



Impact AY18

Developing the world's future sales professionals...one student at a time

**ESSPS staff and operations that make this type of impact possible is
100% funded by partners, sponsors, and other donors – THANK YOU!**

Highlights

- Enrollment and Placements
 - Executive Master in Sales Leadership (EMSL), a new graduate degree program exclusively focused on sales leadership, has been approved and will launch its first cohort fall 2019!
 - 29% increase in total sales enrollments since Fall 2014. When accounting for the addition of the joint degree program with ZUFE, total sales enrollments are up 37%.
 - In further recognition that everyone is in sales in some manner, the ESSPS for Fall 2017 saw a 48% increase in sales minors from COBI, and a 61% increase in sales minors from outside COBI.
 - 96% placement for sales majors. 90+% placement rate for sales majors for the past 5 years overall
- Engagement
 - 260+ small group corporate interactions (speakers, workshops, corporate coaching, dinners, board meetings, etc) with each interaction directly impacting 2-40 students
 - 19% increase in UTISC workers kept up with growth to expand event to include more universities
 - 13% increase in Sales Competition Team applications for external and internal teams
- Awards and Recognitions
 - 16 national top 10 placements including 3 1st places and 2 new records!
 - 1 COBI Pacemaker
 - 2 UT Blue Key Representatives
 - 8 alumni (minimum) recognized with top performance awards within their industry or company
 - \$120,000 raised for Veterans Matter to expand services to Columbus and Cleveland
 - 100,000+ meals packed for Feed My Starving Children
 - Out of 117 sales programs in the country, UT is 1 of 2 to offer a major, minor, "other" undergraduate degree designation, AND a graduate degree designation
 - Top 3% and 12% LinkedIn Social Selling Index scores in higher education for Director and Schmidt Research Professor respectively
 - 147,000+ views/reaches on almost 100 posts on LinkedIn and Facebook. Average views per post are almost 3,500 on LinkedIn and 200+ on Facebook
 - ESSPS' UTISC made UT home page's rotating carousel
 - Student who attended the UTISC made and posted a video highlighting the event that was viewed 250 times
- Scholarly Activity
 - 11 publications and 8 conference proceedings
 - 9 conference or board leadership positions
 - 6 research, service, and leadership awards
- UT Invitational Sales Competition (UTISC)
 - 34 universities (110 students) and 14 sponsors at the UTISC. Executed by 140+ employee and volunteer workers

Enrollment

*Executive Master in Sales Leadership (EMSL),
a new graduate degree program exclusively focused on sales leadership,
has been approved and will launch its first cohort fall 2019!*

Semester	Enrollment Total		% increase (decrease) from previous year
Fall 2017	220		9%
Spring 2018	241		16%
Fall 2017	Enrollment Majors	% of total	% increase (decrease) from previous year
Male	114	78%	6%
Female	32	22%	(38%)
Caucasian	109	75%	(6%)
African American	12	8%	71%
Hispanic	4	3%	33%
Asian/Pacific	2	1%	(50%)
Foreign	13	9%	(50%)

Placements

90+% placement rate for sales majors for the past 5 years overall

Semester	Majors Graduated	Majors Removed (MBA, Athlete Dream, ZUFE, other path w No Job, Poor Effort w No Job)	Majors Unknown or Not Placed Within 3 Months	Majors Placed	Majors Placed %	Majors with Sponsor %
Summer 2017	6	1	0	5	100%	40%
Fall 2017	15	1	1	13	93%	31%
Spring 2018	47	13	1	33	97%	45%
AY18	68	15	2	51	96%	41%

GPA

Semester	Average for Majors	% increase (decrease) from previous year
Spring 2018	3.14	N/A

Engagement

Interactions	Sponsors/Firms	Students	Interactions
Class Speaking Fall 2017	32	252	32
Corporate Coaching Fall 2017	18	147 (27+29+30+24+37)	110
Workshops Fall 2017	2	4	1
Exclusive Platinum Engagements Fall 2017	1	8	1
Sales Field Trip Fall 2017	3	19	1
Advisory Board Committee Strategy Fall 2017	11	7	1
Advisory Board Committee Curricula Fall 2017	11	5	1
Class Speaking Spring 2018	24	253	24
Corporate Coaching Spring 2018	15	115 (29+29+28+29)	86
Workshops Spring 2018	0	0	0
Exclusive Platinum Engagements Spring 2018	2	15	2
Sales Field Trip Spring 2018	3	10	1
Advisory Board Committee Research Spring 2018	13	2	1
Total	135	837	261

Events	Attendance	% students in seats	% increase (decrease) from previous year	% students enrolled	% increase (decrease) from previous year
Fall Fete 2017	174	69%	(1%)	78%	1%
Networking Night 2018	173	68%	1%	72%	2%

Competitions	Workers Signed Up	% increase (decrease) from previous year	Workers Showed Up	% increase (decrease) from previous year
ISC 2017	32	14%	30	15%
UTISC 2018	82	22%	69	19%

Breaks	Attended	% of prospect goal (goal was 5)	% of student goal (goal was 50)
#1 Bagels	51	N/A	N/A
#2 Doughnuts	45	N/A	N/A
#3 Muffins	53	N/A	N/A
#4 Grad (Sandwich + Cake)	44	N/A	N/A

Applications	Submitted	% increase (decrease) from previous year
Sales Competition Team	59	13%
Ambassador	10	(17%)

Sales Competition Team

16 national top 10 placements including 3 1st places and 2 new records!

- 1st place Professional Development Program at Pi Sigma Epsilon (PSE) Nationals
- 1st place Top Recruitment Program at Pi Sigma Epsilon (PSE) Nationals
- 1st place Whan Challenger (top overall individual) at Pi Sigma Epsilon (PSE) Nationals – first time in PSE history for any university to win this top award back-to-back!
- 2nd place Gold Chapter (2nd best chapter in the country) at Pi Sigma Epsilon (PSE) Nationals
- 2nd place Management Team at Pi Sigma Epsilon (PSE) Nationals
- 2nd place Salesperson at Pi Sigma Epsilon (PSE) Nationals
- 2nd place Social Media at Pi Sigma Epsilon (PSE) Nationals
- 2nd place Case Study at Pi Sigma Epsilon (PSE) Nationals
- 3rd place team at the UT Invitational Sales Competition (UTISC)
- 3rd place junior division at the UT Invitational Sales Competition (UTISC)
- 4th place sophomore/freshman division at the UT Invitational Sales Competition (UTISC)
- 6th place sophomore/freshman division at the UT Invitational Sales Competition (UTISC)
- Top 10 Case Team at the International Collegiate Sales Competition (ICSC)
- Top 10 ProAm at Pi Sigma Epsilon (PSE) Nationals
- North-American Interfraternity Conference (NIC) Undergraduate Award of Distinction
- Tragos Quest with Sigma Phi Epsilon (top 15 of 250+ applicants and 15,000 members) – ESSPS students won this recognition back-to-back
- 2 ProAM Finalists at Pi Sigma Epsilon (PSE) Nationals
- National Scholarship Program (8 scholarships – a PSE national record for any one university!) at Pi Sigma Epsilon (PSE) Nationals
- Semi-finalist at the International Collegiate Sales Competition (ICSC)
- Quarter Finalist at the National Collegiate Sales Competition (NCSC)
- 1st place Marketing Challenge Team Pi Sigma Epsilon (PSE) Regionals
- 2nd place Speakers Competition Pi Sigma Epsilon (PSE) Regionals
- 3 of the 10 finalists in the Pi Sigma Epsilon (PSE) Regionals ProAm
- Chapter Sustained Excellence Award at Pi Sigma Epsilon (PSE) Nationals (6 years running)
- 1st place at Quicken Loans Sales Competition
- 4th place at Quicken Loans Sales Competition

Awards/Recognition – Other

- 1 COBI Pacemaker
- 2 UT Blue Key Representatives

Alumni Recognition

- Alumni Advisor of the Year at Pi Sigma Epsilon (PSE)
- Rookie of the Year at Acclarent (a Johnson & Johnson company)
- #1 in Commercial Solutions Division at 3M
- #4 Senior Associate for Managed Wealth Financial at Transamerica
- Top 30 Under 30 in telecommunications according to Cablefax
- Eagle Award Q1 at Thyssenkrupp
- Salesperson of the Month at Grant Cardone
- Bright Future Award at Owens Corning

Volunteer Impact

- Songfest was led by 2 ESSPS students along with 2 other ESSPS students on the core team, and they raised a record amount of money for charity. The \$120,000 going to Veterans Matter has enabled them to expand services to Columbus AND Cleveland and put 160 veterans into housing.
- Klar Leadership Academy consisted of at least 6 ESSPS students who helped to organize and run a meal pack event for Feed My Starving Children that secured volunteers to pack 100,000+ meals for Haiti

Sales Landscape - Sales Education Foundation (SEF) Annual

- Out of 117 professional sales programs in the country, UT is
 - 1 of 2 to offer a major, minor, “other” undergraduate degree designation, AND a graduate degree designation
 - Other is University of North Alabama
 - 1 of 7 with a major, minor, and “other” undergraduate degree designation
 - 1 of 12 with a graduate degree designation
 - 1 of 15 with a major and minor
 - 1 of 24 with a major

Social Media

Platform	Posts	Views/ Reaches Total	Views Average	Likes Total	Likes Average	Comments Total	Comments Average	Shares Total	Shares Average
LinkedIn	40	135,371	3,471	1,847	46	76	2	3	0
Facebook	56	12,533	224	372	7	19	0	27	0

- Top 3% and 12% LinkedIn Social Selling Index scores in higher education for Director and Schmidt Research Professor respectively
- ESSPS' UTISC made UT home page's rotating carousel
- UT MarCom video on UTISC was viewed 1,700+ times
- Student who attended the UTISC made and posted a video highlighting the event that was viewed 250 times

Scholarly Activity

Articles (Academic)

1. Kaski, Timo, Jarkko Niemi , and **Ellen Pullins**, "Rapport building in authentic B2B sales interaction" forthcoming in *Industrial Marketing Management*, Volume 69, 2018, p 235-252.
2. Bata Hatem, Iryna Pentina, Monideepa Tarafdar, and **Ellen Pullins**, and, "Mobile Social Networking and Salesperson Maladaptive Dependence Behaviors," forthcoming in *Computers in Human Behavior*, Volume 81, 2018, p 235-249.
3. Waldeck, Nancy, **Ellen Pullins**, and Mary Jane Blink, "Perceptions of Professional Sales Careers: The Impact of Various Sources for Information," forthcoming in *Journal of Selling*.
4. Alamaki, Ari, Timo Kaski, and **Ellen Pullins**, "Fostering Collaborative Mindsets Among Customers: A Transformative Learning Approach," forthcoming in *Journal of Professional Selling and Sales Management*.
5. **Mallin, Michael L.**, "Towards a Framework for Evaluating Sales Managers," forthcoming in *The Journal of Selling*.
6. **Mallin, Michael L.**, Bashar S. Gammoh, **Ellen B. Pullins**, and **Catherine M. Johnson**, "A New Perspective of Salesperson Motivation and Salesforce Outcomes: The Mediating Role of Salesperson - Brand Identification," forthcoming in *The Journal of Marketing Theory & Practice*.
7. Gammoh, Bashar S., **Michael L. Mallin**, **Ellen B. Pullins**, and **Catherine M. Johnson**, "The role of salesperson brand selling confidence in enhancing important sales management outcomes: A social identity approach," forthcoming in *The Journal of Business and Industrial Marketing*.
8. **Mallin, Michael L.**, "When Performance Improvement Coaching for your Salesperson Goes Badly: A Conceptual Approach to Dealing with Negative Reactions," *Development and Learning in Organizations*.
9. **Mallin, Michael L.** and Charles B. Ragland, "Power-Base Effects on Sales Person Motivation and Performance: A Contingency View", *Journal of Business to Business Marketing*, 24 (2), pp. 99-121. (Selected as **Best Paper among all 2017 articles in Journal of Business to Business Marketing**.)
10. **Johnson, Catherine M.**, Ayesha Tariq, and Thomas L. Baker, "Gucci to Green Bags: Conspicuous Consumption as a Signal for Prosocial Behavior," forthcoming in *Journal of Marketing Theory and Practice*.

Articles (Practitioner)

1. **Pullins, Ellen** and Prabakar Kothandaraman, "Mastering Sales Leadership—The Case for Graduate Education," *Sales Education Annual* 2018, p10.

Awards

1. Journal of Business-to-Business Marketing (JBBM) Outstanding Articles – Dr. Michael Mallin
2. Lancelot C.A. Thompson Service to Students Award – Deirdre Jones
3. Honorary Blue Key – Deirdre Jones
4. Thomas Gutteridge Dean's Excellence Award, College of Business & Innovation – Dr. Ellen Pullins
5. DeJute Memorial Undergraduate Teaching Award, College of Business & Innovation – Dr. Katy Johnson
6. UT Staff Leadership Development Program – Deirdre Jones

Conference and Board Leadership

1. At-large Board Member of the National Conference in Sales Management (2016 – present) – Dr. Katy Johnson
2. Sales Special Interest Group Communications Chair of the American Marketing Association (2017-present) – Dr. Katy Johnson
3. Chair/President of the Independent Collegian Board of Directors (2015-present) – Lora Parent
4. Advisory Board Member, Sales Education Foundation (2012-present) – Dr. Ellen Pullins
5. Fellow, Direct Selling Education Foundation (2018-present) – Dr. Ellen Pullins
6. Committee Member, Marcom, University Sales Center Alliance (2014-present) – Deirdre Jones & Michael Mallin
7. Committee Member, Sales Competitions, University Sales Center Alliance (2017-present) – Deirdre Jones
8. Chair of Conference Programming (June 2012-May 2018) and Board Member (May 2007-present), Global Sales Science Institute. – Dr. Ellen Pullins
9. Academic Council Board Member, American Marketing Association, August 2015-July 2018. ~AC Committee on Special Interest Groups, August 2015-July 2018. – Dr. Ellen Pullins

Conference Proceedings and Special Sessions

1. **Pullins, Ellen**, "Building customer trust in technology mediated on-line B2B sales encounters," American Marketing Association
2. Pentina, Iryna, Veronique Guilloux, **Ellen Pullins**, and Holly Baumgartner, "Social Media Engagement Behaviors and Brand Meaning Co-Creation: A Case of Luxury Brands," Academy of Marketing Science World Congress
3. **Pullins, Ellen**, Sales SIG Special Session Proposal: New Horizons in Sales & Sales Management, American Marketing Association
4. Gilstrap, Collin M. and **Catherine Johnson**, "Mad Men: CEOs with Sales and Marketing Backgrounds," Academy of Marketing Science World Congress
5. Tariq, Ayesha and **Catherine Johnson**, "Why We Shop With Companies We Hate: An Exploration of Barriers to Ideological Shopping," Society for Marketing Advances
6. 7. Gilstrap, Collin M. and **Catherine Johnson**, "Mad Men: CEOs with Sales and Marketing Backgrounds," National Conference in Sales Management
7. **Jones, Deirdre**, "Using Academic Video to Create Rising Star Students," UBTech Conference

Conference Attendance

1. American Marketing Association (AMA), 3 faculty
2. National Conference in Sales Management (NCSM), 1 faculty
3. Academy of Marketing Science World Congress (AMS), 2 faculty
4. UBTech Conference, 1 faculty

UT Invitational Sales Competition (UTISC)

	Quantity	% increase (decrease) from previous year	Notes
Universities	34	13%	
Students	110	33%	
Sponsors	14	(7%)	
Recruiters	103	1%	
Workers	140	9%	