they developed a four year technical sales program, eventually receiving college, university and regents approval in 1984. The group consulted with industry and developed the individual courses that were the foundation of the program. Professor Grunander, along with many others helped pioneer sales education and built the framework for the success of the Professional Sales program at Weber State University as we see it today. Over the years, several classes have been added to meet the current needs of industry.

Advancements with pioneering sales education:
“We have always been at the forefront in offering the largest number of specific sales courses. Because of our location in the College of Engineering, Applied Science and Technology, we have been able to offer the largest variety of sales-related courses in the country. This has led to companies from the beginning seeking out our graduates because of their training and specific interest in the sales profession. The addition of the Alan E. Hall Center for Sales Excellence has added another dimension to our ability to specifically train students and thus meet industry needs. The center has dramatically led to an expansion of sales research and industry involvement.”
DECA Conference

Weber State University Finishes Strong at DECA International Career Development Conference in Anaheim, California - April 19-22, 2017

Along with the competitive events, students engaged in educational academies, panel discussions, interactive training sessions and leadership focus groups.

This year, the Collegiate DECA staff, Board of Directors and the Post-Secondary Council offered many meaningful experiences throughout the week for the Collegiate DECA students. Weber State, along with sponsor, England Logistics was responsible for creating and managing an International Sales Challenge event, which had the largest number of participants at any new event ever offered at the International Career Development Conference. Thank you to Jason Beardall, president of England Logistics for travelling to Anaheim to help sponsor the National Sales Challenge!

The 2016 Annual Collegiate DECA Conference had over 1,300 attendees with over 275 campuses represented from the United States, Canada, and China. Professors Vel Casler, Carl Grunander and Dr. Steven Eichmeier represented Weber State. Seven students from WSU DECA were eligible to compete at national in several different events. After the preliminary round of competition, Weber had 3 students receive medals and qualify to compete in the final events. This represents 43% of Weber State students making it to the final rounds. Of the Weber State Collegiate DECA competitors that made it to the finals, 100% were invited to the stage of winners during the 2016 International Career Development Conference in Washington, D.C., to receive additional medals. Weber State students received a total of 7 medals, 2 plaques and received 2 International Career Development Conference Awards of Excellence in Exceeding the National Standard of Performance.

Weber State winners at the National Sales Challenge in Anaheim, California

Competitive Advantage

Professor Vel Casler
2017 Collegiate DECA Advisor of the Year for the State of Utah

Finalists and winners of the England Logistics sales competition.

Kennesaw State - National Collegiate Sales Competition
England Logistics Sales Center 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 have learned along the way. Many of the special guest lecturers are ProSales graduates and Sales Center Partners. It is a fantastic opportunity to network and receive guidance as students grow their education into careers. 2017 welcomed England Logistics as the new title sponsor for the Sales Speaker Series. Mr. Jason Beardall, president and CEO of England Logistics spoke on connecting to millennials backed by extensive research. Another notable Weber State University and Professional Sales alum, Shaun McBride, AKA Shonduras, (Snapchat and You Tube celebrity) inspired current sales students with his story of promoting brand strategy while having fun. The slate of guest speakers for the upcoming academic year looks to be cache of diverse and inspired storytellers.

Forbes 30 Under 30 Designation

Weber State University Pro Sales department recognizes two of our own! These Professional Sales alumni were honored with the distinguished Forbes 30 under 30 honor within the last two years: Portland Trailblazers, Damian Lillard and Social Media Snapchat celebrity, Shaun McBride AKA Shonduras.

Dr. Alex Lawrence Represents Innovation in Sales Technology

Dr. Alex Lawrence is a weekly guest contributor on Utah’s KSL NBC affiliate. Tech Talk is every Tuesday at noon where Alex talks about the latest in enterprise sales technology.

Vivint Technology Lab

The Vivint Technology Lab has served as an excellent resource for our Forecasting classes. Fall 2017 sees innovations in curriculum updates with the addition of a CRM and Sales Technologies requirement that will be featured as the latest in the portfolio of Pro Sales coursework.
Publications and Presentations

Presented

Dr. Neilson presented the following at NCSM (National Conference of Sales Management) and won best teaching innovation...

A sales management final assignment that reinforces class material and connects students to industry.

Publications

Professors Nielson, Eichmeier and Coop-
er-Larsen:


Dr. Blake Neilson & Professor Tim Border (2016)

“Teaching and training future sales profes-

sionals how to negotiate with real world experience” in the Journal for Advancement of Marketing Education, Vol. 24 No.1.

Looking to the Future

Welcome to Brock Adams! Beginning fall 2017, Broc will serve as an instructor in the Professional Sales department. He previously taught at universities in Southern Utah, and Louisiana. He holds a B.S. in Mass Communication from Dixie State University, a Masters in Professional Communication from Southern Utah University, and will receive his PhD in Interpersonal Communication from Louisiana State University. His research interests include persuasion, social media communication, and higher education recruitment. His research has appeared in The Journal of Language and Social Psychology. We look forward to seeing Brock Adams inspire the next generation of sales students.

How Professional Selling can help lift a community:

Managua, Nicaragua - Professor Tim Border collaborated with Cause for Hope creating sales curriculum centered around a three-pronged approach: Fundamental Selling, Negotiations and Customer Service. Cause for Hope is a nonprofit organization that seeks to enable thousands of families and individuals in developing countries to achieve lasting self-reliance through online and classroom based job market education and one-on-one mentoring (CFH-OLAAT). Twenty-five Sales students enrolled in the Managua, Nicaragua learning center all received either sales jobs or internships after completion of the 15-week course. Weber State University is looking forward to implementing more programs throughout learning centers in Latin America in the future.
INDUSTRY PARTNERING 2016-2017:
THANK YOU FOR YOUR COMMITMENT TO SALES EDUCATION!
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.

Social Media Content Creation
ProSales Intern, Ashley Maxfield, is our social media account manager. She creates innovative graphics and stays on top of the latest articles and sales trends to share with our followers.

Like and follow us!
Instagram: @wsuprosales
Facebook: Alan E. Hal Center for Sales Excellence at Weber State University