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7 Sales Trends

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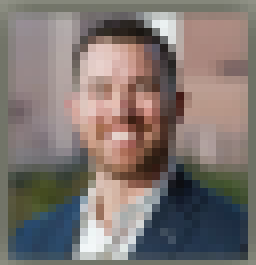

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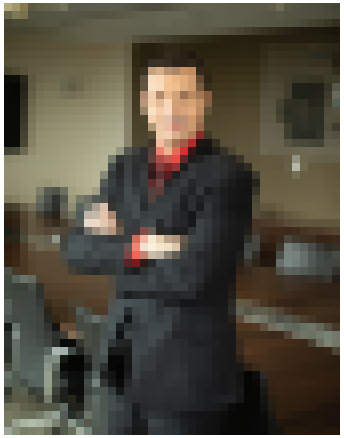
GREETINGS FROM THE DEAN



On behalf of everyone at the C. T. Bauer College of Business, I am extremely excited and proud to congratulate the Stephen Stagner Sales Excellence Institute on this milestone 15th anniversary!

At the Bauer College, we believe that "The Future Is Our Business" and that it is our mandate to shape the world of business tomorrow through leading-edge programs today. The innovative and globally recognized Program for Excellence in Selling is just one example of how we are already making a lasting impact. Our Strategic Plan recognizes that the future will require a new generation of leaders and entrepreneurs to transform firms, advance organizations, reinvent industries, and better society. The Stephen Stagner Sales Excellence Institute is doing just that.

Founded in 1996, the program was built with a mission to become the leading global network for sales knowledge and education through exemplary research, custom executive education solutions, and degree programs. In the last 15 years, they have set the standard for making a difference in the world of sales, the lives of students, and in the college, university and community.

Thank you to all of the hardworking faculty and staff in the Stephen Stagner Sales Excellence Institute, who pursue our innovative sales research and education, as well as our committed partners, including Stephen Stagner and Judy de Barbieri Gonzalez, who have provided tremendous emotional gifts and support to our sales program and students!

As we celebrate the past 15 years of outstanding accomplishments, I can only imagine what the next 15 will bring. Again, congratulations to everyone involved with the Stephen Stagner Sales Excellence Institute, and thank you for your powerful contribution to Bauer College's mission and vision!

Sincerely,
Paul A. Pavlou, Ph.D.
Dean & Gilbert Chewning Endowed Chair Professor
C. T. Bauer College of Business
University of Houston

DIRECTOR'S NOTE

On behalf of the faculty, staff, and students of the Stephen Wagner Sales Excellence Institute, welcome to our 15th anniversary Celebration. We especially welcome all our partners who are so important to the education of our students. Not only do they provide financial support, but their gift of time for role plays, judging competitions, and interviews is equally appreciated. They truly have made a difference in the lives of our students for the past 15 years.

I want to again acknowledge the significant naming gift of Stephen Wagner. This gift provides annual scholarships for many second semester program students, technology, and operating funds for the Institute. Thank you, Steve, for your continued support to elevate the sales profession!

Andy and Barbara Geissler continue to make a huge difference in our students' lives. Because of their generous gifts to fund competitions, scholarships, and key account student travel, our sales students have incredible opportunities to have life-changing experiences. Thank you, Andy and Barbara!

I would like to recognize the hard work of our faculty and staff. They deliver every day on the promise in our name. Their dedication to student success is unwavering. I would also like to recognize our department chair, Ed Blair. He had the vision for the sales program 15 years ago. As always, thank you for your continued support!

Welcome to our current students and alumni. We are fortunate to have students and alumni who share our passion for sales. We are extremely proud of you. Again, welcome to our anniversary celebration. We are grateful for each of you.

James (Randy) Hamlin
Executive Director, Clinical Professor
Stephen Wagner Sales Excellence Institute

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VISION, MISSION, VALUES

VISION

The Stephen Stapert Sales Excellence Institute strives to be the leading global network for sales research and education.

MISSION

To make an impact in the world of ideas, students and communities through our innovative sales research and education, creating opportunities for career and personal success.

VALUES

Innovation, Leadership, Diversity,

Team Work, Work Ethic, & Excellence

Success Beyond Financial Rewards
by Taking Care of Your People

By Paul Bernard, Chairman & CEO, Ingenity

You might say that we started Ingenity on a wing and a prayer – in more than one way. At first, my partner and I had two desks and one phone with a very long cord! I guess that dates me. We started with a lot of shared values and a vision of how we would treat our employees and our customers. We had faith, which we call "entrepreneurial faith", that we could build something successful and sustainable by helping businesses prosper. Through offering superior HR solutions while providing employees access to our fortune 500-level benefits. It had never been done before and was training very hard.

We persisted, holding to our vision and our values. The result is a company where employees can unleash their potential and be rewarded for their hard work. We grew from two people to over 1,000 in three years, earning the top 5 Billion enterprise, outstanding business consultants, our latest recognition from Billboard, our prime values, and commitments. We've kept our promise to take care of our people and the commitment where our work and live.

Everyone begins their own adventure from a different place. Some appear to be born with personalities and skills that make success effortless. Others achieve success by being teachable and relentlessly pursuing new capabilities. Still others may begin along a path that not never reaches, only finding success after starting over.

Those who grow to be great leaders discover that leading is about the success of their people. They learn to serve their employees, providing opportunities to grow and developing each so that they can realize their fullest potential.

In my book, Take Care of Your People, I share a story from "the early years of Ingenity. We received a call from a company and asked people on customer visits always trying to develop our sales team while gauging our customer value proposition. We one such was call the executive about the business owner, "What are your HR problems?"

The business owner replied, "I don't have any HR problems."

"We then was thinking. I felt very pulled to interjection, "You know we are not just interested in your HR issues, what are the biggest issues you have to deal with in your business in general?"

The business owner replied, "My problem is sales."

"Really," I replied seizing an opportunity, "let me ask you – how many salespeople do you have?"

The business owner said, "Maybe a dozen."

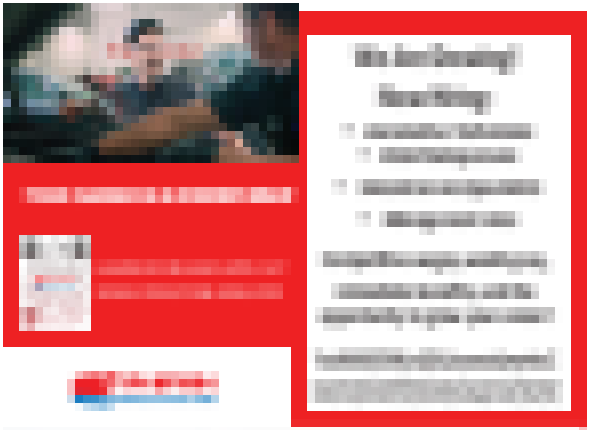
Then I replied, "Out of those 12, do you have two or three

who are really investing in one of the pack? And do you have one to eight who are pretty good, but are really not at risk? And do you have a few who are really not accomplishing a lot, and if you really thought about it, you might be wondering why they're still around?" He looked at me like I had said his mom.

"What if we administered a personality profiling tool and had your staff complete it?" I continued. "Now what if we could after your recruiting process so that the best factors those people you hire are in a line the best of those top performers? And if you had two or three really to hire who could perform at that level, wouldn't you want to replace those few that are hanging at the bottom?"

What the business owner didn't understand was that his sales problem was really a HR problem, ineffective recruiting and selection. Nothing his perspective, we gave him a new mindset to greater sales solutions. That day this salesman learned to inquire for opportunities and develop creative solutions. And I gave that day that learning how the power of leadership relevant good employees and helps businesses prosper.

My entrepreneurial journey has taught me to have faith in the potential of a good idea. And that successful companies are founded upon enduring values that are people centric, leaders focus with a clear balance of attention to employees, their customers, and the company. In an environment of genuine concern, employees offer their discretionary effort. In turn, customers find their trust is reciprocated and customer service leads to success for each, beyond just the financial rewards.



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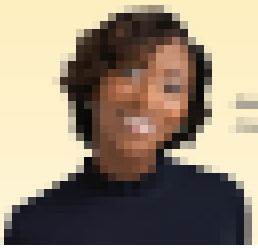
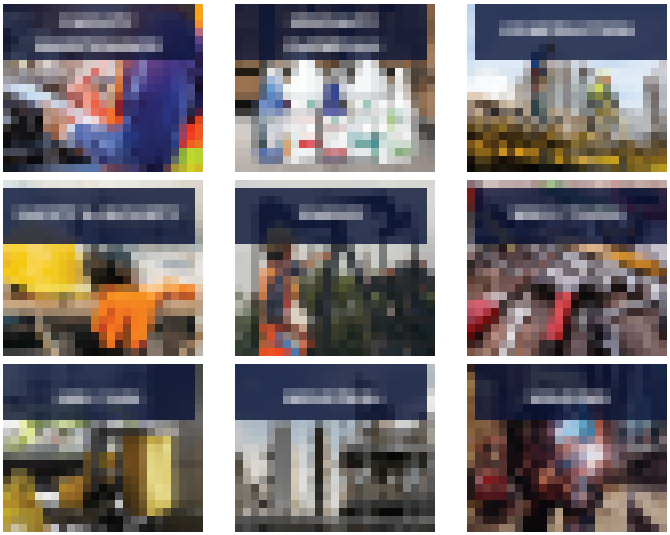
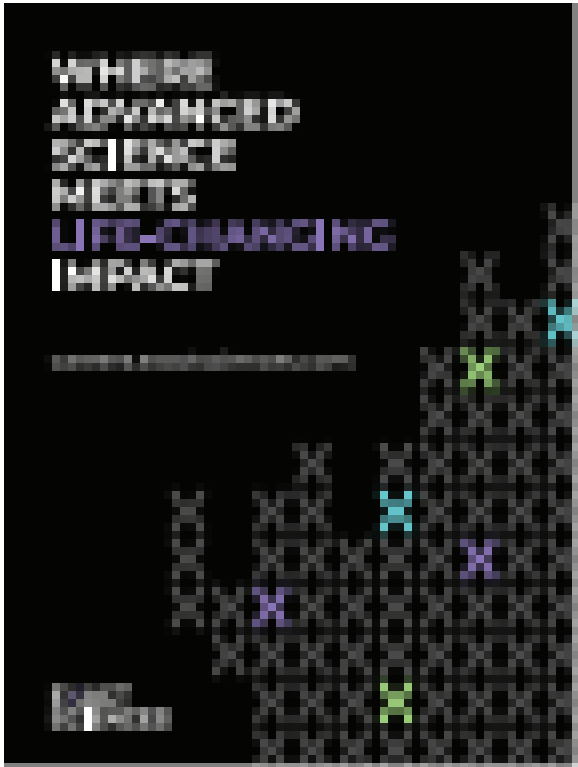


Industries We Serve

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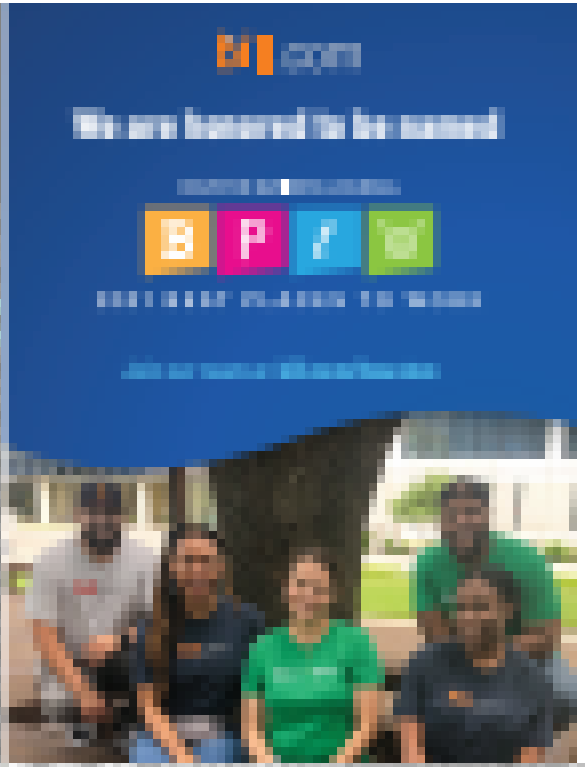

We are honored to be named

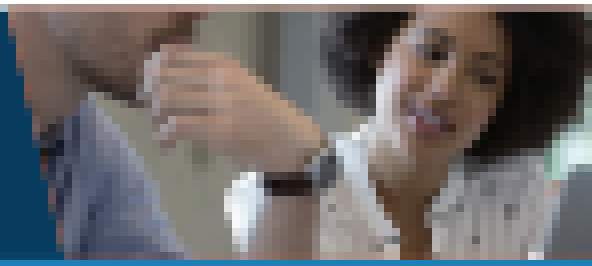
When quietness
is paramount,
yet effortless.

Conquering the Overwhelming Choices in the Sales Technology Stack

By Carol Brennan

Making the right technology for your sales force is easy – just pick one product from every category below

HealthSpective



info@healthspective.net

Back in the early days of my sales career, I mostly sold technology specifically mainframe computers for Storagetek. I walked into my customer's office, a small bank in a farming community in Western Nebraska, excited to talk about my company's new product, a disk drive that would save the bank thousands of hours of data entry. Instead of the meeting I had planned, I was confronted by a bank here plagued with a potentially disastrous service problem: the computer I'd sold them had been down for the previous 24 hours, preventing the bank from taking any deposits. Had I been excited to the problem ahead of my sales call, things likely would have gone very differently but at once I didn't know what I was selling and I did notice.

Is your current sales culture any different?

Today's selections focus on enhancement of sales. On one hand, sales organizations have the luxury of choosing from a crowded field of an almost endless variety of sales technology options. On the other hand, the options are nuanced and complicated and the technology is in a constant state of change, all of which makes choosing the right sales technology as daunting as it is promising. As a result, rather than focusing on the benefits of current sales technology, companies often take the opposite approach and purchase more technology than they need or more than is practicable for their particular sales force.

For example, a recent report by Highfive and Backflip Research revealed that a full two-thirds of companies surveyed were spending $50 per rep per month on sales technology. In half (48%) of companies surveyed spend $500 or more per rep per month on sales technology. Simply put, a company with 100 sales people would be spending about $100,000 per year on technology to help their reps sell. With such a significant impact on the bottom line, it becomes obvious why it's critical to choose the most effective sales technology for your organization.

So, how do you decide on the right sales technology to invest in? Another step in making that decision is to acknowledge:

- There are some foundational solutions that all organizations require.
- Either more tailored solutions provide a high ROI, but which ones will depend on the sales process and structure of the sales organization.

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FOUNDATIONAL ISSUES

There are three customer facing fully integrated business-critical solutions every organization should have:

- Customer Relationship Management (CRM)
- Customer Email and Collaboration
- Content Management

Start with a single source of the truth, a CRM repository for everything about your customers, updated constantly by anyone that just talks with, touches a customer. This remote requirement is especially true today when many companies are trying to become more customer centric, hyper focused on customer engagement and customer success.

Think back to my unfortunate experience of walking into my bank customer's office, completely unaware of the calming relating to my product. What was needed then and what many companies still need today is an accessible CRM repository of all interactions and information about customers – from and for marketing, sales, and service/support.

The most vital CRM lesson is to implement CRM first and get it fully adopted. Fully adopted means all customer touch points are connected providing real-time of customer data. We do not minimize how difficult this is, but it is critical to the success of any customer sales, marketing or service objectives.

Customer Email and Collaboration are on this list because these systems constantly touch customers but they also constantly touch everything else a user does. From their device appointment to their manager to the supply chain group. Companies can't really remove these systems, so they must be integrated with CRM and Content Management.

An integrated Content Management solution is part of the "one source of the truth" implementation. Today content is king and organizations must provide sales-ready content to their customers and their customers, facing people and processes through the right channel at the right time.

YOUR SALES PROCESS IS TELLING YOU WHAT TECHNOLOGY TO BUY

A sales process is a series of repeatable steps a sales person or sales team take to move a prospect from an early stage lead to a closed customer.

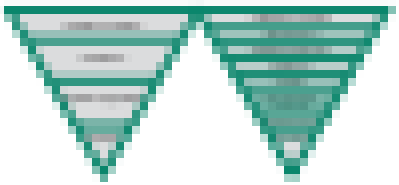
The specific sales process for any given sales organization depends on a number of factors such as solution complexity, sales cycle time, industry, geographical reach, and sales organization structure. Establishing the right process is a critical strategic decision.

Regardless of what your sales process is, a formal sales process is a prerequisite to make technology choices. There are two aspects of the sales process that will impact your technology choices:

- The complexity of the sales process
- The number of times each step is executed

SIMPLIFIED SALES PROCESS

Let's look at two types of sales at opposite ends of the complexity and volume scale – auto insurance and an ERP or supply chain solution – to see how understanding the sales process helps us choose sales technology. For auto insurance, a sales person is constantly prospecting leads, approaching prospects and qualifying them, and closing quotes. These are high volume activities. An individual sale often takes less than a day. Small agents complete 5 to sales per week. Compared to this sale, the ERP sale has relatively low volume of events but requires a lot of time and effort, usually with a large selling team, doing needs analysis, presenting and scoping solutions, and negotiating agreements. The ERP sale might take 18 months and involve dozens of people on both sides. A salesperson might only close 5 new sales per year!



The sales insurance sale is a high volume sale sellers go through the sales process many, many times. They must have the discipline to maintain a lot of prospects in their pipeline at every stage. They must be able to prioritize which of these prospects they should call now. They must have easy access to all channels to reach prospects and to call be simple and efficient to enter activities and to return to them. The right contact, most critically quotes and orders, must be easily accessible and constantly updated. Ideal one, greater with marketing systems is critical. Instinct all those tools form, clearly textual and imaginative ads have to quickly go to the correct agent/salesperson, or the lead ends up on the competitor's website. Agents work almost exclusively from a laptop or desktop, rarely a tablet or smartphone.

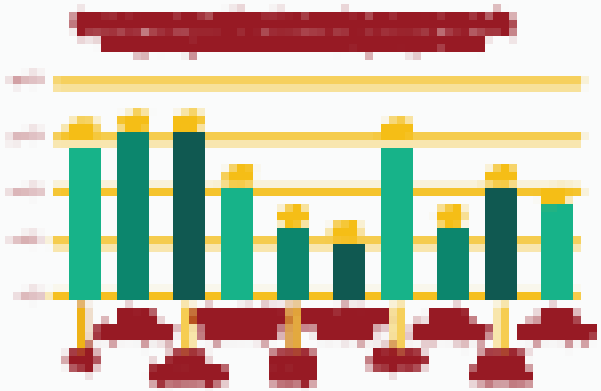
So what technology does this salesperson need? An available business to be the sales tech solution is most likely to be focused in a sales engagement. Sales engagement applications like Salesloft and Outreach take the typical CRM user interface and make it much more efficient and productive for the high volume, multi channel seller. Like the sales insurance salesperson, it's the leading edge, or tools for prioritizing and grading prospects and also on the back-office side, sales process. These tools, like Salesforce Einstein, are making now and getting much better quickly.

The B2B sale is a complex opportunity management sale. There are lots of people engaged in the effort... from both the seller and buyer side, all the activities and information around the sale and the account need to constantly be "in the opportunity" regardless of the source (website, sales, service, engineering or marketing). Activities take place over many months, potentially all over the world. Information necessary for needs analysis and qualification should be standardized and available to management for their approval. It is not unusual for a company to spend high five figures on a qualified prospect to complete the custom demos, studies, proposal and negotiation steps. The proposal is a collaborative, iterative process with legal/finance and other inputs, close coordination between financial people and the sales team. In this case, many sales teams maintain laptops and tablets and smartphones to access CRM applications.

So what technology does the sales team need? Traditional CRM systems are very effective and productive. They are almost all focused on opportunity, Lead Management, Account Based Marketing, Sales Intelligence, Proposal and Presentation solutions are all indicated. ABM, Sales Intelligence and Proposal solutions are also examples of sales technology that are high on the trend application investments in 2021.

SALES TECHNOLOGY - A COMPLEX DECISION

This article is a roadmap. Identify, organize and integrate CRM and Account Management with your calendar, email and collaboration systems. Institute a formal and rigorous sales process for each role in your sales organization. Then, identify the technology solutions that fit that sales process.



References:
Gartner "Top five sales enablement and Revenue CRM's are open exchange organizations" – Gartner Research, August 2

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Congratulations, graduates and happy 25th anniversary!

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THE MAGIC OF MENTORSHIP

By Craig Mitchelson

My first real taste of selling was selling fax machines for a distributor in Dallas, Texas. I was fresh out of Sam Houston with my newly minted Bachelor's of Business Administration degree and a marketing major. I was filled with optimism and hope for the future, graduation was the first big reward after successfully completing a course filled with achievement.

Unfortunately, the first job didn't work out the way I had planned. I struggled to understand what was needed to be successful. I was repeatedly failed in making my required sales calls, and I took on a lot of time to cold-call and monitor product portfolios. After six months of painful failures, long hours, and a sense of defeat, I quit my distributor job and went back to the drawing board. Unfortunately, I wasn't ready to start a little longer to find that rewarding career.

Following a self-assessment year, I was offered a marketing and sales role. I finally found a new opportunity in the medical industry. Shortly after completing the initial training program and receiving my national list, I hit the road to start selling. Once again, I began a steep learning curve of the same challenges I had faced in my first job. The products were bought in group, the audience was kind of a language I was unfamiliar with, and I really didn't figure out the best way to start my territory. However, before I found my pitch or a period of frustration, my boss stepped in to help. Instead of simply throwing me with what to do, he started asking me questions about what I was experiencing. He provided suggestions and responsibility to choose what I wanted to do next. He also challenged me to think about ways to become a student of the industry and my territory. Over time, he became a mentor to me. That mentorship experience changed the course of my professional life and set me up for future success.

Mentors have been a part of my personal and professional growth for the past forty years. Mentors have helped influence me, offering from which I have used the skills I sought to develop and become a balanced and healthy. In addition, mentors support in my goal setting through tough questioning that challenged my thinking and provided support when my confidence was at its lowest. Mentors also provided me with a sounding board when I was unsure the most needed have been more challenging and very fulfilling.

Stop to the benefits gained from being mentored by others, I have been fortunate to experience another side of mentoring that is often under-valued: the benefits of being a mentor. When you invest in the lives of others, magic occurs. When you commit to sharing your experiences, network, and mentor with people, it both your and uniquely changes your life. Investing in others shifts your mindset from "me" to "them." It challenges you to share the lessons you have learned so that others can benefit from them. It also develops your communication skills, critical thinking capability, and your listening. Mentoring is a two-way growth relationship that provides benefits to everyone participating.

At the Program for Excellence in Selling, our experience first-semester students to find a mentor who can work alongside them through their first year in the program and hopefully serve as a lifelong resource. It's one of those unique relationships that the longer it's in place, the more value both parties receive. Our goal is to provide benefits both the mentor and the mentee.

If you are not involved in mentoring, consider how you can step into the lives of others. It can only fulfilling work, but work that will enable you better for having been part of the process.

From Coffee to Mentorship

How a Jacket Changed My Career

I never would have guessed that a blazer would be one of the most impactful parts of my college career.

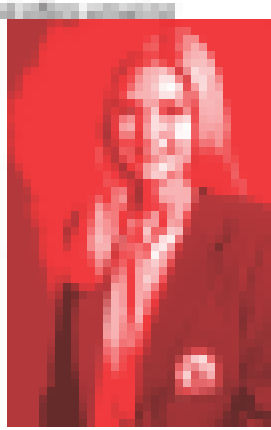
From the start of my time at the Program for Excellence and Selling, I knew I would face the challenge of searching for a great mentor to sponsor my career. I didn't even know where to start with finding a professional to invest not only their time but also their money. However, I felt confident. I had successfully tackled every challenge given to me previously in the sales program, and this one would be no different.

I grew immensely in my first semester as a budding sales professional, especially through selling the semi-annual PGA Open golf tournament. When selling the golf tournament, I had the opportunity to talk to Anne Marie Vinough at Knowledgent. Anne Marie is the North American Commercial Technical Account Sales Manager in the Informatica department. While working on the deal for the golf tournament, I met with Anne Marie several times. Later in the semester, she invited me to go to the Knowledgent campus to pick up some golf balls for the tournament and have coffee with her. I knew for certain I wanted to ask her to be my mentor after chatting with her — and luckily for me, she accepted me as a mentee. We now have monthly meetings that will continue until I graduate in May 2019. Though I'm excited she will be my mentor for life, my partnership with her Anne Marie has helped me grow as a salesperson and as a sales leader through sharing her insight on things I was experiencing in the sales program or in my sales internship.

One thing about Anne Marie that I admire is that she is strong in what she believes and advocates for herself and others. She is a leading mentor and actively seeks feedback from those around her. Her commitment to her team is apparent from the way she discusses the value of their success to her career. She teaches me the importance of having strong leadership within organizations. She is always coming up with new ideas and solutions as soon as she sees a need. She takes initiative and makes sure these and solutions get executed.

An important lesson she taught me is the significance of being strategic when trying to accomplish something. As much as it feels like you can accomplish something by yourself, it could be made way easier and more efficient by talking to the right people and receiving guidance before attempting to do it all by yourself.

My mentor has made a huge impact on me by modeling a courageous, strong female figure in the workforce. She is always looking for my success and offers extremely advice anything I may need it. Since I have been a duty account student in PPS, our weekly meetings have provided perspective on situations I have never experienced before. Anne Marie's investment of her time and money in my success and our mentorship makes the world to me and I intend on maintaining our relationship for the future post graduation.



By Lacy Barker, Current PPS Student

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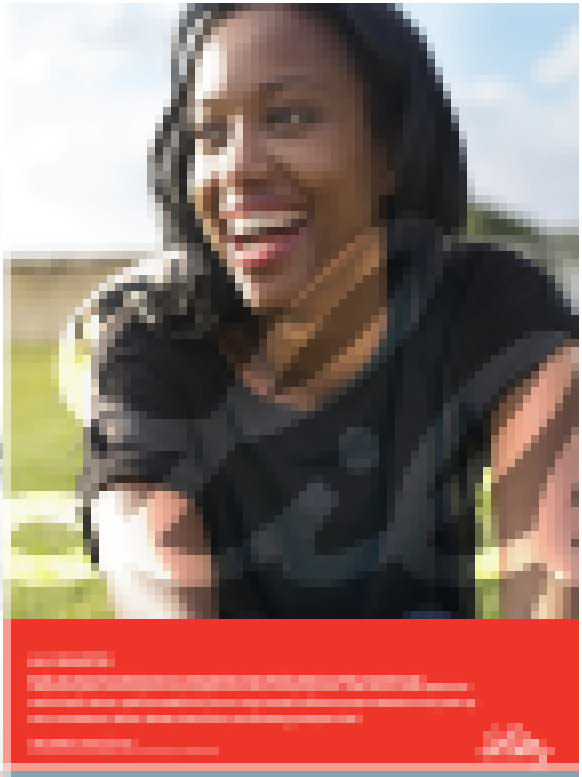

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7 SALES TRENDS

By: Craig McAndrews

TREND 01

TREND 02

TREND 03

TREND 04

TREND 05

TREND 06

TREND 07

GIVING STARTS WITH G ESSNER

By Samantha Schaffer

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In 2005, the year of Hurricane Ike, Rosie Schaffer had just started working at the University of Houston. She sent out a letter filled with her grand plans for UH. The enthusiasm she filled that letter with spoke to both Andy and Barbara. "Enthusiasm is contagious," Andy told us, and he was right. That enthusiasm sparked a great relationship between the Gessners and the University for the last 11 years.

[illegible]

The Gessners are not only big supporters of the University of Houston's Program for Excellence in Selling, but they also back the school's Nursing Program. Details of the campaign that these their support for Health Steps Nursing Center, Harris Health, several Medicaid organizations, and the Indonesia Eye Foundation. Recently, they helped two coral reefs after their grandchildren, Big Black Reef and Baby's Reef. Currently, they are working on building the Gessner Center in Indonesia Bay.

[illegible]

Knowing the Gessners' [illegible] Otto Harris "makes you feel good."

The Gessners choose organizations that they have a particular interest in. What is taken to the endowment of University of Houston's nursing program, both Andy and Barbara's mother's were nurses.

They are thrilled to be looking back to supporting students who are striving to pave the medical field. Both Barbara Gessner "the world will always need nurses."

As for their support for the Program for Excellence in Selling, Andy graduated from Bauer College of Business, so he has a particular fondness for the school. Not only this, but the Gessners have [illegible] of their

wealth through sales and find memorabilia value to the multi-site experience. The students pick up the proceeds. They want to help set students up for the kind of success they have enjoyed in their lives.

The legacy of the Brown was a [illegible]

The Brown's want students to have the opportunity to use how the most social opinions "during such a powerful experience in college to "phenomenal."

"When giving scholarships, it's not just about merit, but also need. They don't want financial necessity to be the reason a student cannot experience FFA. This is a personal decision for Andy, who had to work his way through school and he couldn't participate in extracurriculars. Bankering educational obstacles is one of the most impactful things the Brown's have done for our students.

Do you have a message to share on the [illegible]

The Brown's deeply believe that people who volunteer their time or their money are just happier. This philosophy has been ingrained in both Andy and Barbara their entire lives, having both been raised in the church and

Barbara & Andy Brown at the Drive-In Gala

with good [illegible] Andy's parents "had nothing to give, but gave liberally to the church." They knew the importance of giving. It's their [illegible] giving. Barbara's family was always sharing her time, a [illegible] volunteering. Her parents [illegible] many [illegible] schools, churches, and other [illegible] causes. Her parents [illegible] Barbara's father, who was a [illegible] that you know work.

What will the Brown Drive-In place in [illegible]

When ask the Brown's why they are giving, the answers were to provide education on local non-life to help the environment through the state of the art Brown Center. This building will have lecturers and advanced panels and interactive classes. The Center will primarily serve school students that don't have access to the water, especially indigenous, in South Africa. The importance of Indigenous Bay.

What is the Brown's [illegible] legacy to be?

Barbara "I believe we have lived our life to make the world a better place." Andy "We have a good children, father, grandfather, and a better citizen."

* * * *

The year Andy and Barbara Brown made a very kind gift to the Drive-In Gala. Brown's Center, Brown's of Ohio, gift the value of 10 acre in Kansas so the Andy and Barbara Brown lab. We thank them for their continuous support.

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CONTACT INFORMATION

[illegible] Lamar, Ste. [illegible] | Houston, Texas [illegible]

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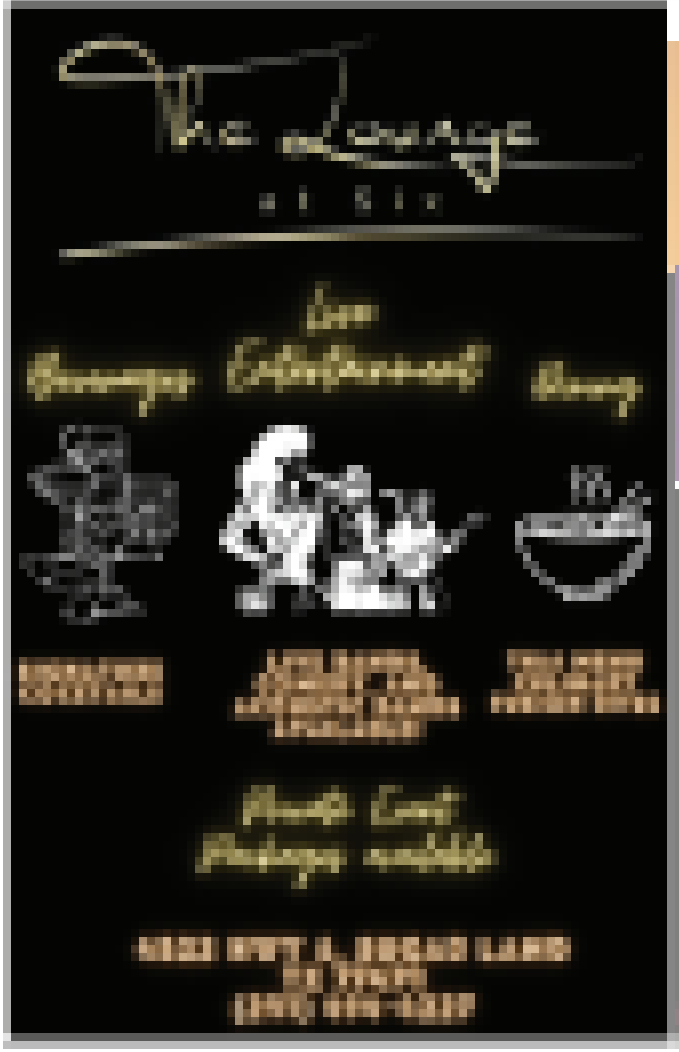
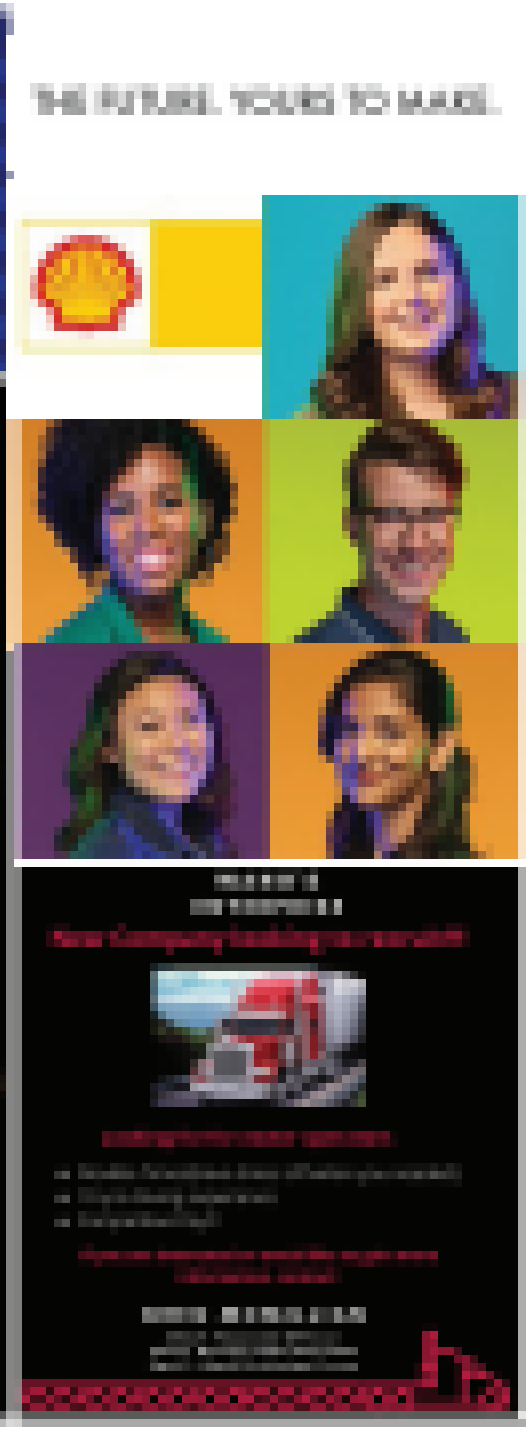

The Lounge
at Six
Live
Entertainment
Every


THE FUTURE. YOURS TO MAKE.

ONE SIZE DOESN'T FIT ALL

Executive education programs have evolved dramatically since Harvard Business School's launch of the original Advanced Management Program in 1945. Harvard was the first to offer a non-degree program to potential top executives, amidst the extraordinary economic circumstances of World War II. It was not until formation of Stanford Graduate School of Business, and its development of leading-edge programs that internal sales and sales management training were starting to be taken seriously. In one of the earliest sales manager-focused training programs conducted by a popular training course, sales did not meet all the competencies expected of salespeople out of their sales managers.

In our current age, most of a company's in-house training curriculum focuses on itself, its products, markets, and company culture. If in-house sales training is offered, it is at a basic level. This has forced several companies to engage with third party providers for advanced skills training in key account management, customer relationship management tools, consultative selling, and leadership skills and sales management. There is divergence that have created in the approaches to addressing multiple levels of training needs. Historically, even with this gap, we are seeing a disparity in the training focus between frontline salespeople and sales managers. A study by the American Society for Training & Development (ASTD) recently found that only 18% of companies have their sales leaders in a high-impact skills over 80% do not train them at all. On the other end of the scale, the study found that about 61% of those companies train their salespeople on selling skills at least once a year.

The Brighton Wagner Sales Excellence Institute (SEI) consultative selling programs aim to bridge the gap between "sales" and "sales management" utilizing the significant third party training offerings. We are known for the leading global technical for sales research and education. SEI's faculty is a blend of executive practitioners who have at least five decades of first-hand SEI sales consultative management experience and Ph.D. research professors who are today's leading and most widely published authors in the sales discipline. By developing business objectives in assessing, improving, and measuring the results are the essence of these key related areas: managing the sales process, managing salespeople, and managing customers. SEI contributes to both individual and of businesses ranging from large corporations to small firms to multi-level sales organizations.

SEI is one of ASTD's leading consulting corporate partners and has engaged in several sales consultative education programs throughout the years to address specific department-wide needs. In 2006, we were given the opportunity to train SEI's Chief Sales Officers. Very aware of how far this sales training included collaborative information, negotiation skills, and how to manage and sell with a key account. After the training took place, the sales officers met with the participants through SEI's consultative Change Control process which allows for a consultant and subject matter expert to work with the sales officers to see how the training from the week of training are put into place. After SEI and their sales office training this conversation, [illegible] a key account Manager at SEI, noted that [illegible] gain a deeper understanding of SEI's importance to Key Customers while building the Sales Leaders' communication and understanding skills. Significant conversations Wagner made are to [illegible] that the reports were emailed to all the participants, the opportunity to pump out of Chief's comfort zone and utilize the skills they learned and the week of the role play exercise with the sales leaders. "I know I've [illegible] and was used as the University of Illinois and heighten the confidence and competency of leaders."

Corporations are not solely engaging SEI for sales leadership training. Sometimes "the [illegible] largest healthcare retailer, Walgreen Co., has hundreds of cost prices. Under the overall leadership training offers their organization since 2006. Walgreen Co. [illegible] Study Group consulted Sales on learning and coaching key field leaders, but also consistently [illegible] training their training up to date and relevant to the overlapping training provided to field leadership. This partnership Walgreen Co. has achieved significant increases in field leadership roles. They attributed close of about 80% of their leaders due to organizational revenue changes in management. Upon watching for the name of the consultant, it was evident that Walgreen Co. had such.

Sales and leadership training, product training, and sales training for its employees. Sales leadership training for their sales managers. These sales about a custom Organizational training that would take place for the next three years in key leadership Walgreen Co. leaders, in various departments and levels of authority. The training focused mainly on the sales area of the participants. Wagner said that "the sales leaders [illegible]

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PERSONAL BRANDING – THE EVOLUTION OF A REPUTATION

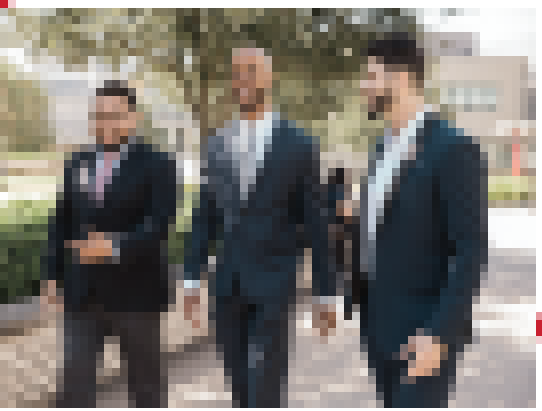
By Amy Henderson | Recruit

When the Program for Excellence in Selling (PES) began in 1994, the term "personal branding" had not yet been coined, and it was not a part of the general lexicon. Moreover, the truth of a personal brand needs to be real-sounding, to REPUTATION, and within the term "personal brand" reputation has been embraced by many, and their importance in today's digital age is more relevant than ever.

My first encounter with PES began in 1998 when I was a recruiter for Reynolds and Reynolds. I was responsible for recruiting outside sales representatives nationwide and working with the University of Illinois to find talent for entry level professional positions. At that time, PES was in its infancy and I interviewed several great candidates for PES positions and saw in "Todd Ivey" not "just a graphic and brand enthusiast" but a leader who understand the importance of "personal branding" and the recognition only in that he represents REPUTATION. His representation are hard and honest, rife in information and even I was a reference point for future interactions. This begins my journey of understanding how a strong personal brand begins with comprehending the importance of values and the impact they make on people and the organizations they work for.

In 1994, there was no social media. Websites were rare and a well-short presented resumé spoke best to what they looked like when they walked into the room. The digital age has shifted criteria significantly in the last 20 years, but the foundation for building strong personal brands and reputations is still based in the truth of who a person stands for and the value they offer.

As technology changed the landscape of the 21st century, we changed as a people. Gone were the days of only word-of-mouth implementing a brand, professional portrait, & a glossy resume. Still, it still transparency about an individual being all on social media. The resume, once the sole qualifier for an interview, became a mere entry point before candidates were thoroughly vetted by a Google Search. Today, this is the norm practice before companies will speak to anyone about their qualifications. The blending of personal and professional online weight challenge online footprint to provide great insight for both candidates and organizations to assess the effectiveness of a working team.



The shift from a focused professional process to one of both and transparency representing the entire individual provides both candidates and organizations the ability to assess alignment of values and competencies. Candidates that see their values and the value they offer an organization company or with candidates to select more outstanding, working with organizations and colleagues, and most importantly to stay [illegible].

The power of a strong reputation lies in the hands of the person and a person can control their personal brand through utilizing the 4Cs of Branding: Clarity, Consistency, Constancy, and Communication. Candidates with a [illegible] communication to the [illegible] recognized when these factors of the importance in today's digital age. How people communicate with the world at large is paramount to their ability to make an impact. From to social media, initial impressions and interactions are found on their ability to connect and relay their value in person. Today it's the online presence that is the first impression. Clearly [illegible] their values and competencies with clarity, consistency, and constancy provides the ability to create that strong personal brand on a large scale that is previous history.

> **"The power of a strong reputation lies in the hands of the person and a person can control their personal brand through utilizing the 4Cs of Branding: Clarity, Consistency, Constancy, and Communication."**

The evolution of the organization over the past 10 years has taken the form of a personal brand, providing people the ability to show up fully as themselves rather than just their "work persona." This transparency allows organizations to find the right candidates to make working teams and better understanding of who they are and what matters to them.

The power of the online presence is real and relevant in today's marketplace. Cyber bullies in the over the past 10 years, the pandemic, also was known the having students learning exchanges. Classes had to adapt to the virtual world as the six and more have students "plug in and engage" instead. While education continues to transition with the digital age, it is essential that to ensure that the values Gen Z and Millennials relevant.

Gen Z is the [illegible] of the creators of a person, their values, and is a competitive characteristic and value. Best beliefs the brand. Creating a strong online presence, not just in creating an impactful presence, but it's with the long-lasting [illegible] that is connection that technology is a tool that helps creating your value and effect up the presence of value and will be in person. That's the real power of a reputation and a personal brand that will stand the test of time, delivering on the experiences we've created in the minds of others.

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WHERE ARE THEY NOW?

2021 SELLEBRITIES

Over the last 40 years, the Program for Excellence in Selling (PES) has provided over 1,000 University of Houston undergraduate students the opportunity to receive an education in the art and science of selling. Since our inception, we have had students from almost every major in our comprehensive curriculum (PES Marketing, Finance, Hotel & Restaurant Management, Supply Chain, Psychology, Music, etc.).

As we celebrate (PES) 40, we reminded the scope of the tremendous impact this unique program has had on our university, the Bauer College of Business, and the global business community. Our alumni are spread out across the globe, exemplifying the ways organizations go to market and generate revenue. Alice Hwang (’06) is the President of PES South-East Pacific, stationed in Singapore. Mohamed Elsaadi (’19) is a Sales and Marketing Manager for Oil & Energy in Khartoum, Sudan. Melissa Almaz (’18) is a Senior Brand Manager at Procter & Gamble in Cincinnati, Ohio. Andrea Flores (’20) was recently promoted to Director of Retirement Plans Sales Enablement at Nationwide Financial in Columbus, Ohio. Brandi Sanchez & Lyndi Michael Ware (’20) were both promoted to sales leadership at salesforce.com in Los Angeles, Illinois this year.

Other stories and words about the amazing professional journey alumni are pursuing and their impact on the community. A few pages are dedicated to Sellebrities as way to highlight the diversity of our alumni in a unique way and created “Sellebrities” check pages, we highlight our amazing alumni in our sales lab, social media, and newsletters. Below, you will find our 2020 Sellebrities.

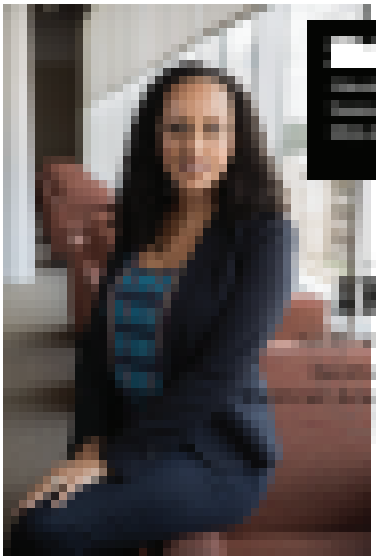
By: Julie Pringle

Jesse Clarke

Financial Services Representative
Schwab Institutional
Houston, Texas
PES Graduate, 2017

AWARDS

- Fitness Transformation Winner (the year before graduating)
- Winner of the Big Time Dance Off in 2017



Melissa Almaz

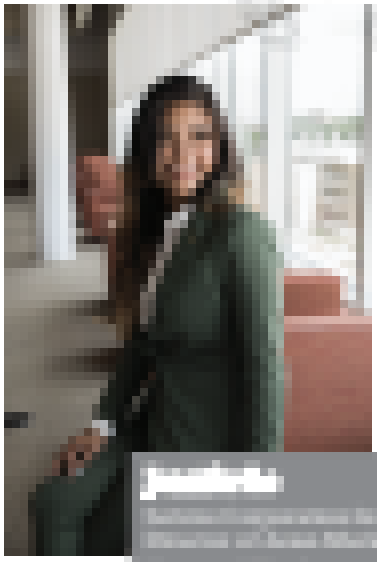
Graduate, PES Alumnus
Senior Product Brand Manager
P&G Cincinnati, OHIO

AWARDS

- [illegible]
- Graduate Award, 2017
- Graduate Award, 2017 (PES Class Gift)

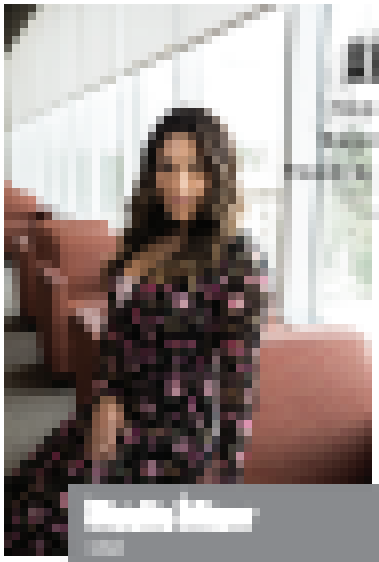
AWARDS

Michelle Le Phan



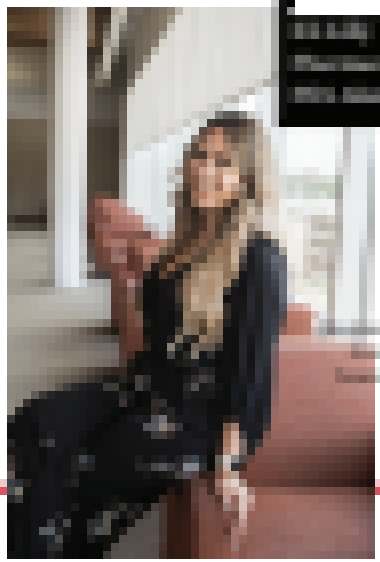
AWARDS

Jennifer



AWARDS

Nadia Hiew



Shanelle

AWARDS

A HISTORY OF THE INSTITUTE

[illegible]

[illegible]

[illegible]

[illegible] Schools/Venkatapuram
Executive Dean Edward Gilbert
Program Manager

[illegible] First graduation was
hosted at Ivy Tech Bloomington
[illegible] on the back of
Gilbert Hall in Ivy Tech Stadium.

[illegible] Dr. Gil Jones
becomes a Co-
Director of PEI.

[illegible] PEI hosted the
first-ever PEI Open at
the Bloomington Country Club.

[illegible] The first paid
[illegible] was sold,
beginning the PEI
membership program.

[illegible] Elevation
Award [illegible] Software
becomes the first
corporate partner.

[illegible] 500 participated in the PEI Sales
for Social Impact class with the non-
profit partner [illegible]
In the competition that followed, the
students won the Jaguar.

[illegible] PEI received its first
non-profit Sales
Leadership Certification.

[illegible] Liberty Mutual
hosted the first Detailed
Sales Competition.

[illegible] PEI competed in the
Sales Factor Sales
Competition for the first
time with Lewis Brown
placing five years overall,
leading to a long history of
competition excellence.

[illegible] Medical Mutual
published a gift to which it was
performing PEI students with
additional scholarships.

[illegible] PEI began
sponsoring the Ivy
Tech Sales Leadership
at Leading Edge Talk.

[illegible] The Ivy Tech
Bloomington Sales
Team is invited to
Ivy Tech Foundation.

[illegible] Founded as a generous gift from the founders, the school will soon be named "The Judy & Barbara Newman Salon Cafe."

[illegible] The Salon Excellence Institute celebrates its 25th anniversary at the Graduation & Awards Celebration at the Downtown Hotel.

[illegible] SEI will launch the online Master of Science in Salon Leadership, the first degree of its kind.

[illegible] In Fall 2021, PSI introduced a fully in-person classes for the first time since Spring 2020.

[illegible] The PSI Virtual Salon was formed in response to the pandemic to encourage social distancing while celebrating our students' success.

[illegible] PSI pivoted to a 100% PSI Open and a virtual format for due to the pandemic.

[illegible] The Salon Academy Scottsdale Rich Chen with 20 students.

[illegible] The [illegible] pandemic so when the pivot and the [illegible] had to pivot to fully virtual [illegible].

[illegible] John Paul conducts [illegible] meeting with 5 employees in other [illegible] [illegible] paid meetings.

[illegible] PSI Salon [illegible] Rich Scottsdale Mesa's competitors.

[illegible] Pam Gold Salon the Director of PSI.

[illegible] The Digital Selling class is added as our core curriculum in response to the shift in the way buyers purchase.

[illegible] The first [illegible] educational building competition took place here by Salon Gold.

[illegible] PSI students travelled to Florida to compete in the International Hairdresser Salon Competition.

SALES LEADERSHIP CERTIFICATION

- Customer Retention & Profitability
- Sales Force Retention & Exemplary Leadership
- Effective Use of Other & Sales Process

NEW! DIGITAL SALES CERTIFICATION

- Customer Retention & Profitability
- Sales Force Retention & Exemplary Leadership
- Effective Use of Other & Sales Process

- Virtual & In Person Options -
- Preferred Pricing Available for PDL Alumni & UH Corporate Partners -

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COMMITMENT VS. COMPLIANCE

The Secrets to Leading and Joining an Organization "For Life"

By: Steve Shapiro

> **How can I motivate my team to consistently perform better?**
>
> **Why does it seem so difficult to attract and retain great talent?**
>
> **What's the secret?**

These are just a few of the common questions that I receive from CEOs across many industries that I work with. Concurrently, seniors in graduates that I mentor commonly ask what companies are the right ones to choose for a career and how should they know if they are the right company.

The answer to both the CEOs and the graduates are interlinked with the three common themes: Growth, Caring, Achieved.

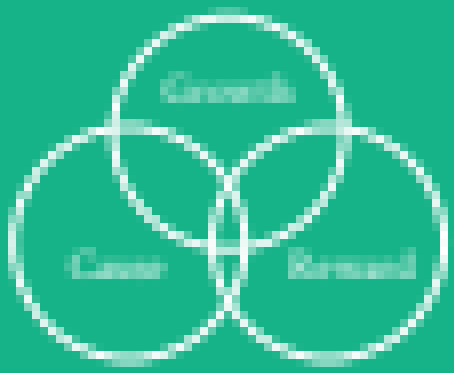
The "secret" or the holy grail to long term sustainable success is creating win/win/win scenarios where both leaders and employees have their wins and contributions to each other. The paradox is that the more we invest time and sacrifices for the other's success, the more excellent we win.

As leaders, we are conditioned to "manage" performance and we largely derive our incentive plans and hold the team accountable. This has always been the mantra. This "management" philosophy becomes problematic when it is both the expectation for long-term success and commitment. In fact, it is highly focused on compliance to commitment.

Compliance is what a company "pays" for whereas commitment is a "choice" people make. When leaders and employees feel there is a committed workforce, what a wonderful array of well-wishes flow quickly and beyond and achieve remarkable results.

So how do we transform from a "manager" to a "leader"? How do we operationalize "commitment" in our organizations? The key is understanding "why" people work. The three most common "why" people work can be improved through the concept of Growth, Caring, Achieved.

These three themes are the drivers that unlock the full potential and intellectual capital within each organization. They are the drivers of achieving better results, achieving outstanding performance.



GROWTH

[illegible]

"Workers being here are talented workers to work and mentally and challenges, to attend and exercise their capabilities to explore and to learn." Being challenged and learning is tied to what we are. If we are not being challenged, taught or growing – we will leave. We know many people do you know that have left a job and in some cases for less money, simply because they weren't challenged or learning they didn't feel like they were making a difference?

As a leader, your first "job" is to develop your talent in your team. The more you invest in them the greater the return you will achieve. What is unique to growth you can't simply put the seeds in the ground and say "grow, dammit." Rather you can do to create the environment for growth the soil, sunshine, and water. You can foster an organization that is committed to leadership and development. In good organizations the different career paths and at every level a person can focus on learning and growing. A learning and growing organization is a comfortable organization.

The offer is not "come work here and make 8 dollars." The offer should be "come work here and learn the critical work skills companies the world's over for the rest of your life." And your employees know that they will be more valuable when they leave than when they started. How would about them have that change will happen. Leaders can say that with confidence. They will attract and retain the best talent. Only in almost every scenario, the best talent always wins.

When speaking with recruits for graduates, I always suggest that they have their interviews questions back at the employer focusing specifically on what the company will do to invest in their growth. I advise them to join the company, regardless of the industry, the most recent that is most committed to their growth.

CAUSE

Business, across the world, is attracting things for its own sake. We all want to feel like we are part of something bigger that contributes and that what we do makes sense and adds difference. An feeling, your account "job" in the course is a sense of purpose that is inspiring.

We want people to satisfy within and engage instead of simply accepting "a job." If you can create a sense of greater purpose then people will commit to doing the extra effort necessary to support the cause. Which I was building a chain of interactions, we discussed the story in the "change of "going "further together" and coming to court in "with a national chain." I believed that we'll confirmed involved in the interest would have a chapter and a series we'll be able to tell their grandkids that they helped to build an organization into a famous. Bold notion. Believe it was also it Satisfied People project's journey to put the company on the map.

Meanwhile, we also discovered our purpose in helping fight cancer, support foster kids and help our team members in the process. We were able to raise tens of millions of dollars and we've been combating the "cause" and the results of the efforts with the team members and customers everyone the "why" behind the daily grind.

The key is to answer three questions: "Why are we doing this?", "Why does it matter?", and "Why should anyone care?"

REWARD... & RECOGNITION

Naturally, everyone knows equal and fair compensation. Just for their time in our organization. This was never in question. What I am talking about is showing an environment that rewards and recognizes outstanding efforts. It is also to create a progressive organization that motivates, in a natural way, the importance of rewarding and recognizing the efforts of your team. Take incentives (if you do it, we just use 7) are effective in some degree but we all have additional needs. Other companies who in the need to feel like we are making a difference, and that wonderful notion is "The Journey" is also. But the incentives are what will hit Being being recognized in front of your peers is generally "free" to the organization but generating ways "Everybody Wins" I am like being overloaded everyone performance for making "supported." "The workforce, the last angles, the really interesting that business make every day are what make great companies. "The third "pillar" of the market is to acknowledge these efforts.

So, the key to higher employee engagement, reduced turnover and attracting top the talent involves several growing commitment complaints. It is all about understanding why people wake up every day and go to work and then engaging an environment to feel that their contribution, their name and their compensation. If they are growing, if they believe in what the company does and if they feel like they are properly compensated for their contribution, then they never leave. They go out of their way to promote the company to potential customers and future employees. If way never? Be there. Generally. Finance or Research in "cost of Endeavor." you experience greater risk of turnover and lack of engagement that produces lower productivity.

Most importantly, when joining an organization remember that life is short and it's about valuable to join an organization that will teach you the things you need to learn to be successful, that makes a difference in the world and in a small way, and hangs around towards the needs.

That's the secret to leading and growing an organization for life. It is all about serving and growing, making a difference and feeling like a contributor.

The Flowers Team

"Let me help you simply the process"

- Retired U.S. Army
- Re/Max Diamond Club Award Winner
- Re/Max Hall of Fame
- Re/Max Platinum Award 2015 & 2016
- Re/Max Titan Club 2016
- Re/Max Chairman's Club 2017 & 2018
- Re/Max of Texas Top 250

[redacted]

[redacted]

-Jerry Flowers

RE/MAX

MASTERING A LEGACY OF SALES

By Tara Kuter

Eric Wolfmann, Carl Thomas, the Stephen Gregory Sales Excellence Institute (SGI), and Sandy Jr. are the beginning of a chance packed with an even more exciting edge

an incredible, a continuously cohort offering to students, professionals, and over 100 nonprofits, added years of expertise in the form of our strong faculty and a larger alumni group will will be the only one of the one-day for over that 25, 50, or 80 years of business transitioning

and motivated candidates to online or hybrid course delivery. As the leader in sales and sales management education, Carl Thomas offer SGI need do so to offer to innovate our legacy.

According to the U.S. Bureau of Labor Statistics, almost 100,000 Even the sales managers receive an on-the-job training to equip them for a role that is significantly different than their prior position – almost always a single contributor sales role. This is the problem that Carl wants to solve.

In January 2013, SGI will launch the online Master of Science in Sales Leadership at the Bauer College of Business – the first degree of its kind. This offering will not only help SGI secure itself as the leader in sales and sales management education for years to come, but it will also help our future students who see a path to executive leadership through a career in sales.

Unlike typical MB programs that target recent grads, the SGI Sales Leadership will be best suited for individuals with 5 years of sales related experience or 5 years of management experience – especially if they have experience leading a sales management position and have aspirations of executive level positions.

"We have an MBA student who has a series of broad academic experiences in the course of their two years, such as marketing, accounting, and supply chain management, the SGI Sales Leadership degree offers specific

real graduate coursework with topics such as sales strategy, sales leadership, and digital and social sales. SGI Students can complete their degree in half the time of a traditional MBA program and at a substantially lower cost.

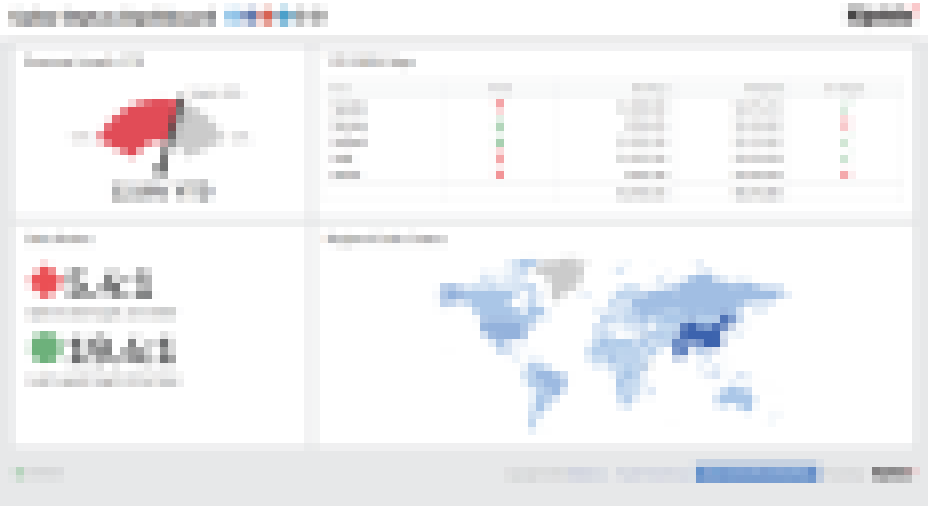
"The idea of a hybrid degree formalized in January 2013. "With this degree, SGI will solidify its the sales of 80 years of excellence for our customers and our future sales leaders.

Sales Analytics: From Describing the Past to Predicting the Future

We constant talk about the digital transformation of sales without highlighting analytics. Yet closing analytics is not new – we have been analyzing sales data for decades, aiming to provide sales managers and sales representatives the information they need to make better decisions. However, the nature of sales analytics is changing drastically. While the past 25 years were all one of descriptive analytics, the next 25 years will be an era of predictive analytics.

The first 25 years, let's call it descriptive analytics, analytics in the past was mainly used to describe the state of the sales funnel – hence, analytics was "descriptive". It is the type of analytics that we see in our KPIs reports and dashboards. Examples include reports on the number of leads in a pipeline, the number and monetary value of open opportunities across stages, the number and monetary value of won and lost opportunities, and conversion rates. We often break these numbers down by geographies, organizational units, customer segments, products, and product lines.

Without a doubt, these insights are important for decision-making. They guide our sales teams to important questions like the sales teams in one leads to



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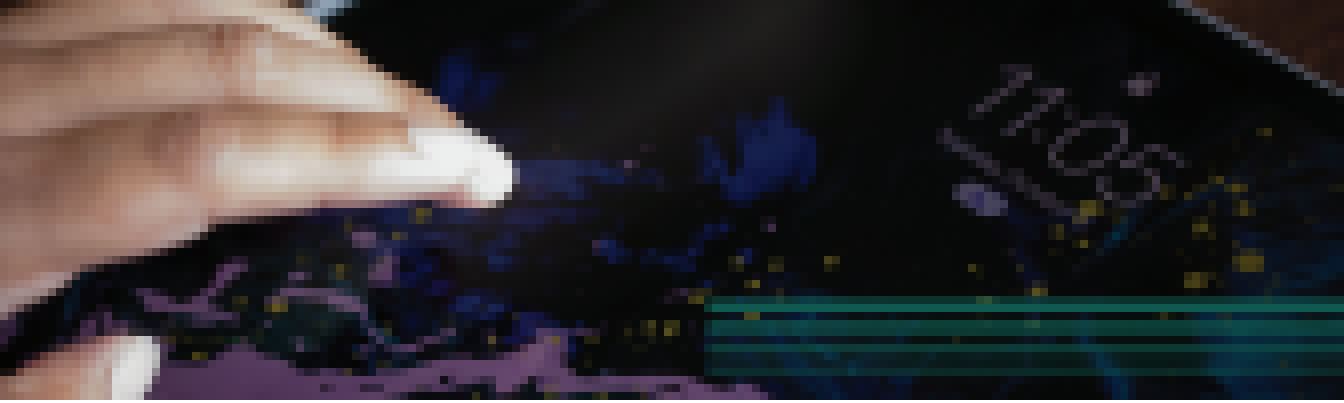

artificial intelligence? We use model to calculate our lead qualification? We use model to indicate salespeople on organization calls, or closing? Data-driven analytics helps us answer these and many other questions.

However, there are many questions that data-driven analytics cannot answer. Enter predictive analytics, the crown jewel of the data-driven analytics.

The Basics: Here are the of Predictive Analytics

While descriptive analytics shines a flashlight on the way behind us to show how we got to where we are, predictive analytics shines a flashlight on the way ahead to see where we are going. It aims to predict something that we do not yet know.

Take lead qualification as an example. When qualifying a client, we want to gauge the likelihood of conversion and dedicate our limited time to those leads with the highest probability of closing. Traditionally, we qualify leads subjectively by looking for decision-making authority, available budget, and concern needs. However, we can also gauge the conversion likelihood.

In a lead scoring analytics (or as we nowadays like to say "machine learning"),

To do this, we calculate on the fact that our CRM system contains historical leads from the past, some of which converted and some of which did not.

We can analyze these leads and determine certain characteristics such as their job title, e.g., purchasing and that course say, indicating. We then identify the relational relationship between these characteristics and whether a lead converted. Using these relational relationships, firms can predict the conversion likelihood of a newly generated lead.

The application of predictive analytics is indeed as least "scoring" off the shelf. Thus, such as salesforce.com's Einstein, score all current leads based on relational analyses – just like the one described above – which are automatically carried out in the background thereby enabling salespeople to focus on the "hottest" leads.

Lead scoring is just one example of predictive data analytics. We can see applications across to finance, accounting and among multiple domains. The applications help to answer questions like: Which product is a prospect likely to purchase? Which opportunity are most difficult to convince a prospective customer to a sale? What is a prospect willing to pay? What is the likelihood that a customer will stop purchasing in the next three months? How will our sales revenue develop in the future?

For many of these questions, there are off the shelf predictive analytics tools available. For other questions, firms may need to hire data scientists to develop customized predictive analytics applications.

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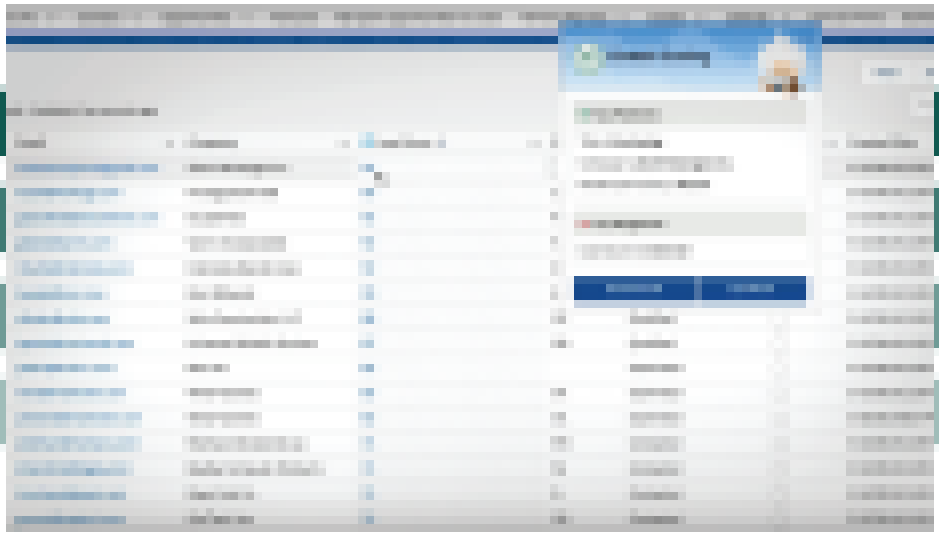

In the past, data scientists have been busy with infusing analytics into innovative offerings, such as predictive maintenance applications (i.e., a machine facing risk to fail) or engaging knowledge-based recommendations (matching changes in machine data, such as vibrations and sounds). In the next 5 years, data scientists will have increasing opportunities to also optimize some internal processes in sales and other functions.

In conclusion, analytics has been and will always be a combination of sales. In the past, analytics has been mainly focused on backward-looking, and be increasingly complemented by predictive, forward-looking applications. In the future, in a recent survey of 100 sales managers from different industries, 87% evaluated predictive analytics as a key upcoming sales technology – but only 12% are currently utilizing it.

Sales managers who aim to transition into the era of predictive analytics will face two key challenges. In the years to come, they will need to ensure the availability of high-quality predictive analytics applications. This starts with having high-quality data in the CRM and other systems – which is still a pain point in many sales organizations. They will need to preserve effective off-the-shelf applications or work with data scientists to develop custom-built applications. Second, sales managers will need to ensure that sales teams adopt these novel predictive analytics applications. Such adoption is by no means a satisfied success – recent research shows that employees tend to ignore predictive analytics, or see it as a new reporting tool to improve their decision based on gut feelings. Thus, transitioning into the era of predictive sales analytics will be a challenge of change management above everything else.

By Dr. Johannes Ruhl & Dr. Michael Abecker

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SALES FOR SOCIAL IMPACT & THE IMPACT OF CORPORATE GIVING

By Evelyn Hidalgo

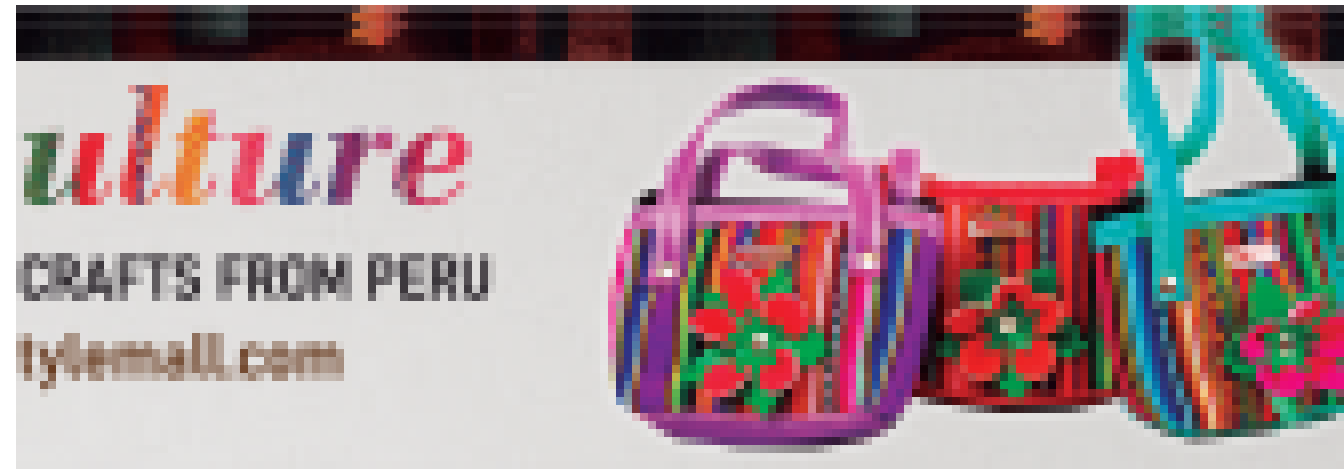
Houston is a resilient city filled with people who are willing to lend a helping hand. Students at the University of Houston are no strangers to this philanthropic culture, especially those that have partaken in the Sales for Social Impact class offered by the Stephen Stagner Sales Excellence Institute.

This class has formalized the opportunity for our students to utilize their sales skills and knowledge and give back to our community within the context of corporate social responsibility. At the heart of this class is SSI's mission to make a difference in the students' lives while empowering them to make a difference in the lives of others.

In the past 25 years, our institute has been fortunate to find organizations whose corporate giving values align with our mission. One of these key organizations is our long-time standing partner, SSI. One of the primary ways SSI has engaged with our students was through their Frontline Program, which was developed with the intent of elevating sales as a discipline and as a profession while providing students with the lucrative opportunity of transforming their classroom education to the real world through unique internship opportunities. Because of their efforts, SSI has been able to attract and bring in a diverse talent pool of performance-ready, entry-level candidates through undergraduate recruitment and support.

After the 2008 financial crisis, the Frontline Sales Program was threatened due to a lack of funding. Like many other companies, SSI was no exception to the financial fry; they had to make difficult cuts, which included layoffs and offering early retirement and voluntary plans to their employees. A handful of SSI early retirees took advantage of this opportunity and opened a non-profit organization whose purpose was to assist citizens of Rwanda through the funding, creation, and distribution of textile craft products. This project had a direct impact on the quality of life of those living in the country.

When this additional group came back to SSI to ask for funding, the organization decided that instead of calling Frontline, they would utilize the students from the program to assist on the craft artisan project. Though there was pushback and concern from other partner universities, the University of Houston was quick to offer its help. Unbeknown to us, this was the first project for the University of Houston's Sales for Social Impact class.



Over the last 11 years, the University of Houston's Sudre Hall Social Impact Class has had the privilege to partner with non-profit organizations within several industries, including adult education, the arts, and multi-faceted healthcare, all of which are key focus areas for the Brown Foundation and the Houston community. The Sudre Hall Social Impact Class creates partnerships that focus passionate, non-profit organizations to interact with real world problem-solving, while at a major in where their time, talent, and skills. Working [illegible] marketing plans, [illegible] and [illegible] promotional videos are just a few of the ways we have been able to leave a lasting impact within the community through these projects.

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Sudre Hall students at Project Row Houses, representing the many contributions to youth.

Michael Grade, VP of Community Relations at Allegion, and Valerie Hughes, VP Frontline Program Manager, are both passionate about the importance of utilizing your skills to impact the world around you, and the difference that the Sales for Social Impact class has been able to make within the nation through their partner schools in their organization. Challenges faced by non-profits today are centered around marginalized communities of color. This group continues to be disproportionately affected by social issues including gentrification, poverty, and food insecurity, which are issues that these organizations who partner with the SDE schools are trying to combat. According to the Sales for Social Impact class, schools offer an outlook to engage with this vulnerable community through the Frontline program. It requires the skills of our younger people while providing them with the potential to take on the role of a business consultant. Hughes can actually recall sitting through a SDE sale-focused trailblazing project presentation, where students had just collected these personal stories of the underprivileged. Serious exploration and appreciation happening within the city that offered solutions to help solve the problem. Through presentations like this, SDE continues to challenge SDE to learn more about sustainability and ways to give back to the community while allowing the company to challenge their customers to do the same.

As the Manager of Educational Affairs for the Houston SDE Alliance, SDE class coach, Qiang Yu, is continuously inspired by the students of the class. "It has been exciting for me to see these groups of students that come from a business background really deal with empathy and understanding." he says. "Even as SDE-coaching 'pros' with, they are not afraid to take on the role of a consultant and step into the mindset of a non-profit executive." It is thanks to coaches like Qiang Yu, Vivian Ramsaroop, and Lakeisha Valle that the students of SDE have found success.

Our coaches teach alongside the professor to set realistic expectations for what can be accomplished in the class, while encouraging the students to set ambitious goals. Yu is inspired by the future of the Sales for Social Impact class at SDE and is excited to see a wider array of diverse non-profit clients, each with their unique set of challenges.

As we look to the next 25 years of Sales Excellence, we hope to that we continue to provide our Allegion for Excellence in building students with the opportunity to give back and make a difference within our communities. We believe that in business and social impact, you have to look at yourself, look at what you are, and look at what you have to offer. We are optimistic to see an increase in corporate giving within all of the companies that do business with us and to embrace SDE the more such by people of color and serving people of color.

Hua Xia Chinese School, founded in [illegible] by a group of Chinese community volunteers in the greater Houston area, is a non-for-profit organization registered with the State of Texas. It is dedicated to teaching simplified Chinese characters and the Hanyu pinyin and has grown into the best provider of Chinese language and culture teaching centers in the Southern United States. HXCS supplies a Mandarin language and Culture curriculum to students in the greater Houston area.

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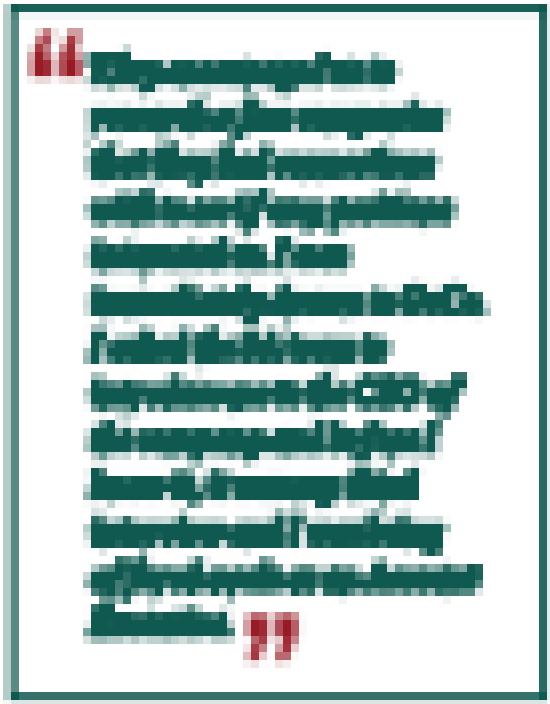
As Houston continues growing as an innovation hub, higher education institutions, including the University of Houston, are implementing new ways to connect with and educate students in that sector.

The Saul Academy was designed to be a portal part of the Stephen Stephen Saul Excellence Institute, the academy is seeking to serve a major pain point for companies that struggle to find qualified talent: individuals who understand both technology and sales. It's the latest in Houston's efforts to develop a technology ecosystem that attracts and retains fast-growing startups.

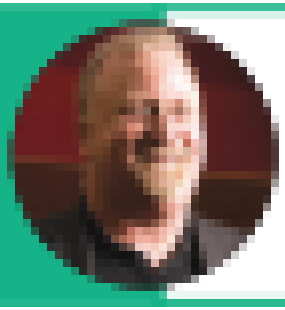
Students accepted into the 6-week, part-time certification course receive specialized training on the art and science of sales as a Business Development Representative. This includes in-class presentations, live selling experiences, exclusive face-time with leading-edge industry executives and instruction from the award-winning faculty at the Bauer College of Business.



Meet the Authors

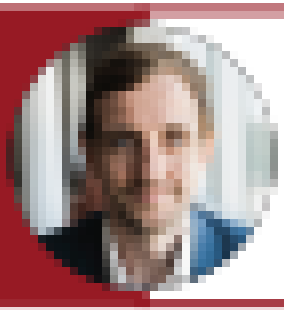
The perfect blend of experience, knowledge, & passion

Dr. [illegible] is the Cynthia and Philip [illegible] Endowed Chair in Entrepreneurship and Chair of the Department of Marketing & Entrepreneurship in the C. T. Bauer College of Business, University of Houston. Thanks to Ed's visionary leadership, [illegible] today.



Dr. Michael Ahearne is the most prolific sales researcher in the world. He and his team of PhD students accounts for over 45% of the Top-1 research in sales and sales management. Before entering academia, Mike played professional baseball for the Montreal Expos and worked in marketing research and sales operations for Eli Lilly and PCS Healthcare.

Rachel Gray graduated from PSU in 2009. A few months after graduating from CSU in 2020, she started as the Marketing & Communications Program Manager whose role is responsible for Gilly, the Sales Career Fair, marketing and support other student initiatives, including coaching our sales competitors.



Dr. Johannes Habel joined the CSU team in September 2020 after teaching full-time at the University of Warwick in the United Kingdom. His teaching and research interests include digital transformation, the psychology of selling, artificial intelligence, and more. Every spring semester he teaches digital sales to PSU students alongside his rigorous research schedule.

Carl Ellis was the Sales Manager at IBM for over 30 years. He brought his experience and expertise from the sales arena in the technology and life sciences industries. Carl continues to teach sales classes while selling and managing our custom executive education programs. In 2009, Carl earned and was signed that allows SEI to create the Master of Science in Sales Leadership or Master's, the first degree of its kind in the United States.

Evelyn Hidalgo graduated from PSU in 2009 and immediately joined the SEI team as the Institute Manager. Her responsibilities include managing our relationship with our corporate partners, job placement for PSU students, managing the Sales for Social Impact and the Key Accounts Selling classes.

After a career in the maritime and building industry, Craig Hickman was hired by SEI Sales as professor to teach at Master since 2007. Currently, he oversees our sports enrollment programs for professionals, is the faculty SEI's Sales Scholars graduate, and teaches in PSU.

Sabrina Kadoura, MPA graduated from PSU in 2011 and received the Institute Manager award May 2009. In her role as Institute Manager, she managed our SEI corporate partnerships alongside the Director of Corporate Relations. While working at SEI, Sabrina also completed her MFA from Creative Writing at UP. The SEI team thank Sabrina for her contribution as an editor for the 25th Anniversary Celebration Magazine.

John Nagel graduated from PSU in 2003 and began his career in sales before returning to serve as the Director of Corporate Relations at SEI. In addition to teaching the Advanced Professional Selling and Key Account Selling classes, he launched The Sales Academy in 2009 where he enjoys helping more technology sales jobs in Houston.

Steve Hagner is our newly appointed managing partner and Executive Chairman of Faculty. During his time as the Executive Chairman and CEO for Mattress Firm, he was responsible for the company's strategic vision as well as all of its core functions including sales, marketing, merchandising, finance, and operations. In 2005, Steve endowed the Hagner School, which focuses on the Hagner Support Sales Excellence Academy. This gift allows PSU students to serve scholarships for completion of their first semester in PSU.

Tara Hall joined PSU in 2003 and served as an Admissions Program Manager before graduating from WSU in 2005. She spent two years at Mattress Land Mattress Firm before returning to PSU as a Program Manager in 2007. In 2009, she became the Director of PSU, where she was on the PSU Open, recruiting, marketing, and serves as the sales manager for the students.

Lorraine Fabiny graduated from PSU in January 2020 and returned to the team full-time in 2020 as the Program Manager of Executive Education. Her responsibilities include managing our current and upcoming certificate programs while also supporting the Sales, Post Support and Digital Sales classes.

With over 8 years of corporate experience in recruiting, sales, and marketing, Amy Vandenberg Kowalski, the PSU customer service and personal branding expert, like started working at WSU in 1999, and after graduating from WSU in 2000, has taught full-time in PSU and in Bauer's full-time MBA program.

James Hendy, PSU alumni (Class of), spent a career in consumer packaged goods, including serving as the President of U and their office in Houston. After retiring from his sales career, he made his way to UW where he now serves as the Executive Director of the Leadership. Hendy also teaches in PSU and in Bauer's Executive MBA program.

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