

Impact AY24

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.](#)

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

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Highlights

- Enrollment and Placements
 - 100% placement of professional sales majors
 - ESSPS Partners/Sponsors are hiring 30% of available professional sales majors
- Engagement
 - Debuted successful VIP Suites before the college job fairs to better connect VIP students with VIP corporate partners
 - 700+ small group corporate interactions taking place in person and online with each interaction directly impacting 1-40 students
 - \$3,300 in ESSPS scholarships awarded to 3 students on Sales Competition Team
 - 10-13% increases in student engagement of students enrolled in ESSPS at main events. Main events included 566 engagement points.
 - High school students attended Internal Sales Competition (ISC) and UToledo Invitational Sales competition (UTISC) and were very pleased with their experience
- Academic Enhancements
 - Retained ESSPS Diamond Corporate Partner, International Paper (IP), who is infused into PSLS 4710 Sales Leadership as the primary case for applied learning
- Awards and Recognitions
 - 16 national top 10 placements including 8 1st places
 - 1 John and Lillian Neff College of Business & Innovation Pacemaker
 - Out of 169 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
- Scholarly Activity
 - 9 publications and 6 conference proceedings
 - 13 conference or board leadership positions or editorial review boards
 - 4 conferences attended
- UToledo Invitational Sales Competition (UTISC)
 - 34 universities (114 students) and 13 sponsors at the UTISC. Executed by 100+ employee and volunteer workers.
 - More than just a role play competition: 108 role plays, 39 development blocks (with 305 engagement points), 220 coaching/interviewing sessions, 776 career fair engagements, and 154 social media posts (formally tracked – actual number is much higher)
 - Secured International Paper as the new product sponsor for UTISC 2025-2027

Enrollment

Semester	Enrollment Total		% increase (decrease) from previous year
Fall 2023	136		(9.4%)
Spring 2024	128		(12.3%)
Fall 2023	Enrollment Majors	% of total	% increase (decrease) from previous year
Male	49	66.2%	2.1%
Female	24	32.4%	(4.0%)
Caucasian	59	79.7%	3.5%
African American	1	1.4%	(69.7%)
Hispanic	3	4.1%	(25.0%)
Asian/Pacific	1	1.4%	100%
Multiple	2	2.7%	0%
Foreign	7	9.5%	75.0%
Unknown	1	1.4%	(69.7%)

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 2023	5	0	0	5	100%	20%
Fall 2023	15	4	0	11	100%	36%
Spring 2024	24	0	0	24	100%	29%
AY24	44	4	0	40	100%	30%

GPA

Semester	Average for Majors	% increase (decrease) from previous year
Spring 2024	3.31	(0.9%)

Academic Enhancements

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.

Engagement – onsite with limited online or hybrid concurrent options

Interactions	Sponsors/Firms	Students	Interactions
VIP Suite* Fall 2023	5	15	5
Class Speaking Fall 2023	9	175	9
Sales Connection Fall 2023 – includes Internal Sales Competition 2023	13	141 – see table below	285
Corporate Coaching Fall 2023	11	74	74
Exclusive Engagements Fall 2023	3	22	3
Advisory Board Research Collaboration	5	0	0
Advisory Board Curricula Review	9	4	1
VIP Suite* Spring 2024	3	14	3
Class Speaking Spring 2024	8	264	8
Sales Connection Spring 2024	11	118 – see table below	281
Corporate Coaching Spring 2024	13	100	100
Exclusive Engagements Spring 2024	0	0	0
Advisory Board Outreach Feedback	5	4	1
Total	95	931	770

NOTES:

- *New interaction pilot

Events	Attendance	% students in seats	% increase (decrease) from previous year for % students	% students enrolled	% increase (decrease) from previous year for % students
Sales Connection Fall	141	77%	(1%)	104%	13%
Sales Connection Spring	118	72%	(8%)	92%	10%

NOTES:

- Percents are based on headcounts and not specific students

Competitions	Workers Signed Up	% increase (decrease) from previous year	Workers Showed Up	% increase (decrease) from previous year
ISC 2023	44	193%	44	193%
UTISC 2024	61	20%	52	11%

NOTES:

- More students were needed at UTISC because the ones who did help could not do as many shifts. Still able to keep the number of shifts needed at an efficient yet effective level.

Competitions	High School Students	High School Teachers
ISC 2023	1	0
UTISC 2024	38	2

NOTES:

- New to invite high school students

Applications	Submitted	% increase (decrease) from previous year
Sales Competition Team	23	10%

NOTES:

- Second 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

16 national top 10 placements including 8 1st places!

UToledo Invitational Sales Competition (UTISC)

- 1st place junior silver bracket – Emily Moeller
- 5th place sophomore/freshman silver bracket - Mohammad Almasri
- 1st place engagement for competitors - Mohammad Almasri
- 2nd place overall team
- Social media winner (Waste Management) – Rachel Stapleton

National Awards Program – Pi Sigma Epsilon Nationals

- 1st Place - Top Chapter Recruitment Program
- 1st Place – Top Not for Profit Sales/Marketing
- 2nd Place - Lewis F. Gordon Top Gold Chapter
- 2nd Place - Top New Member Development Program
- 2nd Place – Top Professional Development Program
- Alumni Engagement Award – Abigail Sowinski

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

- 1st Place Team
- 1st Place – Emily Moeller
- 5th Place – Brady Pridgeon
- Semifinalist – Luke Andrews

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

- 3rd Place – Emily Moeller
- 5th Place – Luke Andrews

Awards/Recognition – Other

- 1 John and Lillian Neff College of Business & Innovation Pacemaker
- 1 PSE scholarship winner

Sales Landscape - Sales Education Foundation (SEF) Annual

- Out of 169 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 2 to have a professional sales major, minor, and a graduate degree designation
 - 1 of 6 to have a professional sales major, minor, and some other undergraduate degree designation
 - 1 of 15 to have a professional sales graduate degree designation
 - 1 of 22 to have a professional sales major and minor
 - 1 of 34 to have a professional sales major
 - 1 of 50 to have a professional sales concentration
 - 1 of 90 to have a professional sales minor
- Same number of professional sales programs in the country as last year
 - First time there has not been an increase in the number of university sales programs since programs started to launch in the early 2000's

Scholarly Activity

Articles (Academic)

1. **Mallin, Michael L., Tyler D. Hancock, Ellen B. Pullins,** and Bashar S. Gammoh (2024), "How Does Personal Identification with Supervisors Affect Salesperson Performance?" Invited Article - Keller Center Research Report, 17 (2), pp. 1-5.
2. **Hancock, Tyler S., Michael L. Mallin, Ellen B. Pullins** and **Catherine M. Johnson** (2024), "I Want What They Have: The Impact of Salesperson Envy on Customer Relationships Amid Organizational Disruption", *Journal of Business & Industrial Marketing*, 39 (4), 692-707.
3. SB Friend, SM Mangus, **EB Pullins**, L Davis, **CM Gilstrap** (2024), "Conceptualizing an integrative typology of sales enablement strategy", *Journal of Personal Selling & Sales Management*, p1-18.
4. V Good, **EB Pullins** (2024), "The nine habits of highly effective researchers: strategies for strengthening scholarly submissions", *Journal of Personal Selling & Sales Management*, 44 (2), 101-107.
5. Jokiniemi, Sini, Aino Halinen, **Ellen Bolman Pullins**, and Kenichi Hosoi. "Rapport building in B2B sales interactions: the process and explananda." *Journal of Personal Selling & Sales Management*, 44, no. 2 (2024): 177-195.
6. V Good, SM Mangus, **E Bolman Pullins** (2023), "Salesperson rapport: a literature review and research agenda for an evolving digital sales process," *Journal of Personal Selling & Sales Management*, 43 (4), 245-269.
JPSSM James Comer Contribution to Theory Award Runner Up.
7. JL Stevens, SF Waites, **T Hancock** (2024), "Retail Reimagined: A Blueprint for Trauma-Informed Customer Experiences," *Rutgers Business Review*.
8. C Bauer, JM Galvan, **T Hancock**, GK Hunter, CA Nelson, J Riley (2024), "Integrating technology within the sales-service ecosystem: the emergent sales techno-ecosystem." *European Journal of Marketing*, 58 (3), 782-811.
9. Davidson, Alexander, Mark R. Gleim, **Catherine M. Johnson**, and Jennifer L. Stevens, (2023), "Gig Worker Typology and Research Agenda: Advancing Research for Frontline Service Providers," *Journal of Service Theory and Practice*, 33(5), 647-670. All authors contributed equally.

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-present), 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, August 2023-present. – Dr. Ellen Pullins
5. Vice Chair of Media Content (2022-present), Global Sales Science Institute – Dr. Katy Gilstrap/Johnson
6. Past Chair (2024-present), Sales Special Interest Group (Chair 2021-2023), American Marketing Association – Dr. Katy Gilstrap/Johnson
7. Committee Member, External Relations, University Sales Center Alliance (2020-present) – Deirdre Jones
8. 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
2. Journal of Business Research (JBR) – Dr. Ellen Pullins
3. Journal of Selling (JS) – Dr. Ellen Pullins, Dr. Michael Mallin
4. Industrial Marketing Management (IMM) – Dr. Michael Mallin

Other Global or National Leadership

1. CIES Fulbright Specialist Roster, May 2021-present (four year appointment) – Dr. Ellen Pullins

Conference Proceedings and Special Sessions

1. Gilstrap/Johnson – 1...NCSM
2. Hancock – 2...NCSM + SMA
3. Mallin – 1 ...NCSM
4. Pullins – 2 ...NCSM + GSSI

Conference Attendance

1. Hancock – 2 ...NCSM + SMA
2. Pullins – 1 ...NCSM
3. Shultz – 1 ...SEA

UToledo Invitational Sales Competition (UTISC)

	Quantity
Universities	34
Students	114
Sponsors	13
Recruiters	81
Workers	100+

More than just a role play competition:

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University Sales Center Alliance Annual Report on AY23

	USCA Average	UToledo ESSPS
Students in sales classes	377	467
Degree programs	50.6% minor and certificate, 49.3% major	Major, minor, concentration, and graduate concentration
Corporate support	13 corporate partners	16 corporate partners and 12 corporate sponsors
Placement	94.2%	84% reported at the time of the survey data collection, however ESSPS finished at 94%
Research – peer reviewed journal articles published	3	12