Through a comprehensive sales Curriculum,
an intentional College-to-Career strategy,
and a unique Collaborative Culture,
ProSales students leave campus 
ready to make a difference,
wherever they’re called to serve.

www.baylor.edu/business/selling
Mission-Focus: Career-Ready Sales Professionals

As we look back on 2014-15 in the Center for Professional Selling (ProSales), we examine our accomplishments in light of our vision and mission. An organization’s vision and mission play a crucial role in driving strategy. As organizational stewards, we must evaluate how we fulfill our vision and mission through meaningful strategies. Did we choose the right strategies? Are we executing with excellence? Thank you to the friends of ProSales who read this annual report and hold us accountable for answering these questions each year.

Our vision propels our thinking and serves as our daily reminder of the higher-order call for our work to be significant. Our mission defines our focus on students, industry and the profession. To bring our vision and mission to life in a relevant manner, we must answer the question, How is our world different today? Our strategy must address today’s business environment.

The business world is different today because organizations need career-ready professionals who understand the sales process and have the aptitude to learn the company’s products and customers quickly. Employers ask us, time-and-time again, for access to talent that can get off to a fast start. As a consequence, we seek to build up our students through our curricular and extra-curricular activities, thereby providing career-ready talent.

The strategies chosen to build up our students are presented visually in our Identity Pyramid and include a system of internal and external sales competitions, the Top Gun Training program, our Professional Development Program (PDP), a golf scramble, networking events, a mentoring program which taps our Advisory and Ambassador Board members, and ProPass which gamifies professional development for students. This past year, we benchmarked the sales curriculum at 32 universities to ensure Baylor ProSales students experience a cutting-edge curriculum that prompts real development. The result: our students are in demand. Our seniors received an average of 3.2 job offers and joined a wide range of companies and industries. Our juniors received an average of 1.9 sales internship offers. 100% of all juniors and seniors were placed before graduation. We make that 100% promise and our strategy for development ensures that we meet 100%. The starting recurring compensation for our seniors averaged $67,000 (not including signing bonuses or relocation packages).

Our corporate partners and friends of ProSales provide the financial support for these mission-critical programs driving student development. In fact, over the past three years, the number of companies involved with ProSales has grown from 45 to 86. We track individual-level of executive engagements with our students as these engagements drive student development. Over the past three years, executive engagements grew from 116 to 460 executives. Thank you for joining our vision to build the students that industry wants...today’s ethical and knowledgeable sales professionals and tomorrow’s principled business leaders.

Andrea Dixon, PhD
Executive Director, Center for Professional Selling
Building Up ProSales Students...  
Executive Support is Invaluable!

Our college-to-career transition strategy comes to life via a number of programs outside of the classroom. Our Identity Pyramid (shown on the next page) highlights several key programs that ensure our students are developed and ready to get off to a fast start.

Critical to our strategy, these programs require our ProSales students to engage with executives in preparing for sales competitions, networking and coaching sessions, mentor-mentee roles, and via feedback or judging roles. We thank our Advisory and Ambassador Board members for their strong commitment to our ProSales programming and the hours upon hours of time that they dedicate to the Baylor ProSales students.

2014-2015 Advisory Board Members

David Alexander (SGA, Inc.)  
Jim Anderson (ETCetera International)  
Greg Barnes (Halftime Talent Solutions)  
Rob Broomham (OXY Chemical)  
Eddie Caldwell (Northwestern Mutual)  
Jeff Carpenter (Owens Corning)  
Vince Chapa (CenturyLink)  
Todd Cione (Rackspace)  
Robert Custer (3M, retired)  
Dave Dagostino (Community Dental)  
Lindsey Derstine (Victaulic)  
Patrick Donlin (Heartland IT Consulting)  
Cazandra Farrar (Bell Helicopter)  
John Firmin (Firmin Enterprises)  
George Grubbs III (Grubbs Infiniti)  
Joseph Jamerson (Allstate Benefits)  
Jesse Johnson (Grainger)  
Jon Kalchthaler (PLS Logistics)  
Robert Keeney (F.A.B., Inc.)  
Dean Kyle (Henry Schein Dental)  
Max Lazovick (Kom/Ferry)  
Candace Mailand (3M)  
Wes McDaniel (Ideal Impact)  
Ken Merbler (Brikell Consulting)  
Carolina Mutz (White Lodging)  
Michelle Newman (Hormel Foods)  
Kelly Painter (Profiles International)  
Kenneth Peterson (Peterson & Associates)  
Ann Petricca (PolyOne)  
Christopher Roberts (AXA Advisors)  
Shana Shoden (Liberty Mutual)  
Philip Snell (Federated Insurance)  
Carey Stevens (Shaw Industries)  
Jack Trimm (Afflink)  
Brad Watson (Reynolds & Reynolds)

2014-2015 Ambassador Board Members

Andy Anderson (3M)  
DeAnn Bartlett (Oracle)  
Justin Blalock (Oracle)  
Simeon Brown (3M)  
Joseph Chen (Concentra)  
Mark Crouse (Schlumberger)  
Alex Dixon (OXY Chemical)  
Taylor Dixon (3M)  
Sean Fulton (Bell Helicopter)  
Madeline Giering (3M)  
Morgan Heeke (3M)  
Kristen Hunter (Oracle)  
Shirley Hunter (Teradata)  
Donald Jackson, Jr. (Deloitte)  
Trey Kline (Jones Lang LaSalle)  
Tyler Kopas (3M)  
Hannah Kroening (Oracle)  
Will May (AppDynamics)  
Benton Miller (3M)  
Pierce Miner (AppDynamics)  
Taylor Morrison (3M)  
Corey Munn (3M)  
Jim Oltman (US Air Force)  
Jeb Phillips (Medtronic)  
Kevin Rutledge (Bell Helicopter)  
Curtis Schroeder (Oracle)  
Grant Senter (IBM)  
Gary Smyth (Sales Elite)  
Colyn Squires (Reynolds & Reynolds)  
Morgan Stringer (AT&T)  
Sam Turtletaub (Century Interactive)  
Brittany Verhulst (3M)  
JR Weaver (VMware)  
Britney Wekesser (Walmart)  
Jenna Werneke (PolyOne)  
Chris Workman (3M)
Our ProSales curriculum is built on a strong research platform as are most academic programs. It would be difficult to offer an academic curriculum that is not research-based.

Beyond the curriculum, the extra-curricular strategies -- programs and processes -- that we use to develop our students are also research-based. Current research shows that more successful sales professionals identify with their work environments at multiple levels: product, team, company, customers, and industry. We also know from research that high standards accompanied by appropriate recognition are evident in high-performance sales organizations.

Consequently, we involve our ProSales students in a series of programs designed to engage their minds as well as their hearts on the path to becoming the next generation of sales professionals. These activities (highlighted in the identity pyramid below) help our students to systematically identify with the sales profession, cognitively as well as emotionally.

We have incorporated a system of events and recognition programs to create a high-performance culture and strong connections for students to Baylor ProSales. As a result, we are experiencing the added benefit of these strategies as our recent alumni seek to stay engaged with their program as Ambassadors. Almost all of the Ambassadors listed on the previous page are alumni who are committed to supporting their program.
# Supporting ProSales...

We Are Grateful for Your Support!

## $100,000+

- 3M Corporation

## $5,000 - $10,000

- Oxy
- Bell Helicopter
  - Henry Schein Dental
  - Rackspace
- Reynolds & Reynolds
- Victaulic
- White Lodging

## $2,500 - $5,000

- Barkate Family
- Dixon Family
- Heartland IT Consulting
- Liberty Mutual
- Northwestern Mutual
  - Owens Corning
  - PolyOne
  - Afflink
  - Allstate Benefits
  - Bunzl Distribution
- Community Dental Care
- Federated Insurance
- Goosehead Insurance
- Grubbs Infiniti
- Hormel
- PLS Logistics Services
- Profiles International
- Shaw Industries

## $500 - $2,000

- Bodie Nash
- Lindsay Family
- Hansen Family
- Crown Equipment
- Enterprise Holdings
- Paul Schultz *(Slalom Co.)*
  - AT&T
  - Walters Family
  - CA Technologies
  - Cloud [8] Sixteen
  - Concentra
  - BJ Crouse *(Schlumberger)*
- DHL Express
- Fischer Company
- Grainger
- Insight Global
- J. K. Tanner, Inc.
- Mann Family
- McCandlish Family
- Netsuite
- Oracle
- UPS
- KWKT-TV Fox 44

## $251 - $499

- Galvin Family
- Kenneth Peterson
  - Cynthia Downey
  - Ken Merbler *(Brikell Consulting)*
- David Alexander *(SGA, Inc)*

## In-Kind Donations

- 1424 Bistro
- 3 Spoons
- Al Biernat’s Steakhouse
- Bangkok Royal
- Baylor Club
- Baylor University Laundry
- Big Iron CHL
- Cavender’s
- Chick-fil-A
- Common Grounds
- Cottonwood Creek Golf Course
- Dallas Stars
- Dallas Symphony
- Dogtopia
- Dr Pepper Museum
- FC Dallas Soccer
- Chuck Fifield
- Fort Worth Zoo
- Casa Rita’s Mexican Grill
- Genie Car Wash
- George’s Restaurant
- Golf Club of Dallas
- Herbert Amos Clothier
- Hippodrome
- Hilton
- Hotel Indigo
- Joseph A. Bank
- Junque In The Trunk
- Kendra Scott
- Kuma
- Meigs Jewelry
- Ninfa’s
- Omni Dallas Hotel
- Alisha Pace
- Painting with a Twist
- Raising Canes
- Emily Reder
- Lindsey Regan
- Erin Robason
- Round Rock Express
- Sam’s Club
- San Jose Jewelers
- Sergio’s
- Shorty’s Pizza Shack
- Sic Em Delivery
- Sincerely Danielle Shorts
- Texas Rangers Baseball
- The View Apartments
- U Swirl
- Uncle Dan’s BBQ
- Vitek’s BBQ
- West Czech Bakery
- Yoga Bar
Looking Ahead

A Glance at 2015-2016

We are excited about the quality growth that we’ve achieved in Baylor’s Professional Selling program. By May 2015, we reached 89 ProSales students, up from 6 students in Fall 2009. As evidenced by their average GPA of 3.51, we see that high quality students are interested in ProSales’ intentional learning and development experiences.

In the coming year, we vow to sustain our commitment to quality growth. In addition to our current strategies, we have identified several new strategies to pursue:

Creating a Distinctly First-Class Recruiting Experience. An Advisory Board task force is identifying additional opportunities for creating a distinctive experience when recruiters visit Baylor and interact with our ProSales students. We are blessed with brand-new facilities in the Paul L. Foster Campus for Business and Innovation. Knowing that a first-class experience involves the intangibles that people represent as well as the tangibles that facilities represent, we are specifically examining the role of our ProSales students in that distinctive experience.

Providing Valuable Feedback to Career Fair Participants. When companies recruit at a university campus, they are placed in a highly competitive environment in the war for talent. In partnership with our Advisory Board, we are developing a strategy to provide these firms with valuable student feedback so companies gain additional benefit from recruiting opportunities provided by Baylor ProSales.

Developing a Business Value Analysis Competition. One crucial opportunity for student development lies in the area of developing and presenting the value proposition during the sales call. No external sales competition is designed to specifically address this issue. In fact, in some competitions, winning competitors may not have presented a compelling financial or business reason for making the purchase. Consequently, we plan to develop and pilot an internal sales competition that addresses this important area.

Hosting the 3M Frontline Sales Conference. With the opportunity afforded by a new business building, we proposed to host the 2016 3M Frontline Sales Conference in the Paul L. Foster Campus for Business and Innovation. 3M accepted our proposal and the planning process is underway. When we hosted this 3M conference at Baylor in 2012, we exposed our students to the cutting-edge research from the Corporate Executive Board. As a result, we incorporated The Challenger Sales Model into our curriculum. We look forward to identifying keynote speakers for this 2016 conference and the impact such speakers will have on all of our students.

Field Testing Additional Role Plays in ProSales I. Based on our curriculum benchmarking initiative last year, we identified an opportunity to provide additional role play experiences for students involved in the first sales course. Plans are underway to field test a modified pedagogy for ProSales I that integrates additional role playing as well as a gamification structure for course involvement.

We appreciate you, your energy, your passion and your support of Baylor’s ProSales program and the work we are doing to prepare the next generation of sales professionals.