

VOL.
6

SALESREPORT

SUMMER 2023 | ALAN E. HALL CENTER FOR SALES EXCELLENCE

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WSU SALES GRADUATES

148 Professional Sales students receive their diplomas in the largest graduating class in six years.

FACTS



148

**bachelor's degrees awarded in
2022-23**



253

**total degrees awarded in
2022-23**



511

**total number of students
enrolled in 2022-23**



98.6%

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



This has been a tremendous year for our program across the board. There have been success stories in the classroom, on the road at the sales competition circuit, as well as students receiving incredible career opportunities from numerous companies who support our team. Not to mention, this year was hallmarked by the grand opening of the brand new, state-of-the-art Noorda Building on campus. All in all, it has been a phenomenal year for our program.

Taking this into consideration, we do recognize that these successes are in no way a singular effort. These are not something that occur because one person put in the time and the effort to complete an extensive list of tasks. That would be impossible. Instead, these achievements came because of the hundreds of people on our team, who oftentimes do not get the recognition they deserve.

**THE PROFESSIONAL SALES
PROGRAM IS AN
ACCREDITED MEMBER
OF BOTH THE
SALES EDUCATION
FOUNDATION, AND THE
UNIVERSITY SALES
CENTER ALLIANCE.**

Teamwork is not a foreign idea by any means; it is more something that is not recognized as much, especially in the world we live in today. Teams are everywhere; families, friends, student cohorts, bands, co-workers, the list goes on and on. Everyone is part of multiple teams in their lives, and they are constantly evolving over time.

It is essential to recognize that teamwork in sales is equally vital for long-term success. Sales occur through the SDR connecting with another team, passing that lead to an account executive, who works with their account manager, and even other decision-makers to complete the sale and create a new team between two parties. Completing a single sale cannot be done if not for multiple people working together, buying in, and focusing on the goal of signing the deal. This is what makes it a team accomplishment.

This concept epitomizes our past year. There have been so many amazing things happen for us, for our students, for our department, and for our university, and none of these things could have occurred if it were not for the hundreds of teammates who are on our side, and pushing for our success. We will always value and appreciate the teammates we have on our side, pulling for our success!

Brock Adams
Director



SPONSORS



NAVAN



NOORDA BUILDING COMPLETED



“The learning and innovation spaces that this building provides for our students, faculty and staff to unleash their creative potential are real game-changers for our programs and the industries we serve,”
– WSU President Brad Mortensen

The Noorda Engineering, Applied Science & Technology building was dedicated on October 7th, 2022. The building, a lengthy project committed by teams in the thousands is now the hallmark location for both the College of EAST, and the Professional Sales Department.

The building is a substantial upgrade from the original Technical Education building which was demolished in Summer 2020. With EAST being the largest college on campus, housing the automotive, computer science, engineering, and professional sales programs, the Noorda Building will be a focal point on campus for years to come.

FACTS & FIGURES



130,000 square feet



15 engineering labs



14 classrooms



119 origami fans

The building will also house the exceptional high school NUAMES with nearly 250 high school students walking the halls and experiencing the college life first-hand.

Initially approved by the Utah state legislature in 2018, the Noorda Building was a team effort across the board with countless hours from the administration, VCBO Architecture, and Big-D Construction.

The building also received massive financial support from the Ray & Tye Noorda Foundation, an outstanding donor and supporter of the college, and Weber State University. The foundation has been a substantial supporter of Weber State University for decades, and the building named in their honor will only cement their legacies for years to come.

Students began taking classes in the Noorda in the fall 2022 semester, before its official opening in October. Since the ribbon-cutting, students in all departments have enjoyed the state-of-the-art equipment and facilities at their fingertips. This building will always be a hub for the largest college on campus, and a mainstay support for higher education.

THE IMPORTANCE OF ETHICAL BEHAVIOR IN THE MODERN SALES PROFESSIONAL



RYAN MCKEEHAN
INSTRUCTOR

One does not have to look very hard to discover that modernity has its ethical challenges. Too often, businesses are damaged by a few bad actors who put themselves, their families, co-workers, colleagues, and shareholders in jeopardy because of short-sided decisions. From the dishonest cryptocurrency Ponzi schemes to the ethics surrounding emerging artificial intelligence (AI) technologies, sound ethical judgment should be at a premium.

Across the broad business spectrum today, sales organizations sit atop the ethical tip of the spear. Salespeople, perhaps more than other modern business professionals, face a steady

stream of ethical dilemmas. Whether selling in the logistical, technological, pharmaceutical, or any other space, modern sales professionals must be ready for whatever they encounter. At WSU, it is a point of emphasis to educate students on sales techniques and the ethical dilemmas they will face as they enter the workforce. As a result, WSU students not only develop the skills to sell effectively but also cultivate the wisdom to sell in a principled manner. Our collective faculty experience is that putting the customers' needs ahead of sales quotas builds trust and long-term success. Acting with integrity, honoring commitments, carefully listening, and being consultative in our sales approach enhances the relationships and increases both sales receipts and customer satisfaction.

At Weber State University students put theory into practice as they write about and debate the "real-life" ethical dilemmas. This approach allows students to "practice" thinking through challenging situations they will surely face in the road ahead. Effective preparation increases the likelihood that students will make better

decisions as they grapple with choices and consequences throughout their careers.

Recently, a WSU student demonstrated how good theory translates into real-life experience. This student turned in a class assignment and was awarded an "A" grade. The next day, he submitted the same assignment again with a note that said, "I was confused about the assignment instructions, so I asked another student for help. I ended up copying the other student's assignment. Today, I'm submitting my own work. I understand my actions have consequences and I am willing to accept responsibility. I want to be an ethical person." How much better it is to learn these lessons in the classroom rather than in the boardroom.

As WSU faculty, we believe emphasizing business and sales ethics in the classroom will create a legacy of business leaders and sales professionals that will lead with distinction and honor. WSU Professional Sales graduates will have a reputation for integrity and skill that adds value to any industry and community.



Students from Weber High School celebrate after placing in the MarketStar Sales Skill Challenge in December.

HIGH SCHOOL STUDENTS SHINE AT THE MARKETSTAR SALES SKILL CHALLENGE

“This allows students to compete in non-CTSO events and it showcases the opportunities for them.” – Dale Pollard

One of the hallmark events of the competitive sales season happened in December when over 80 high school students competed at the MarketStar Sales Skill Challenge.

The sales challenge is a marquee event for the Alan E. Hall Center for Sales Excellence, and it provides many students the opportunity to hone their sales skills and put them to work outside the classroom.

Students from nine high schools in the Weber, Davis, and Ogden City School Districts competed at the event, which provides many financial incentives, as well as scholarships for those who placed in their event.

At the event, students competed in both an elevator pitch event, which asked them to do a 90-second to 2-minute pitch selling themselves to the judges. This is a sales competition staple which gives students the opportunity to sell themselves in bite-sized increments. The main event featured students competing as a team, selling SaaS to judges in 15-minute intervals, with winning teams taking home cash as their prize.

The event has been a major success in secondary education for the previous five years, and will continue to be an incredible chance for students to become involved with the sales program in the years ahead.





PSSA STUDENTS WIN AT NATIONAL EVENTS

Weber State students in the Professional Sales Student Association kept up their success in the college sales circuit by winning multiple sales events across the country.

Students competed in 14 different sales competitions, the largest number ever by the PSSA in its existence. At multiple events, Wildcat students showcased their talents by taking home numerous awards and first-place finish.

At the National Collegiate Sports Sales Challenge in Atlanta, senior Kade Johnson took 2nd place overall in the speed-selling



PROFESSIONAL SALES STUDENT ASSOCIATION

Students at Weber State University have the opportunity to be part of one of the fastest-growing and most competitive clubs on campus, the Professional Sales Student Association.



ENTERPRISE SALES CHALLENGE A HIT

One of the best sales competitions of the year is the internal sales competition held each February. This year's event was sponsored by Enterprise Rentals, and was a great success for the 100+ WSU students who competed.

At the event, students were broken into one of four rooms

where they played the role as an account executive looking to connect with a buyer about utilizing Enterprise for a third-party rental agency.

“What we like about the Enterprise event is that it connects students with one of our incredible partners and they get to see first-hand what it’s

competition, while the WSU team took first place overall. At the National Sales Challenge in New York, Johnson and junior Payton Sevy took 3rd and 1st place respectively. In addition, Tyler Johnson and Laura Taylor won first place at the DECA International Career Development Conference in Orlando.

The PSSA have been active participants on the collegiate sales circuit now for five years, and have become heavyweight contenders when it comes to placing at major events. They will expand into additional sales competitions in the 2023-24 school year, and anticipate similar success.

Previously recognized as the DECA club, the PSSA competes in local, regional, and national sales competitions across the country. These events target up and coming sales professionals to boost their negotiating skills and sales understanding in real-world case studies every single year.



The PSSA is one of the only clubs on campus where students win real cash money for their success. This comes from the prize money they win at the national events they attend every single year. The prize money goes directly to the students' pockets, and helps broaden their education.

Members of the PSSA also get to compete on the national level, thanks to donations by the sponsors of the sales program. Without them, students would have to pay out of pocket to compete, but because of their generosity, students are able to compete and represent the university at no additional cost.

like to be an account manager for an incredible company like Enterprise." said Brock Adams, advisor to the PSSA, and organizer of the event. "The role-plays the students do are so realistic, that it gives them a taste of what to expect when they are out on the job market."

This year's event was one of the largest internal sales competitions ever organized

with over 100 students competing. \$100 cash prizes went out to the top two students in each of the four role-play rooms. An additional \$50 cash prize was given to the students who judges recognized as wild-card winners. Over \$1,000 was donated by Enterprise Rentals for the event.

"This is one of the most exciting events that we host all year, our

students love it." said Adams. "Getting to connect with real professionals in this role-play format is invaluable for them as they progress through their degree. We hope this continues for years to come."

Next year's internal sales competition is slated to be held in February of 2024 in the Noorda Building.



DID YOU KNOW?

A graduate from the
Department of
Professional Sales earns
an average salary of
\$48,500 with an
additional \$20,000 in
commission and bonuses?

Graduates have a 100%
hiring rate following
the completion of their
degree, in one of the
fastest-growing
industries nationwide.

NOTABLE FACULTY RESEARCH, PRESENTATIONS, & PUBLICATIONS

Barberi-Weil, M. (2023) Exploring Prosocial Theories for Teaching Civility in Baccalaureate Level Business Communication. Pepperdine University Press

Adams, B.T. (2023) Educational teamwork: Success in higher education is not something done on your own. Keynote speaker for the Utah Advising Association. (Ogden)

Lawrence, A. (2023) University professor explains why he embraces AI in the classroom. Guest interview on Morning in America.

Lawrence, A. (2023) Professor: Vanderbilt's letter on MSU shooting was 'emotional plagiarism' Guest interview on NewsNation

Flink, N. (2023) Expanding the buyer persona: Using a "Buyer Job Role Lens" to impact student development of sales questions for customer discovery. Presentation delivered at the National Conference in Sales Management. (Baltimore)

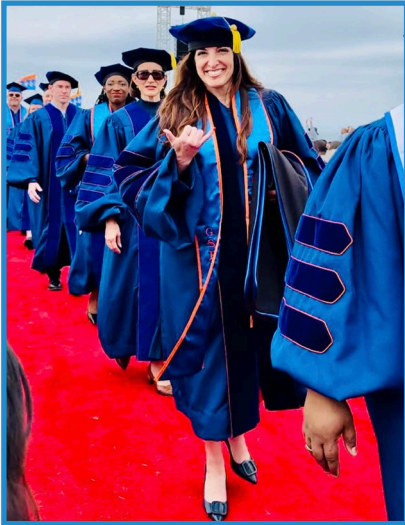
Nielson, B. & Adams, B.T. (2023) Aristotle in an elevator: Mastering a student's speed-sell pitch through the three modes of rhetoric. Presentation delivered at the National Conference in Sales Management. (Baltimore)

Lawrence, A. (2022) Should students be allowed to use A.I. to help with their work? Guest interview on CNN Tonight.

Lawrence, A. (2022) Weber State Professor uses artificial intelligence as tool for students. Guest interview on KSL Nightly News

Adams, B.T. (2022) Contemporary blue chips: A critical analysis of a sports journalist's approach to the scandals surrounding college athletics. Image of the Journalist in Popular Culture Journal. 10, 17-41.

Adams, B.T. (2022, November). Elevator engagement: Utilizing narratives in congruence with Aristotle's ELP perspective to enhance a student's persuasive pitch. Presentation at the National Communication Association Annual Conference. (New Orleans).



DR. BARBERI-WEIL GRADUATES!

Dr. Mikelle Barberi-Weil completed her Ph.D. in Global Leadership and Change from Pepperdine University in Malibu, CA. Barberi-Weil is now the fifth faculty member with a terminal degree, and ce-ments educational endeavors within higher education.

Mikelle's dissertation, "Exploring Prosocial Theories for Teaching Civility in Baccalaureate Level Business Communication focuses on the relevance of civil behaviors of students in an upper-division business communication course.

With the completion of her degree, Mikelle will be promoted to Assistant Professor in July and is on a tenure-track pathway within the department.

Congratulations, Mikelle!

NEW DEPARTMENT CHAIR FOR 2023-24

Assistant Professor Nicole Flink has been selected to be the new department chair for the upcoming academic year. Flink will succeed Associate Professor Blake Nielson who has served as chair for the past eight years.

"It has been an honor to serve as the Department Chair" said Nielson. "We have the absolute best faculty, staff, alumni, industry partners and students. We will continue to be a leader in sales education."

Under his direction as chair, Nielson has made incredible advancements for the department, including accreditation with the Sales Education Foundation, the hiring of multiple faculty, and most notably, assisting the construction and design of the Noorda Building.



Flink will begin her three-year term on July 1st, 2023, but has no plans on slowing down the progress made by Nielson in his tenure.

"I am humbled and grateful to be appointed as the Department Chair for Weber State University's Professional Sales Program" said Flink. "I am thrilled to continue working collaboratively as faculty in the Professional Sales Department and the Alan E. Hall Sales Center for Excellence to improve sales education, prioritize our students' experience, achieve excellence in the industry, and explore new opportunities to advance sales education."

Flink has been part of the sales program for many years, and her knowledge and expertise will be an incredible asset.





COMPANIES, STUDENTS CONNECT AT TOP GOLF NETWORKING NIGHT



In honor of the late Professor Desiree Cooper-Larsen, every issue we showcase a quote, idea, or piece of advice someone in our department learned from her, that helped them in their 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 Professor Tim Border.



Students and employers enjoyed connecting at the bi-annual Top Golf Networking Night in Midvale. At the event, companies reserve a bay, and students cycle in 6-minute intervals discussing potential career opportunities for the soon to be graduates. Students who participate are enrolled in the PS 4993 course, the senior capstone, taught by Mikelle Barberi-Weil. On average over 100 students attend the events annually.

Donations at the event raised over \$3,000 annually, all of which went to support the students involved in the PSSA, and allow them to compete at local, regional, and national sales events every year.

One of the most engaging events all year long, students and employers can expect the Top Golf Networking Night to continue for years to come, ensuring career opportunities for all.

The **Professional Sales Program** churns out graduates every single year, and is Weber State's 4th largest degree for headcount and graduates. Over the last five years, Weber has graduated over **600 students.**

YEAR	GRADS
2018-19	140
2019-20	120
2020-21	106
2021-22	135
2022-23	148



**“GO BIG.
BE WORLD-CLASS.
WE ARE NEVER
AVERAGE.”**

Desiree Cooper-Larsen



WEBER STATE UNIVERSITY

Alan E. Hall Center for Sales Excellence