



ANNUAL REPORT

2023-2024 Academic Year



Center for Professional Selling

Metropolitan State University of Denver
www.msudenver.edu/selling

WELCOME

Welcome to the fourth annual report from MSU Denver's Center for Professional Selling! We are excited to share this overview of the 2023-2024 academic year and hope you enjoy catching up on what's happening in our program. You'll read more in the coming pages, but we'd like to highlight a few things to start.

We are honored to have taught 330+ students this year in sales classes. Through our sales curriculum and experiential events, we have been able to connect sales-ready candidates with hiring managers. We are fortunate to partner with companies who invest in future sales leaders.

This year we obtained our five-year reaccreditation from the University Sales Center Alliance. MSU Denver has offered a Sales Minor and Certificate since 2013, and the Major was introduced in 2021. Our new alumni will be joining the workforce with foundational selling skills. [Research](#) shows that students who graduate from university sales programs ramp up 50% faster than non-sales educated peers, turn over 30% less than their counterparts, and save an employer +\$180,000 within the first 12 months of employment.

MSU Denver was again recognized as a Top University for Sales Education and our intercollegiate competition was recognized as one of the major sales competitions worldwide. Professional selling is a common landing place for new graduates, but degree programs in sales education are limited. These accolades emphasize the work MSU Denver is doing to help students prepare for careers in professional selling.

The 2024-2025 academic year kicks off on August 19 - we can't wait to see what we will accomplish together!

Sincerely,

The Center for Professional Selling Team
April Schofield, Mick Jackowski, Clay Daughtrey



CONTACT US

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THANK YOU, PARTNERS

Our partners play a key role in what we do, and our collective work is transforming lives across the region. We would not be able to provide the experiential education and real-world opportunities without their support!

This year, we celebrated 10 years of the sales program. Many of our alumni at partner companies now engage with current students. Thank you for your partnership.

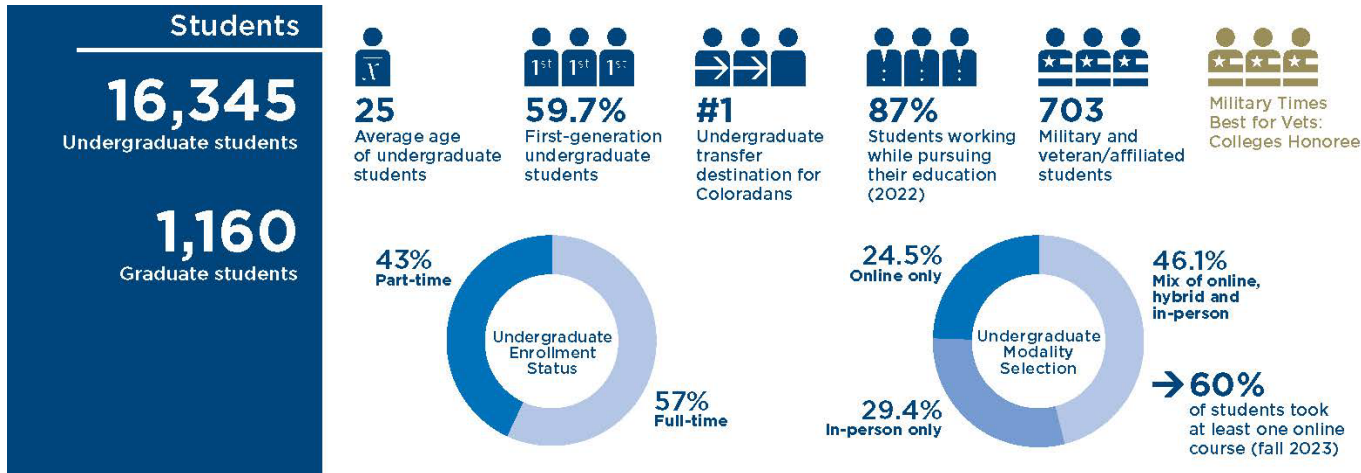


"My experience at MSU Denver's College of Business is undoubtedly a major contributor to my personal and professional success. From the dedicated support from professors and faculty to the numerous opportunities for growth, the department equipped me for the marketplace. What I appreciate most about my experience is having opportunities to network with tenured industry professionals, understand how the marketplace works through sales competitions, and being connected to companies seeking top talent. I am grateful for my time as MSU Denver and the community it helped me create."

- Tatym Lillquist, Northwestern Mutual

MSU DENVER AT A GLANCE

Metropolitan State University of Denver is reimagining what's possible as a leader and innovator in higher education. At MSU Denver, classes lead to careers and learners connect with leaders.



Top Sales University

Recognized as a top program by the Sales Education Foundation. The SEF is a non-profit that seeks to elevate the sales profession by supporting sales programs at colleges and universities in the US and worldwide.



Association to Advance Collegiate Schools of Business

Only 5% of business schools worldwide earn this distinction.



University Sales Center Alliance Full Member

MSU Denver is a full member of the USCA. Only 43 universities worldwide hold this recognition.

The USCA is a collective of universities dedicated to advancing sales education through research, teaching and outreach. Members must meet a set of high-quality standards.



Hispanic-Serving Institution

MSU Denver has one of the most diverse student populations in Colorado with 55% undergraduate students of color. We are a Hispanic-Serving Institution, a distinction obtained February 2019.



Best for Vets

MSU Denver is a Military Times Best for Vets: Colleges Honoree

PROGRAM HIGHLIGHTS

Meet & Greet Networking Event

The 2023-2024 academic year kicked off with the Meet & Greet networking event. Keynote speaker Salesesh Rampersad, President of Intelligent Solutions at Arrow Electronics, shared expertise about starting a professional career. The presentation was followed by an evening of relationship building, career development, and barbecue! Thank you to our partners for providing a place for students to practice their networking skills and connect with careers.



ORS Nasco Leadership Summit

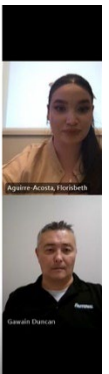
The ORS Nasco team welcomed MSU Denver students Bryce Hempel and Aaron Bennett to their 2024 Leadership Summit in Houston. The students, along with faculty coach Tom Miller, spent three days immersing in relationships, industry insight, and the Harvard Negotiating Seminar.

Fastenal Role Plays

Students in all sections of MKT 3250 Personal Selling were able to apply their learning in real-world role plays with Fastenal. Fastenal developed a case, provided training, acted as buyers, and shared on-the-spot feedback with students. One student shared the role plays "...pushed us outside of our comfort zone in the best way possible. We were able to do real role plays which allow us to grow and get a feel for real life".

SkiMaster Boating

Inventory Management



Jumpstart Your Career Event

The Center for Professional Selling hosted the "Jumpstart Your Career" event on March 28, 2024. The event featured a Q&A panel with young alumni, followed by networking and dinner. We welcomed nearly 100 students and partners to the event. Alumni Reece Rumsey, Jax Beal, Dee Tran, Tatym Lillquist, Taylor Dodson, and Beatriz Ochoa returned to MSU Denver to share their stories.



Job & Internship Fair

The Center for Professional Selling collaborated with the Classroom to Career Hub to host partners at the Spring Job & Internship Fair. This event is MSU Denver’s largest recruiting event and is open to all Auraria campus students/alumni from all majors who are looking for internships or careers in a wide variety of industries.

Motili Site Visit

Students from the Spring Advanced Selling class took a “field trip” to visit Motili’s downtown Denver office. Students were able to tour the sales floor, learn about the company’s unique value proposition, and see sellers in action.

DU Invitational Sales Competition

The University of Denver hosted students from MSU Denver and Colorado State University on their campus for a regional competition. MSU Denver sales coach Dan Zuch organized the competition and has built a great community of sales students across universities.



USCA Reaccreditation

In December 2023, Dr. Andrea Dixon visited MSU Denver on behalf of the University Sales Center Alliance to conduct a five-year reaccreditation. MSU Denver successfully

obtained reaccreditation and was congratulated on building a broad curriculum (nine sales courses) and providing experiences that “catapult” student growth and confidence. The USCA’s mission is to advance the selling profession by setting and monitoring sales program standards, sharing best practices, enhancing sales curricula, and preparing students for successful careers in sales.

Outstanding Student Award

Professional Selling major Alexandria Meek was recognized with an Outstanding Student Award by both the Department of Marketing and College of Business.



Farewell to Tom Miller

In bittersweet news, faculty member Tom Miller’s final semester at MSU Denver was Spring 2024. In his five years at MSU Denver, Tom established MSU Denver’s Pi Sigma Epsilon chapter, created a strong student community, and mentored countless students. Thank you, Tom!



ROCKY MOUNTAIN MADNESS

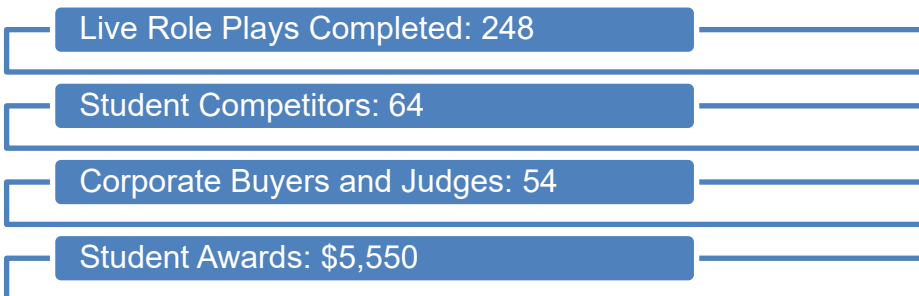
MSU Denver hosted the Rocky Mountain Madness, an annual intercollegiate sales competition, October 23-27, 2024. This was the fifth and final year of the competition.

Rocky Mountain Madness was a unique inside sales competition, featuring a March Madness-style bracket and opportunities for partners to interview and role play one-on-one with some of the nation’s top sales students.



Sixty-four sales students from 16 universities competed, including Ball State, Boise State, Colorado State, University of Denver, Haaga-Helia University of Applied Sciences, Kansas, Kansas State, Louisiana State, MSU Denver, North Dakota, North Dakota State, Stetson, Utah State, Washington State, Western Colorado and William Paterson. RMM was international this year, as students from Haaga-Helia University in Finland joined the competition.

Our sponsors play a critical role in making this event possible. Special thanks to case sponsor, E.W. Scripps, and sponsors Enterprise Holdings and ORS Nasco for providing resources to host a successful event!

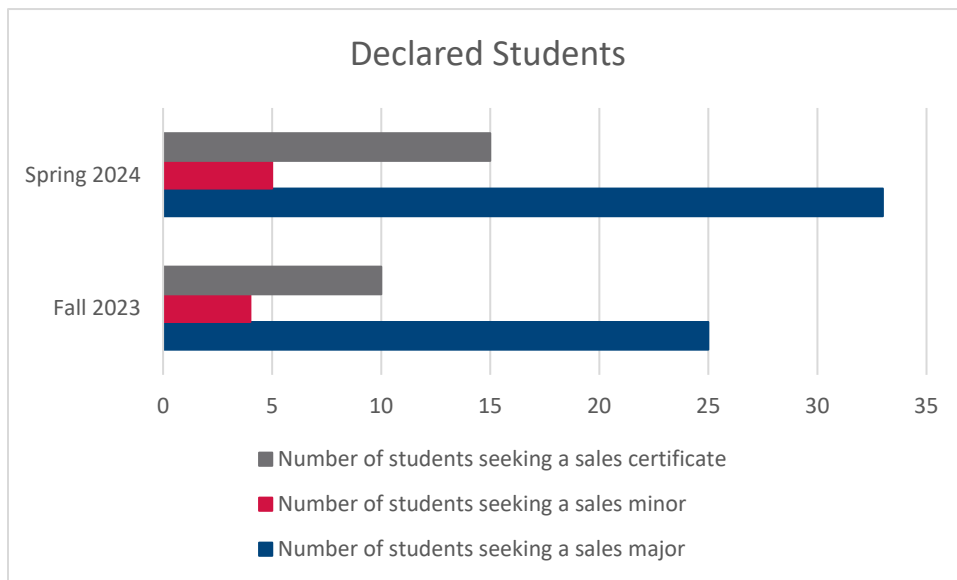


Role Plays by Sponsor:

Sponsor	Round 1	Round 2	Round 3	Round 4	Round 5	Round 6	Total
EW Scripps	64	32	32	16	8	4	152
Enterprise Holdings	32	16	0	0	0	0	48
ORS Nasco	32	16	0	0	0	0	48

SALES STUDENT DATA

Declared Students	Fall 2023	Spring 2024
Number of students seeking a sales major	25	33
Number of students seeking a sales minor	4	5
Number of students seeking a sales certificate	10	15
Total	39	53



Sales Class Enrollment

Course	Name	Fall 2023	Spring 2024	Total
MKT 2250	Introduction to Sales	63	57	
MKT 3160	Sales Leadership	15	16	
MKT 3250	Personal Selling	31	39	
MKT 3320	Inside Sales	24	N/A	
MKT 3330	Marketing & Sales Metrics	N/A	26	
MKT 3350	Social Selling	N/A	40	
MKT 3981	Internship in Sales	N/A	1	
MKT 4020	ProSales Team	4	3	
MKT 4250	Advanced Selling	N/A	15	
Totals		137	197	334

PHOTOS

