

# **CSUF | Sales Leadership Center**

**COLLEGE OF BUSINESS AND ECONOMICS**

**The Sales Leadership Center**

**College of Business & Economics**

**2018-2024 Center and Institute Review**

**Brad Anderson – Director**

**Phone number: 657-278+3235**

**Email address; [branderson@fullerton.edu](mailto:branderson@fullerton.edu)**

**Location SGMH 3357**

**Established: 2009**

**March 13, 2024**

# “Igniting Sales Careers”

*“Selling is an invaluable skill that can be applied to all aspects of life.”*

The overall goal is to develop the CSUF sales program into the leading sales and marketing program in Southern California.

**Mission Statement:**

To “ignite sales careers” for all students interested in exploring a career in professional sales by elevating the understanding and attractiveness of the profession while developing the sales skills of students who can apply those learnings to prospective employers in all capacities of business.

The Sales Leadership Center aligns with the following CSUF and College of Business & Economics strategic goals:

- Develop and maintain a curricula and co-curricular environment that prepares students for participation in a global society and is responsive to workforce needs supporting the CBNE goal to have a state-of-the-art business education.
- Deliver innovative and effective curriculum and instruction to prepare CSUF students for success in the world economy to support the CBE goal to align with employer needs.
- Strengthen partnerships with key stakeholders to enhance financial support for the college and center.
- Engage with the community through sponsorship partnerships and CSUF faculty, staff, and organizations on campus.

## **Organization Structure & Governance:**

The Sales Leadership Center operates with a lean, highly efficient staff and utilizes CSUF volunteer students to support the robust administration and event planning of the Center.

### **Staff:**

- Brad Anderson = Director
- Taylor Vargas = Administrative Coordinator

### **Student Leadership Team (SLT):**

- The SLT is a group of students who volunteer their time to support the Center. Approximately 12-15 students comprise the SLT each academic year. The SLT structure consists of a President, Vice President of Marketing, Operations, External Affairs, Recruitment, and Program Development. These functional areas are then supported with Chair positions.

### **Advisory Board:**

- The Center has an Advisory Board comprised of the higher levels of corporate sponsors/partners. Meetings are conducted each August and January, prior to semester starts. Advisory Board members contribute industry insights and current recruiting trends as well as provide feedback on the Center's events in professional sales. This helps prepare students for success.

## **Associations and Memberships:**

The Sales Leadership Center and the sales program imbedded within the CBE Marketing Department is associated with the leading sales education programs in the United States that promote careers in professional sales and prepare students for career success.

The ***Sales Education Foundation*** (SEF) lists the CSUF Sales Leadership Center as one of the Top Universities for Professional Sales Education for 2023. CSUF achieved this honor for the last five years. SEF goals support the advancement of the sales profession at the university level for educators and students while strengthening the relations between industry and academia.

The ***University Sales Center Alliance*** (USCA) is a consortium of sales centers and institutes established in 2002. The Sales Leadership Center is a Full Member of the USCA, and just completed re-accreditation in 2023 from the USCA. The USCA connects university faculty members with many different backgrounds and areas of expertise. Together, these credible and innovative educators advocate for the continuing advancement of the sales profession through teaching, research, and outreach. The USCA also provides the support for the CSUF Sales Certificate of Professional Sales. There are currently over 60 college and university member schools located throughout the U.S. CSUF is one of only two in California.

CSUF is represented in the USCA as a member of the MARCOMM (marketing Committee) by Brad Anderson.

### Student Focus:

The Sales Leadership Center events, workshops, seminars, sales competitions, sales classes, and networking opportunities are designed to assist CSUF students to transition from the classroom to the professional world. All provide students with an opportunity to be prepared for the needs of the workplace and to develop a competitive edge throughout their employment search.

### Testimonials:

**Rachel Griffin, 2020** - "The Sales Leadership Center has helped me in a profound number of ways. Through its workshops, networking events, sales competitions, and more, the SLC has provided invaluable sales, interpersonal, and business skills that I have been able to carry with me through a multitude of industries and professions. I truly believe that had I not participated in the SLC during my time at Cal State Fullerton, I would not have had access to the many opportunities, including internships and job offers, during and beyond college."

**Andrew Bernbrock, 2019** - "I have two certificates hanging in my room, my diploma, and my certificate of professional sales. One has earned me a great living, the other is my degree."

**Andrea Phung – 2021** – "Sales Leadership Center is a great place to develop communication, negotiation, and marketing/sales skills. It is also a place that fosters a sense of community. I highly recommend joining the Sales Leadership Center as a member!"

**Charles Frausto (E 2025)** - "I truly enjoyed my time with the Sales Leadership Center from my freshman year experience participating in the Crown Mock interviews to traveling with the Sales Leadership Team to the ASU Sales Competitions! The center provides numerous career development opportunities in every aspect with the flexibility to accommodate for each student's busy schedule. During my time as VP of Marketing of the SLC, I was able to develop my major-specific creativity and management skills from valuable experiences outside the classroom. This taught me how to manage myself in board meetings to efficiently communicate and collaborate with my team which prepared to excel in my career today. Under the supportive mentorship of Director Brad Anderson, I was able to strengthen my Sales and Leadership skills at the numerous Sales Competitions, Professional Development events, and Career Fairs. One of the most valuable experiences was being introduced to the friendly recruiters of many notably successful companies that challenged me to step outside of my comfort zone and apply for my dream jobs. Thanks to the Sales Leadership Center I was able to apply and accept my offer for the Sales Leadership Development Internship at Gallo Wine Company. During the internship I was able to apply my coaching from the SLC Sales Competition into a real-world setting. I highly recommend every student to get involved whether it's for only one unforgettable forum to all of the great development events the Sales Leadership Center has to offer. You'll be able to grow as a student, make a few friends along the way, and prepare yourself for a future career beyond your most desirable dreams"

**Antonio Dominquez, 2016** – "The Sales Leadership Center has opened the door to so many opportunities for me. The Center provided multiple workshops which helped me improve my resume and interviewing skills. I have received multiple job offers."

### Events:

The Sales Leadership Center offers students a wide variety of events throughout the academic year designed to expose students to professional sales careers, develop life skills, sales training, career fairs, and sales competitions.

- **Semester Kick-off Meeting** – scheduled at the start of each semester, the kick-off meeting introduces the sales program to students interested in exploration of a sales career.
- **Sales Career Academy** – this one-day event provides the Center’s student membership and corporate partners with an opportunity to network while building student skills to prepare for the recruiting process.
- **Career Fairs** – The Center offers two career fairs each year, one in the fall and one in the spring. The fall fair is in cooperation with the CBE Career Center while the spring fair is 100% Center and sales focused. Each offers students the opportunity to speak with recruiters spanning various industries.
- **Sales Fundamentals Workshop** – this is a workshop offers students a fundamental knowledge of sales skills including the selling process, personal assessment, and role-playing.
- **Sales Competitions** – The Center offers two to three CSUF sales competitions each year, known as Titan Sales Competition and Sales Games. In addition, the Center offers students the opportunity to earn placement and competition among other universities. In 2022 and 2023, CSUF sent students to the Arizona Collegiate Sales Competition at University of Arizona, Western States Collegiate Sales Competition at Chico State University, and to the University of Hawaii Sales Competition. In addition, students representing CSUF attended the Gallo Winery Sales Competition.

### **Certificate of Professional Sales/ Sales Minor**

#### Certificate of Professional Sales:

The Certificate of Professional Sales is designed to provide students with a document and digital badge of accomplishment with intent to explore a professional sales career and the development of one’s personal sales skills through sales training, networking, and industry exploration. Earning the Certificate reflects the student’s commitment to the profession and the training received. The USCA provides criteria for the Certificate and issues the digital badges.

Academic Year	Certificates Earned
2018	29
2019	25
2020	25
2021	15
2022	7

Note: COVID impact on 2021-2022.

### Sales Minor:

The Sales Minor is offered to all CSUF students through the CBE Marketing Department. The Center helps to promote the minor to CSUF students. Classes include:

- Professional Selling, MKTG 401
- Principles of Marketing, MKTG 351
- Managing the Sales Force, MKTG 415
- Marketing Information Technology, MKTG 353
- Sales IN Distribution of Consumer Products, MKTG 442

### Corporate Partners/Sponsorship:

CSUF, located in Southern California (North Orange County) with a wide student population exceeding 40,000, with around 10,000 CBE students, the campus is an attractive university to recruit from a diverse student body. The Center's sponsors/partners, many whom are Fortune 500 firms, seek students who are exploring careers in professional sales. These students are developing sales skills in the classroom, through workshops, and sales competitions. These students are ideal candidates for partner companies. The corporate partners offer students internship and full-time employment opportunities in Southern California and throughout the U.S. These firms offer exceptional training programs, career advancement, and competitive compensation. To support our partner's recruiting efforts, the Center hosts two career fairs each year, one the that is 100% sales focused.

### Revenue Generation:

Corporate Partners may choose from four levels of sponsorship that provide opportunities to build a recruiting program based on availability of financial and personnel resources, as well at time. Sponsorship levels include the opportunity to attend events, network with students, speak in the classroom, attend career fairs, host corporate tours, job shadowing, judge sales competitions, and post job opportunities. Sponsors may also offer student mentoring.

<u>Calendar Year</u>	<u>Number of Sponsors</u>	<u>Revenue</u>
2018	26	\$119,250
2019	30	\$152,850
2020	31	\$135,000
2021	24	\$95,577
2022	20	\$94,879
2023	17	\$51,680

**Note:** Impact of COVID recruiting occurred from 2021 to 2023 and is just beginning to recover as corporate recruiting gains momentum and student engagement returns.

### Scholarships:

Supported through contributions by the Center's corporate partners, the Center offers sales minded students the opportunity to apply for scholarships funded from the corporate partners. These are offered as sales competition awards and sales scholarships.

### Placement Statistics:

Through the support of the Center's corporate partners and firms recruiting CSUF students for internships and full-time employment in the field of sales, the Center has been successful in assisting students pursue career opportunities.

<u>Academic Year</u>	<u>Placements</u>
2018	70
2019	73
2020	75
2021	42
2022	41
2023	63

Note: recruiting affected in post COVID is returning to pre-COVID levels.

## 2022-2023 SLC Partners

CALIFORNIA STATE UNIVERSITY  
**FULLERTON**  
COLLEGE OF  
BUSINESS AND ECONOMICS  
*Sales Leadership Center*



### Looking to the Future:

While the Center experienced significant growth from inception and 2012-2020, from six to 30 sponsors, the impact of COVID produced severe retrenching from 2021- 2024. This impact is just returning to pre-COVID levels of sponsor support and student engagement. The sales competition of Fall 2022 had only 14 student participants, while the Spring 2023 jumped to 38. Participation levels remain similar in 2023-24. The retraction in recruiting and student participation is now back to a growth trend, like 2014-2016.

The Center conducted a student survey in Fall 2023 to discover student needs and awareness. The results of the survey indicate an awareness issue and a participation issue that is based on being a heavily commuter campus. Actions to remedy these issues are in place with additional marketing efforts to students and greater integration between sales classes and Center events. The Marketing Department is committed to success of the Center and supports efforts to engage more students. One

aspect includes elevating the Professional Sales 401 class to a requirement of Marketing majors, in addition to MKTG 353, MKTG 370 and MKTG 379. Another is integration and cooperation between the TITANIAM launch and the Sales Leadership Center. We also aim to attach a full-time faculty member to the sales center.

The Center works diligently to cooperate with the CBE Business Career Center and other CBE centers to host events, promote student involvement and build student participation. Efforts here include cooperation with the Women's Leadership Center Negotiation event, cooperation on the Fast Pitch event, and the Athletics FACE event.

As the Center strives to attract more students from the total CSUF campus, the Center will continue to develop and expand recruiting strategies across campus and with corporate sponsors.

The Center is also working to offer training resources and workshops to interested campus organizations and local firms in the Greater Los Angeles/Orange County areas. Training sessions can be customized to meet the needs of the client covering subject matter such as: customer service, basic selling skills and process, listening skills, handling objections, and effective communication. This may be a revenue stream for the future.