### Program Brochure

**2018-2019 Academic Year**

**Your Time is Now.**

<table>
<thead>
<tr>
<th>Course Title</th>
<th>Course Code</th>
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<tbody>
<tr>
<td>Professional Selling and Communications I</td>
<td>MKT 3310</td>
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<tr>
<td>Negotiating and Conflict Resolution</td>
<td>MGT 4320</td>
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<tr>
<td>Professional Selling and Communications II</td>
<td>MKT 4311</td>
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<tr>
<td>Sales Force Management/Leadership</td>
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<tr>
<td>Professional Sales Internship</td>
<td>MKT 4199</td>
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<tr>
<td>Marketing Analysis and Decision Making</td>
<td>MKT 4330</td>
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</tbody>
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**Faculty and Staff**

- Andrea Dixon, PhD, Executive Director & Sales Coach ([Andrea_Dixon@baylor.edu](mailto:Andrea_Dixon@baylor.edu))
- Charles Fifield, MBA, Senior Lecturer & Sales Coach ([Charles_Fifield@baylor.edu](mailto:Charles_Fifield@baylor.edu))
- Brianna Hensley, Program Manager & Assistant Sales Coach ([Brianna_Hensley@baylor.edu](mailto:Brianna_Hensley@baylor.edu))
- Stephanie Mangus, PhD, Assistant Professor & Sales Coach ([Stephanie_Mangus@baylor.edu](mailto:Stephanie_Mangus@baylor.edu))
- Keith Richards, PhD, Associate Professor & Sales Coach ([Keith_Richards@baylor.edu](mailto:Keith_Richards@baylor.edu))

**Center for Professional Selling**

Dedicated to excellence in sales education, Baylor’s Center for Professional Selling is recognized as one of the premier global information resources for the sales profession.

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**Our team members have been impressed with recruits from the Baylor Professional Selling program. Students demonstrate professionalism, organizational skills, and the potential for leadership, which we greatly value at ASCO Equipment.**

**Chase Key**

**ASCO Equipment**

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**baylor.edu/business/selling**
The ProSales Program

Baylor’s Center for Professional Selling prepares students to lead lives of impact, wherever they are called to serve. Students develop the necessary skills and knowledge to become successful businesspeople, to create value in complex business-to-business sales environments, and to effectively engage in executive-level business contexts. ProSales students leave Baylor ready to make a difference in the community, Corporate America, and around the globe.

Curriculum

ProSales curriculum is unique in terms of what is taught and how it is taught. Students take seven nationally benchmarked courses while in the Program. Classes are experiential, interactive, and intentionally small. Out-of-classroom curricular experiences tap into real-life business contexts and allow students to put classroom learning into practice.

College-to-Career

Our intentional approach helps students make this key life transition. Our student-led Professional Development Program (PDP) offers events that expose students to various career paths, workshops, and experiences. Through our Top Gun Training Program, executives engage with students to provide input on career search activities to prepare students for the workplace. The Program provides financial support for students to compete in sales competitions, including four competitions at Baylor and nine competitions at universities across the country. Corporate mentors guide students as they navigate the transition out of college. Finally, the Program utilizes ProPass, a gamified mobile system that empowers students to track professional development activities.

Collaborative Culture

The ProSales Program is incredibly cooperative, by design. Faculty teach, coach, and push students to operate with a win-win mentality. The Program is often referred to as the “ProSales Family,” which is representative of the lifetime bonds formed among faculty, students, and alumni.

Admission Process

Acceptance into the Professional Selling Program is selective and limited to students demonstrating the aptitude, leadership, and work ethic necessary for success. All prospective applicants must:

- Have a minimum GPA of 3.0
- Interview three current ProSales students
- Solicit two faculty members and one work supervisor to submit the ProSales recommendation form
- Watch The Science of Sales video
- Attend a ProSales Information Session
- Complete the ProSales Program application
- Participate in admissions interview
- Visit: baylor.edu/business/selling/apply

Information Sessions

| Sept 12, 2018 | Jan 23, 2019 |
| Oct 10, 2018 | Feb 20, 2019 |
| Nov 14, 2018 | Mar 20, 2019 |

Application Deadlines

| Oct 1, 2018 | Feb 1, 2019 |
| Nov 1, 2018 | Mar 1, 2019 |
| Dec 1, 2018 | Apr 1, 2019 |

The ProSales Program has encouraged me to grow, both professionally and personally. The curriculum, competitions, networking events, and interview process are valuable experiences that are preparing my peers and me for our future as sales professionals.

Madison Floyd
Professional Selling Major

Internships & Placements

The Program works diligently to provide a guaranteed paid internship and 100% job placement upon graduation. Students secure jobs with a typical compensation package of $79,430 and receive an average of 2.9 job offers each (excluding students who accepted internship offers).

Recent placements include:

- 3M
- Accenture
- Arthur J. Gallagher
- AT&T
- Gartner
- Liberty Mutual Insurance
- Oracle
- OXY
- PolyOne
- Rackspace
- Shaw Industries
- Abbott Nutrition
- Adobe
- ASCO Equipment
- BMC
- IBM
- Mohawk
- Owens Corning
- Paycom
- Qualtrics
- Reynolds & Reynolds
- Textron

Competitions & Career Development

- Business Development
  - Baylor University
- Ball State University Sales Competition
  - Ball State University
- Liberty Mutual Sales Competition
  - University of Houston
- Great Northwoods Sales Warm-Up
  - University of Wisconsin - Eau Claire
- National Team Selling Competition
  - Indiana University
- International Collegiate Sales Competition
  - Florida State University
- Ethics Competition
  - Baylor University
- RHN National Sales Challenge
  - William Paterson University
- Selling Outside
  - Baylor University
- University of Toledo Sales Competition
  - University of Toledo
- Value Analysis
  - Baylor University
- National Collegiate Sales Competition
  - Kennesaw State University
- Western States Collegiate Sales Competition
  - California State University - Chico

Professional Development Program

- Positioning Yourself
  - Sep 5, 2018 | 5:00 pm
- Interviewing Success
  - Sep 5, 2018 | 6:00 pm
- Successful Internships
  - Sep 12, 2018 | 5:00 pm
- First Wednesday
  - Oct 3, 2018 | 5:00 pm
- First Wednesday
  - Nov 7, 2018 | 5:00 pm
- First Wednesday
  - Dec 5, 2018 | 5:00 pm

Top Gun Training

- Fall Training
  - Aug 16-17, 2018 | Dallas
- Spring Training
  - Jan 18, 2019 | Baylor

ProSales Golf Outing

- Spring 2019 Outing
  - Mar 22, 2019 | Dallas

Baylor has one of the best sales education programs in the country. Dr. Andrea Dixon’s commitment to her students is second to none. The students that come to us have a strong work ethic, are ‘sales ready,’ and have a value system that aligns with our corporate culture at 3M – making them ideal candidates for internships and full-time employment. We are very pleased with our partnership with Baylor.

Candace Mailand
3M