

SALES REPORT 2022

VOL. #5

ALAN E. HALL
CENTER FOR
SALES
EXCELLENCE

PSSA SUCCESS

Outstanding Weber
State students
showcase their
talents on the
national stage – P.6

NOORDA

College of EAST
marquee building
to be completed
this summer –
P.8

COMMUNITY

Giving back to the
community with
hands-on sales skills
in the classroom –
P. 10

The Value of People

From the pioneers who
created the program, to the
hundreds of graduates
every single year



WEBER STATE UNIVERSITY

SALES REPORT

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We always want to reinforce that sales, at its core, is purely about relationships.



All of the remaining elements, such as the product you are offering, the price it is being listed at, the place it is being sold, and the persuasive routes it is being promoted, are all secondary. Objections will change, as they always do. The needs and wants of the clients will change, as they also face that inevitability. The one variable in sales that has not and undoubtedly will not change over the next ten generations is the dyadic relationship between two people. And that is what is most important.

This year was both unconventional and unprecedented for the Alan E. Hall Center for Sales Excellence. There are a multitude of student success stories on the competitive sales circuit. Accomplished faculty pushed the academic envelope with their contemporary research. New partnerships were formed with innovative companies across the Wasatch Front. All of the outstanding moments in our program this past year hinge on remarkable people going above and beyond any expectation or standard previously set.

The outlook is highly optimistic for our department and the sales center's future. Much of that enthusiasm comes from the fact that we are surrounded by great people and established relationships with those in our community and our discipline. Our success and the success of anyone in sales should always adhere to the idea; **that people and relationships are more important than anything.**

Dr. Brock T. Adams
Director

Dr. Blake Nielson
Department Chair

SALES REPORT

Facts & Figures



\$47,500

Average starting salary for sales graduates



\$67,500

Average overall compensation for sales graduates



135

Number of bachelor's degrees awarded in 2021-22



236

Total number of sales degrees awarded in 2021-22



99.86%

Percentage of students who are offered a full-time job following graduation



543

Total headcount of students in the department



England Logistics Speaker Series

Nick Miller-PODIUM

Nick Miller is the Vice President of Sales at Podium, a leading interaction management platform that helps modernize the way business is done locally. Over 125,000 businesses trust Podium to help them find, connect, and transact with their customers. Nick worked for some of the most recognizable brands in Utah, including the Utah Jazz and Qualtrics, selling to businesses ranging from local retailers to Fortune 1000 companies. A husband of 12 years and father to three children, Nick spends his free time with his family traveling, on the golf course, skiing, and exploring the outdoors.



Dave Prisbrey- READING HORIZONS

Dave Prisbrey is the current Vice President of Sales at Reading Horizons, an ed-tech company out of Davis County, Utah. Dave grew up in North Ogden, Utah and graduated from Weber State University with a Professional Sales degree. Having this degree has opened many doors for Dave and his family. With over 25 years of selling experience, most of his experience was spent in medical device and pharmaceutical sales. More recently, Dave has spent time building and leading SaaS sales teams.



Josh Sine-QUALTRICS

Joshua Sine is the Vice President of Higher Education Strategy at Qualtrics. An education evangelist, Joshua has experience across the customer journey and student life-cycle with particular focus on providing solutions that bridge the gap between educational institutions and their students. Joshua is passionate about innovating and expanding the services that organizations offer to their stakeholders. Prior to Qualtrics, Joshua worked for Boston based start-up Shorelight, launching two of their most successful partnerships and driving meaningful international growth to support institutional mission and company initiatives.



Aaron Campbell- BOSTON SCIENTIFIC

Since graduating from Weber State's Technical Sales and Communication's programs, Aaron Campbell has spent the last 25 years in sales and marketing roles in the Pharma, BioTech and MedTech industries. Aaron currently is the West Region Sales Manager for a division of Boston Scientific, a global leader in medical devices and frequent recipient of Fortune's "Most Admired Companies" award. Aaron is excited to share where a sales career in medical devices has taken him as well as other Weber State graduates.

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PSSA Success!

MarketStar Sales Analytics Competition

LOGAN-Two teams of PSSA students competed in Logan at the Sales Analytics Competition hosted at Utah State University.



England Logistics Sales Challenge

OGDEN-The ten finalists received \$1,000 and qualified for the National Collegiate Sales Championship at the on-campus event sponsored by MarketStar.



National Collegiate Sports Sales Championship

ATLANTA-Five students competed at NCSSC, hosted by Baylor University. Weber State University finished first overall in the Team Speed Selling Championship.



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International Career Development Conference

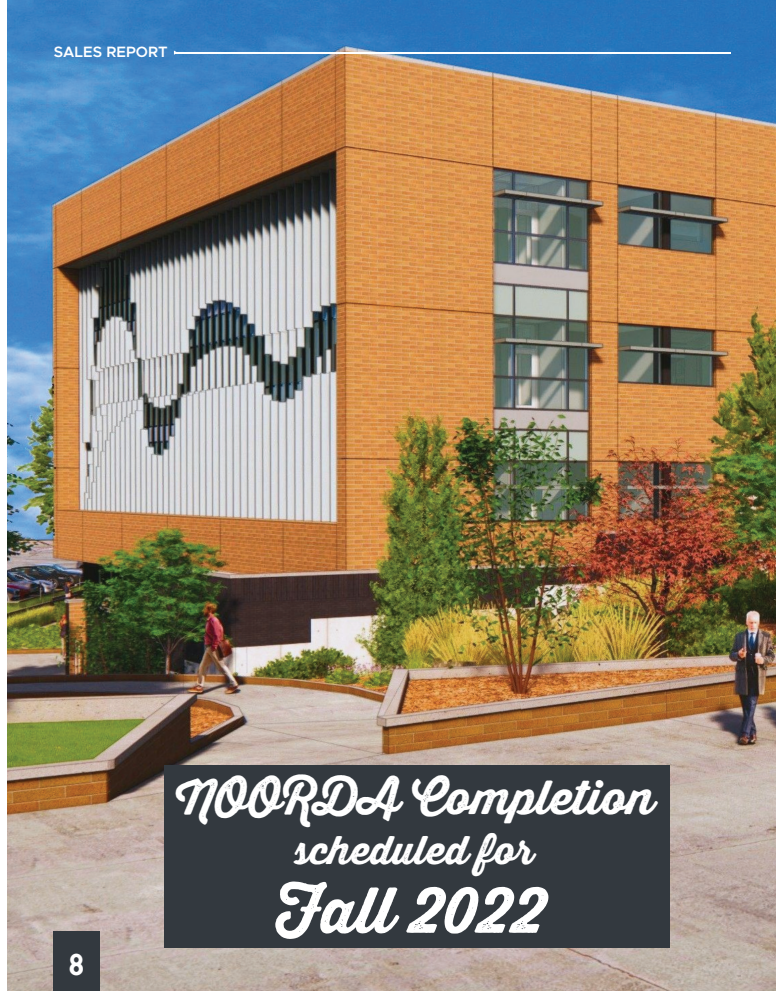
BALTIMORE-All seven members of the PSSA made it to the final rounds of their respective events, with junior Tyler Olsen taking second place in the Professional Sales event.



International Career Development Conference
BALTIMORE-Cort Dixon, and Asia Bennett took 1st and 2nd place respectively at the EL Sales Challenge hosted by ICDC.



So grateful for the PSSA as it has boosted the development of my career.
-Asia Bennett



*NOORDA Completion
scheduled for
Fall 2022*



SALES REPORT

Community Education Courses Impacting Lives

Minority students in the Ogden community participated in the Professional Sales & Customer Service courses offered through the Weber State Community Education Center in downtown Ogden. The courses, taught by both Tim Border, and Dr. Brock Adams gave students the chance to learn professional, career, and personal skills necessary to success.

The program, sponsored by MarketStar, is a great opportunity for students not officially enrolled at Weber State University, to receive first-hand professional training in sales. Students who completed the program received a sales certificate that will certainly impact their lives and career trajectories.

The program just completed its first of a five-year outlook, that will certainly be a stepping stone for so many students in the Ogden community. WSU is absolutely indebted to MarketStar for their support.

"This course is a huge win-win for both Weber State and Ogden!" —Tim Border

MarketStar Sales Skill Challenge

Over 80 high school students across the Wasatch Front competed in the inaugural MarketStar Sales Skill Challenge on December 2-3. The event was held on campus and gave students the opportunity to compete in various sales competitions for cash awards and scholarships. The competition, sponsored by MarketStar and hosted by the Alan E. Hall Center for Sales Excellence, is the first of its kind in Utah, advancing the skills of high school students and promoting career and college readiness in the Tech Sales Pathway.

Students competed in individual speed-selling and team selling events. The speed-selling event is conceptualized as an elevator pitch, where students have 60-90 seconds to pitch their personal story. For this event, students pitched why they should be considered for an academic scholarship to provide an applicable real-life scenario. For the team competition, students represented Pinterest as digital advertising sales teams and pitched why a Pinterest campaign would be an effective marketing tool for small businesses. Both of the events are designed to help students develop interpersonal selling and persuasion skills, both of which align with the Tech Sales Pathway.

The team selling-event winners received a cash award for their pitches. The first place team from Weber



High School received \$1,500, the second-place team, also from Weber High School, received \$1,000, and the third-place team from Fremont High School received \$750. Individuals who placed in the speed selling event received \$500, \$250, and \$100 for their respective placing. All students who placed in the team-selling and the speed-selling competition received a \$1,000 scholarship from the Alan E. Hall Sales Center.

Weber State welcomes Ryan McKeehan to Professional Sales



Ryan McKeehan joins the faculty as an Instructor of Professional Sales. McKeehan has been in the pharmaceutical sales industry for over 20 years. He is currently an Executive Territory Business Manager at Biogen. Ryan also recently accepted a position as faculty at Weber State University in the professional sales department beginning in the Fall of 2022. He will be teaching courses in sales presentations and ethical sales.

Ryan holds a master's degree in organizational behavior with an emphasis in organizational leadership and change. He is also currently pursuing a Ph.D. in performance psychology focusing on performance psychology's application with salespeople. Over the last 20 years, Ryan has been recognized as a leader in sales and sales training in the pharmaceutical, biotech, and biopharmaceutical industries including work with Biogen, Cypress Bioscience, Cephalon, and Pfizer.

Welcome to the department, Ryan!

Faculty Research, Presentations, and Publications

Nielson, B., Flink, N., Barberi-Weil, M., Adams, B.T., The important roles of time flexibility and compensation equity in salesperson work-life balance. Virtual presentation at the annual meeting of the Association for Collegiate Marketing Educators.

Krueger, N., & Lawrence, A. (2021). A case of mistaken (role) identity?: Envisioning entrepreneurial role demands. *Journal of the International Council for Small Business*, 2(1), 30-41.

Flink, N., Barney-McNamara, B., Uncovering the hidden need: Practicing probing and implication questions. Presentation at the annual meeting of the National Conference in Sales Management. (Minneapolis).

Adams, B.T., Selling in teams: Using a virtual escape room to demonstrate the application of Tuckman's stages of group development. Presentation at the annual meeting of the National Conference in Sales Management. (Minneapolis).

Nielson, B., Barberi-Weil, M., & Border, T. (2021) Sales education and philanthropy: US sales curriculum transcends boundaries and elevates employability and income levels in Latin America. *Journal of Education for Business*, 96(2), 120-126.

Adams, B.T., From sinners to saints: An analysis of the current Utah Jazz brand from its origins in New Orleans. Paper presented at the annual meeting of the Popular Culture Association in the South/American Culture Association in the South. (New Orleans).



Top Golf Networking Night an Employment Win!



Career Networking
A pair of Professional Sales students network for future careers with one of the 34 employers attending the Top Golf Networking Night in Midvale

Event Briefing
Students are broken into pairs in the pre-networking dinner, where they then have the chance to connect with several different sales employers.



Des-isms



In honor of the late Professor Desiree Cooper-Larsen, every issue we will showcase a quote, idea, or piece of advice that someone in our department learned from her, that helped us in our every day life. These "Des-isms" pay tribute to a woman whose legacy is ingrained into our program, and will continue to be present in the culture of our department for the many years ahead. This issue's Des-ism comes from Mikelle Barberi-Weil.

"Time is going to pass anyway. so make it count!"
- Desiree Cooper-Larsen

Alan E. Hall
Center for Sales Excellence
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