

## Impact AY25

Creating knowledge, shaping people, and making connections to transform the profession of sales

[Higher education is like a garden, and our garden thrives because of external support.](#)

**Faculty + staff + operations is 40% externally funded.**

**Staff + operations is nearly 100% externally funded.**

**THANK YOU partners, sponsors, and other donors!**

### Highlights

- Enrollment and Placements
  - 93% placement of professional sales majors
  - ESSPS Partners/Sponsors are hiring 39% of professional sales majors
- Engagement
  - 700+ small group corporate interactions taking place in person and online with each interaction directly impacting 1-38 students
  - \$3,725 in ESSPS scholarships awarded to 4 students on Sales Competition Team
  - 3% decrease through 12% increase in student engagement of students enrolled in ESSPS at main events. Main events included 589 engagement points, which is a 4% increase from last year.
  - High school students attended UToledo Invitational Sales competition (UTISC) and were very pleased with their experience
- Academic Enhancements
  - Introduced artificial intelligence (AI) seller for real time video role plays in our PSLS 3080 Purchasing class so buyer students can practice with the AI seller before doing role plays with the human sellers in PSLS 3440 Sales. Buyer students reported higher levels of confidence and demonstrated better proficiency in their human-human role plays thanks to their use of the Copient.AI platform that we customized with our case and rubric.
  - Negotiation role plays for the PSLS 3080 Purchasing students to role play with AI sellers of varied difficulties (ie: friendly, antagonistic) were also created to enrich the students' experience and skills.
  - Retained ESSPS Diamond Corporate Partner, International Paper (IP), who is infused into PSLS 4710 Sales Leadership as the primary case for applied learning and then upgraded IP to UTISC Product/Service Sponsor
- Awards and Recognitions
  - 11 national top 10 placements including 3 1<sup>st</sup> places
  - Fulbright Specialist to University of Eastern Finland - Dr. Ellen Pullins
  - University Distinguished Professor - Dr. Ellen Pullins
  - Tenure - Dr. Tyler Hancock
  - Neff College Innovation Award - Susan Shultz
  - Edward H. Schmidt Research Professor of Sales and Sales Management (renewal) – Dr. Ellen Pullins
  - First national collegiate sales competition to be certified by the University Sales Center Alliance (USCA) for a best practices and quality competition – UTISC
- Scholarly Activity
  - 3 publications and 5 conference proceedings
  - 14 conference or board leadership positions or editorial review boards
  - 8 conferences attended

- UToledo Invitational Sales Competition (UTISC)
  - 37 universities (126 students – highest yet) and 13 sponsors at the UTISC. Executed by 100+ employee and volunteer workers.
  - More than just a role play competition: 108 role plays, 35 development blocks (with 350 engagement points), 199 coaching/interviewing sessions, 872 career fair engagements, and 239 social media posts (formally tracked – actual number is much higher). Total of at least 1,768 engagements.
  - Debuted International Paper as the new product sponsor for UTISC 2025-2027
  - Celebrated 10<sup>th</sup> anniversary
- Sales Education Landscape
  - Out of 157 professional sales programs in the country, UToledo is the *only* university to have a professional sales major, minor, some other undergraduate degree designation and a graduate degree designation. Sales Education Foundation (SEF) Annual 2025.

## Enrollment

Semester	Enrollment Total		% increase (decrease) from previous year
Fall 2024	105		(22.8%)
Spring 2025	89		(30.5%)
Fall 2024	Enrollment Majors	% of total	% increase (decrease) from previous year
Male	41	66.1%	(16.3%)
Female	20	32.3%	(16.7%)
Caucasian	49	79%	(16.9%)
Two or more	3	4.8%	50%
Foreign	8	12.9%	14.3%
Unknown	2	3.2%	100%

NOTES:

- University report no longer shares detailed ethnicity

## Placements

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 6 Months	Majors Placed	Majors Placed %	Majors with Sponsor %
Summer 2024	0	N/A	N/A	N/A	N/A	N/A
Fall 2024	13	2	1	10	91%	10%
Spring 2025	22	3	1	18	95%	56%
<b>AY25</b>	<b>35</b>	<b>5</b>	<b>2</b>	<b>28</b>	<b>93%</b>	<b>39%</b>

## **GPA**

<b>Semester</b>	<b>Average for Majors</b>	<b>% increase (decrease) from previous year</b>
Spring 2025	3.35	1.2%

## **Academic Enhancements**

Introduced artificial intelligence (AI) seller for real time video role plays in our PSLS 3080 Purchasing class so buyer students can practice with the AI seller before doing role plays with the human sellers in PSLS 3440 Sales. Buyer students reported higher levels of confidence and demonstrated better proficiency in their human-human role plays thanks to their use of the Copilot.AI platform that we customized with our case and rubric.

Negotiation role plays for the PSLS 3080 Purchasing students to role play with AI sellers of varied difficulties (ie: friendly, antagonistic) were also created to enrich the students' experience and skills.

Retained 1 ESSPS Diamond Corporate Partner, International Paper (IP), in PSLS 4710 Sales Leadership with an infused case focused on salesforce organization, recruitment, selection, training, leadership, motivation and rewards systems, and performance management. Feedback from the students and faculty continues to be positive.

Then upgraded International Paper in spring 2025 as UTISC Product/Service Sponsor.

## **Engagement – onsite with limited online or hybrid concurrent options**

<b>Interactions</b>	<b>Sponsors/Firms</b>	<b>Students</b>	<b>Interactions</b>
VIP Suite Fall 2024	5	18	5
Class Speaking Fall 2024	6	119	6
Sales Connection Fall 2024 – includes Internal Sales Competition 2024	11	106 – see table below	317
Corporate Coaching Fall 2024	13	68	68
Exclusive Engagements Fall 2024	1	7	1
Advisory Board Research Collaboration	5	0	0
Advisory Board Curricula Review	8	1	1
VIP Suite Spring 2025	4	8	4
Class Speaking Spring 2025	10	185	10
Sales Connection Spring 2025	12	93 – see table below	272
Corporate Coaching Spring 2025	11	77	77
Exclusive Engagements Spring 2025	0	0	0
Advisory Board Outreach Feedback	6	1	1
<b>Total</b>	<b>92</b>	<b>683</b>	<b>762</b>

<b>Events</b>	<b>Attendance</b>	<b>% students in seats</b>	<b>% increase (decrease) from previous year for % students</b>	<b>% students enrolled</b>	<b>% increase (decrease) from previous year for % students</b>
Sales Connection Fall	106	70%	(7%)	101%	(3%)
Sales Connection Spring	93	73%	1%	104%	12%

NOTES:

- Percents are based on headcounts and not specific students

<b>Competitions</b>	<b>Workers Signed Up</b>	<b>% increase (decrease) from previous year</b>	<b>Workers Showed Up</b>	<b>% increase (decrease) from previous year</b>
ISC 2024	28	(36%)	28	(36%)
UTISC 2025	54	(11%)	54	4%

NOTES:

- Fewer students were needed to run each event due to efficiencies in event flow and having a strong student core team
- More of the UTISC students could work multiple shifts so fewer total students were needed

<b>Competitions</b>	<b>High School Students</b>	<b>High School Teachers</b>
ISC 2024	0	0
UTISC 2025	43	2

<b>Applications</b>	<b>Submitted</b>	<b>% increase (decrease) from previous year</b>
Sales Competition Team	14	(39%)

NOTES:

- Third year in a row with the scholarships and rewarding the students with a bonus due to performing in the top 25% at a national sales competition

## **Sales Competition Team**

***11 national top 10 placements including 3 1<sup>st</sup> places!***

### **UToledo Invitational Sales Competition (UTISC)**

- 2<sup>nd</sup> place overall team
- 4<sup>th</sup> place sophomore/freshman gold bracket – Lauren Dempsey
- 1<sup>st</sup> place junior bronze bracket – Maxwell Shelton
- 1<sup>st</sup> place engagement for competitors – Lauren Dempsey
- Social media winner (most reactions) – Brooklynn McBee

### **National Awards Program – Pi Sigma Epsilon Nationals**

- 2<sup>nd</sup> Place - Lewis F. Gordon Top Gold Chapter
- 2<sup>nd</sup> Place - Top New Member Development Program
- 2<sup>nd</sup> Place – Top Professional Development Program
- 2<sup>nd</sup> Place - Top Chapter Recruitment Program
- 2<sup>nd</sup> Place – Top Management Program

### **National Convention Pro-Am Sell-a-Thon® – Pi Sigma Epsilon Nationals**

- Semifinalists – Emily Moeller, Rachel Stapleton, Maxwell Shelton

### **Pro-Am Sell-a-Thon® Yearlong Competition – Pi Sigma Epsilon Nationals**

- Honorable Mention (top 10) – Emily Moeller

## **Awards/Recognition – Other**

- Fulbright Specialist to University of Eastern Finland, September 2024 (International Business & Sales Management Curriculum Project) – Dr. Ellen Pullins
  - CIES Fulbright Specialist Roster, 2021-2025
- University Distinguished Professor - Dr. Ellen Pullins
- Tenure - Dr. Tyler Hancock
- Neff College Innovation Award - Susan Shultz
- Edward H. Schmidt Research Professor of Sales and Sales Management (renewal) – Dr. Ellen Pullins
- First national collegiate sales competition to be certified by the University Sales Center Alliance (USCA) for a best practices and quality competition – UTISC
- 2 PSE scholarship winners

## **Scholarly Activity**

### Articles (Academic)

1. [Salesperson emotional intelligence at work: A resource-based perspective of subjective well-being determinants and organizational outcomes](#)  
**ML Mallin, TD Hancock, EB Pullins, CM Johnson**  
Industrial Marketing Management 125, 373-385  
2025
2. [Conceptualizing an integrative typology of sales enablement strategy](#)  
SB Friend, SM Mangus, **EB Pullins**, L Davis, **CM Gilstrap**  
Journal of Personal Selling & Sales Management 45 (1), 64-81  
2025
3. [Effectiveness of future-focused sustainability appeals in public service announcements: Roles of emotions and 'forestalgia' experiences](#)  
**T Hancock**, I Pentina, E Lamendour  
Journal of Marketing Communications, 1-23  
2024

### Conference and Board Leadership

1. Advisory Board Member, Sales Education Foundation (2012-present) – Dr. Ellen Pullins
2. Board Member (2019-present), Vice Chair International Relations (2024-present), Global Sales Science Institute – Dr. Ellen Pullins
3. Vice Chair of Finance and Membership, Sales Special Interest Group (2018-2025), American Marketing Association – Dr. Ellen Pullins
4. Co-Chair, New Horizons Faculty Consortium in Sales and Sales Management: The Power of People in the Digital Sales Transformation, 2023-2024. – Dr. Ellen Pullins
5. Vice Chair of Media Content (2022-present), Global Sales Science Institute – Dr. Katy Gilstrap/Johnson
6. Committee Member, External Relations, University Sales Center Alliance (2020-present) – Deirdre Jones
7. Committee Member, Sales Competitions, University Sales Center Alliance (2017-present) – Deirdre Jones

### Editorial Review Boards

1. Journal of Professional Selling and Sales Management (JPSSM) – Dr. Ellen Pullins – Senior Editor, Dr. Katy Gilstrap/Johnson
2. Journal of Business Research (JBR) – Dr. Ellen Pullins, Dr. Tyler Hancock
3. Journal of Selling (JS) – Dr. Ellen Pullins, Dr. Michael Mallin
4. Industrial Marketing Management (IMM) – Dr. Michael Mallin

### Conference Proceedings and Special Sessions

1. Gilstrap/Johnson – 1...USCA
2. Hancock – 2...SMA, New Horizons
3. Pullins – 1...New Horizons
4. Shultz – 1...SEA

### Conference Attendance

1. Hancock – 3 ...AMA, New Horizons, SMA
2. Jones – 1 ...USCA
3. Pullins – 3 ...AMA, New Horizons, USCA
4. Shultz – 1 ...SEA

## UToledo Invitational Sales Competition (UTISC)

	Quantity
Universities	37
Students	126
Sponsors	13
Recruiters	87
Workers	100+

More than just a role play competition:

- 108 role plays
- 35 development blocks with 350 engagement points
- 199 coaching/interviewing sessions
- 872 career fair engagements
- 239 social media posts (formally tracked – actual number is much higher)
- Total of at least 1,768 engagements

Debuted International Paper as the new product sponsor for UTISC 2025-2027

Celebrated 10th anniversary

## Sales Landscape - Sales Education Foundation (SEF) Annual

- Out of 157 professional sales programs in the country, UToledo is:
  - ***Only university to have a professional sales major, minor, some other undergraduate degree designation, and a graduate degree designation***
  - 1 of 3 to have a professional sales major, minor, and a graduate degree designation
  - 1 of 7 to have a professional sales major, minor, and some other undergraduate degree designation
  - 1 of 10 to have a professional sales graduate degree designation
  - 1 of 24 to have a professional sales major and minor
  - 1 of 35 to have a professional sales major
  - 1 of 43 to have a professional sales concentration
  - 1 of 87 to have a professional sales minor
- 14 fewer programs since last year
- Ohio, Texas, North Carolina, and now Pennsylvania are all tied for having the most sales programs at 9 each (although Baylor is claiming two programs). Ohio, Texas, and North Carolina each lost 1 university sales program.