

A woman with long, wavy blonde hair is sitting on a light-colored stone wall. She is wearing a black blazer over a mustard-colored top and black pants with a slit at the ankle. She is smiling and looking towards the camera. The background consists of tall, golden-brown grasses in the foreground and a dense forest of green trees in the background.

2020-2021 ANNUAL REPORT

Kansas State University National Strategic Selling Institute



Director's Message

We are looking forward to another exciting year in the National Strategic Selling Institute! The pandemic did not stop us from moving the ball forward in several areas. Last year, 73 sales students graduated in December and May, and 124 students enrolled in the Certificate and Major, bringing our total count to 161 current students enrolled in our program for the start of the Fall 2021 term.

Even though much of the world went virtual this past year, we had many exciting successes with our students. The K-State Sales Team continued their winning ways, bringing home team trophies from the Northeast Intercollegiate Sales Competition (2nd place), Arizona Collegiate Sales Competition (1st place), Challenge Sales Institute Regional Team Challenge (2nd place), and the Twin Cities Collegiate Sales Team Championship (1st place). The Sales Ambassador organization created a Peer Mentoring Program in addition to hosting two high school competitions and an Open House for companies interested in our program. And, our annual NSSI Benefit Auction, held in May 2021, raised the bar by grossing \$110,000!

Our students continue to get great jobs and experience success in their sales roles after graduation. Although COVID put a dent in the 100% placement rate of our students, we are just short of 100%. In addition, our alumni are employed in 26 states across the United States. I credit our amazing students, great faculty, and supportive partners for this success.

Our achievements would not be possible without the ongoing support from our Corporate Partners and friends of the National Strategic Selling Institute. As we continue to grow and expand, we value your support and advice for our program and students. Please review the annual report provided in the pages to follow, and let us know what other types of information you would like to receive. We look forward to continuing efforts to make the National Strategic Selling Institute at Kansas State University the place for university sales education.

Dawn Deeter, Ph.D.

Director, National Strategic Selling Institute
J.J. Vanier Distinguished Chair or Relational Selling & Marketing

99%
placement for
full-time roles

10
consecutive years
named a top-ranked
sales program by the
Sales Education
Foundation (SEF)

16.5%
average enrollment
growth over the
past four years

Skill Development

Our program is based on an application for admission into both the Certificate and Major in Professional Strategic Selling. This helps define and set our program apart from other universities and programs as we are looking for quality students that want to go into a career in sales. Students have to have a 2.50 cumulative GPA to be accepted, and they have to maintain a minimum GPA on courses taken to fulfill the certificate and major requirements.

Skillsets

Within our program, we have eight faculty that teach the core sales classes and electives. Through the curriculum, students gain real-world experience through the use of our sales lab and other sales technology available and incorporated into the curriculum. Because of this, students come out of our program with the following skillsets:

- They can sell and have the **demonstrated ability to sell.**
- They can use **sales technology.**
- They can **coach and be coached.**
- They can have a **sales conversation.**
- They know how to **score prospects and customers.**
- They know how to **prioritize activities to maximize ROI** for time and resources.
- They can **prospect** and are used to hearing no.
- They can **manage a sales pipeline** and deal with quotas.

Curriculum

Through our innovative curriculum, students are exposed to the fundamentals of sales. In the classroom, students develop the sales skills necessary to be successful sales professionals with an emphasis on the use of role-plays to prepare students. On average, each student will complete a minimum of five mock role-plays so students can apply the lessons learned in the classroom.

In addition, students have the opportunity to gain hands-on experience in technology platforms. Throughout the curriculum, great emphasis is placed on CRM, with the use of Salesforce. Coaching and artificial intelligence software are also used through Refract and Interact Software.

373

graduates with a Certificate in PSS

55

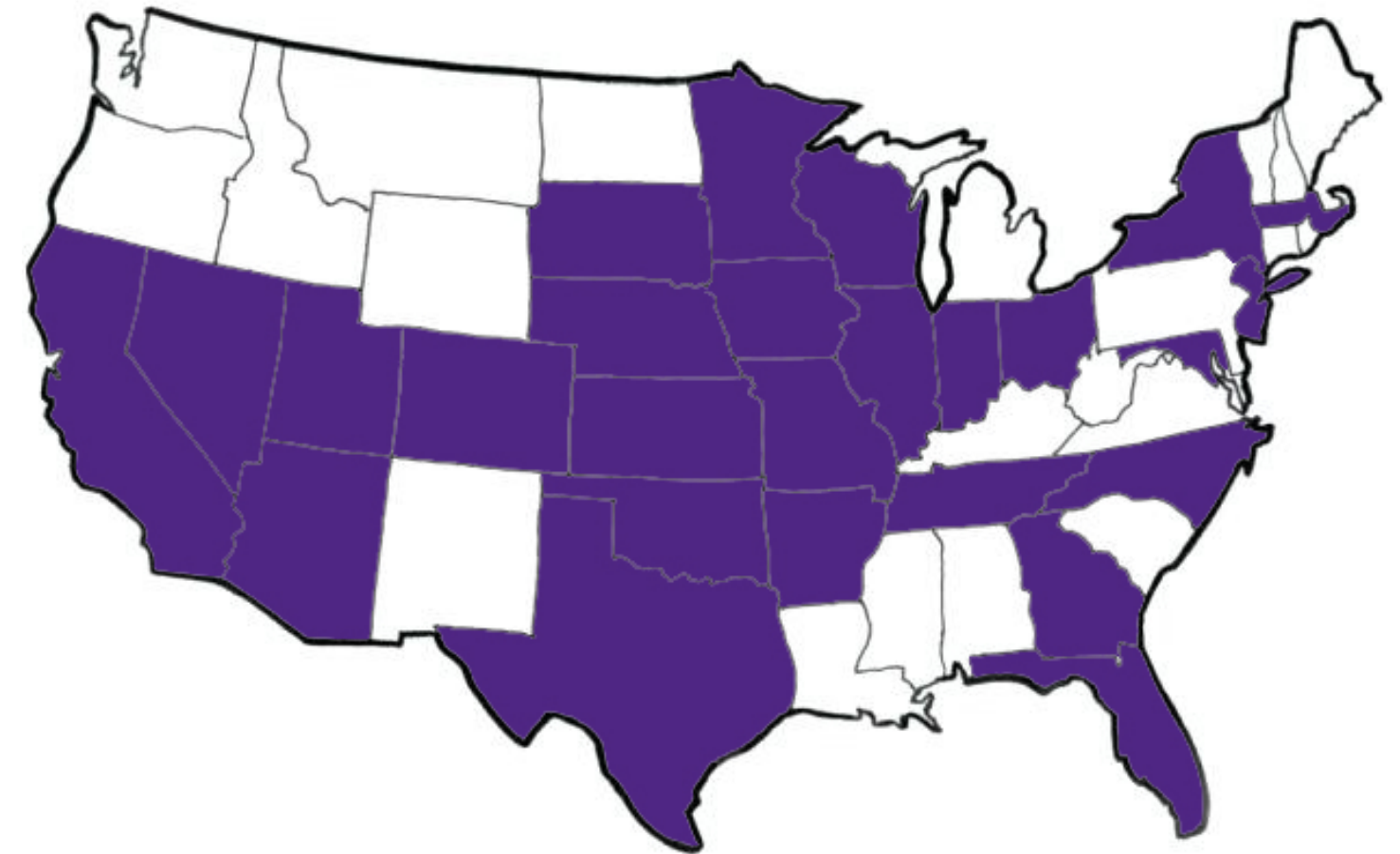
graduates with a Major in PSS

\$56K

average starting salary

26

states where our alumni are represented



Alumni Across the Nation

Our alumni can be found across the country, working in various industries in 26 states. They often give back to our program by serving on alumni panels in classes, helping the K-State Sales Team prepare for competitions, and giving back to students through the annual NSSI Benefit Auction. Additionally, our alumni spread the word about the National Strategic Selling Institute with their employers.

120

students enrolled in the Certificate in PSS in the 2020 - 2021 AY

41

students enrolled in the Major in PSS in the 2020 - 2021 AY

3.45

average undergraduate cumulative GPA

11%

diversity among students in the 2020 - 2021 AY

Giving Back to Students

Student merit awards and scholarships are performance-based awards that recognize sales students' excellence and hard work within the National Strategic Selling Institute throughout the academic year. These performance-based awards provide value by achieving the following results:

- Help deserving students defray the cost of college as they develop the skills needed to achieve personal and professional success.
- Invest in the future of business by supporting students engaged in an innovative program designed to help them begin building sales expertise.
- Encourage high-performing students to pursue a challenging and rewarding career that drives our economy.

9th Annual NSSI Benefit Auction

The annual NSSI Benefit Auction is put on by sales students in the Advanced Selling class. The event is designed to allow students to learn about the sales process in a real-world setting. All proceeds from the event (excluding raffle ticket sales) go towards establishing funds for sales student merit awards and scholarships. The 9th Annual NSSI Benefit Auction was our best, not only in terms of the amount raised and the number of scholarships provided but also in the excitement of being at a live event after a year of shutdowns.

2021 Ninja Sales Cat Inductees

The following students were top performers in the Advanced Selling class for the Spring 2021 semester, helping raise over \$110,000 at the 9th Annual NSSI Benefit Auction: Wade Heller, Landry Brewton, Keegan Donahue, Zac Oakes, and Lauren Greenstreet.

9

academic years hosting an Annual Benefit Auction

\$515k

raised through the Annual Benefit Auction

315

student merit awards awarded to support sales students

\$185k

awarded since August 2011

Sales Cup Tournament

All students enrolled in the Certificate or Major in Professional Strategic Selling at the start of the term are automatically entered in the National Strategic Selling Institute Sales Cup Tournament. This competitive event provides students with the opportunity to compete and earn points to take home a portion of the \$10,000 in student merit awards and ultimately recognizes students for exceptional involvement with the National Strategic Selling Institute.

Fall 2020 Award Winners

The following students were named champions of the fall Sales Cup Tournament:

- Cameron Jones, Junior
- Jacqueline Anzalone, Junior

Additional students earning awards for their participation in the Sales Cup Tournament included: Lucas Johnson, Hunter King, Collin Thompson, Emily Dendy, Kaley Coffman, Morgan Waterman, Natalie Beck, Myah Robke, Abbie Barron, Grace Barron, Eli Kistler, Cam Butler, Lilah Harris, Megan Underwood, and Halle Zwetow.

Spring 2021 Award Winners

The following students were named champions of the spring Sales Cup Tournament:

- Colton Williams, Sophomore
- Jacqueline Anzalone, Junior

Additional students earning awards for their participation in the Sales Cup Tournament included: Collin Thompson, Cameron Jones, Cameron Pavelschak, Lydia Johnson, Kaley Coffman, Natalie Beck, Cashe McVey, Morgan Waterman, Jack McGuire, Meghan Siebenburgen, Abbie Barron, Grace Barron, and Alyssa Fullington.

“The National Strategic Selling Institute gave me opportunities to develop my sales skills, connect with great companies, and learn alongside amazing students. The sales competitions served as an important practice that prepared me for internships and my full-time job. The NSSI set me up to be successful in my post-graduate career.”

Katie Horton

2021 NSSI Service Award Recipient



“The National Strategic Selling Institute gave me the tools I needed to grow both professionally and personally, to be in the sales career that I am today. Through the sales classes, career fairs, extracurriculars, and opportunities the program offers I was able to gain a comprehensive understanding of sales which allowed me to hit the ground running in the sales industry post-graduation.”

Cecilia Nancarrow

2021 NSSI Outstanding Senior Award Recipient



9th Annual NSSI Benefit Auction

A highlight of the 2020 – 2021 academic year was the 9th Annual NSSI Benefit Auction. With over 250 people in attendance, this was the first large in-person event hosted by our program since March 2020. The event raised over \$110,000 in student merit awards and scholarships. This year, 36 students in the Advance Selling class earned commission and bonuses with \$25,000 in student merit awards given out at the event.

Opportunities for Students

Although much learning goes on within our curriculum, the National Strategic Selling Institute also looks for ways to broaden students' education and skills through events outside the bounds of the classroom.

Douglas E. Hill/Edward Jones Scholarship

Awarded since fall 2011, the purpose of this scholarship is to honor Douglas E. Hill and provide financial assistance to students enrolled in the College of Business Administration at Kansas State University. The recipients(s) will be undergraduate student(s) with a preference given to students seeking a career in sales, sales management, and/or marketing in financial services.

The following students were awarded the Douglas E. Hill/Edward Jones Scholarships for the 2020 - 2021 academic year:

- Cosmina Backs, Senior in Marketing
- Katie Horton, Senior in Professional Strategic Selling & Marketing
- Lucas Johnson, Senior in Professional Strategic Selling
- Cameron Jones, Junior in Professional Strategic Selling
- Abigail LaSala, Junior in Finance
- Morgan Meadows, Senior in Entrepreneurship
- Anastacia Mendoza, Sophomore in Business Administration Pre-Professional

Edward Jones Sales Competition

Every semester, Edward Jones hosts an internal sales competition for students in the College of Business and the College of Health and Human Services. In the scenario, students act as an Edward Jones financial advisor meeting with a fictitious prospect in an initial needs discovery sales call.

The following students placed in the top five in the Fall 2020 Edward Jones Sales Competition, receiving a student merit award: Kaley Coffman (sophomore), Katie Horton (senior), Lucas Johnson (senior), Landen King (senior), and Baileigh Pepper (junior). The following students placed in the top five in the Spring 2021 Edward Jones Sales Competition, receiving a student merit award: Katie Horton (senior), Lucas Johnson (senior), Cameron Jones (junior), Morgan Waterman (junior), and Colton Williams (junior).

12

mock role-play sales calls completed

560

students participated in mock role-play sales calls

75

company representatives participated in mock role-play sales calls

\$3,800

student merit awards awarded through mock role-play sales calls

Note: The stats above represent participation for the 2020 - 2021 academic year (AY).

Mock Role-Play Sales Calls

During the academic year, four core sales classes require students to participate in various mock role-play sales calls to apply lessons learned in the classroom. Similar to top-ranked sales organizations, we utilize mock role-plays in which a salesperson calls on a specific buyer. In addition, the K-State Sales Team Tryouts consists of three rounds of mock role-play sales calls. This year, the tryouts were sponsored by Lockton Companies, which allows students to compete against each other for student merit awards and an opportunity to interview for a spot on the K-State Sales Team.



10

academic years with a Douglas E. Hill/Edward Jones Scholarship Fund

115

Douglas E. Hill/Edward Jones Scholarships awarded

\$105k

awarded in Douglas E. Hill/Edward Jones Scholarships since August 2011

13

Edward Jones Sales Competitions held

Sales Ambassadors

The Sales Ambassador organization is a group of students who are selected to serve the National Strategic Selling Institute. Their primary responsibilities are to assist in the retention of current students and the recruitment of prospective students into the Major or Certificate in Professional Strategic Selling. They also help manage the relationships with our corporate partners and prospective companies, increase alumni involvement and volunteer at events and activities hosted on campus by the National Strategic Selling Institute.

Professional Development

One of the unique aspects of the Sales Ambassador organization is the interaction with the sales community and sales leaders. This past academic year, two well-known sales leaders generously contributed to the organization. These sales leaders made a tremendous impact on students by providing expert advice and coaching on sales skills and sales career success.

Mike Weinberg

A long-time friend of our program, Mike Weinberg is a consultant, speaker, and best-selling author. Weinberg's passion is helping sellers and sales teams Win More New Sales. He was the #1 salesperson in three organizations and is the author of three #1 Amazon bestsellers – *New Sales. Simplified.*, *Sales Management. Simplified.*, and *Sales Truth*. Moreover, Mike wrote part of *Sales Truth* while sitting in the College of Business and devoted part of Chapter 11 to our program! This spring, Mike spoke to the organization about the book *Sales Truth* and discussed how students could earn that next promotion in their first job.

Jeff Bajorek

Co-host of the popular podcast *The Why and the Buy* and a seasoned sales professional, Jeff Bajorek has written three books, including *When It Goes Sideways*, *Fundamentals of Prospecting*, and *Rethink the Way You Sell*. Bajorek participated in a Q&A with the organization and addressed various topics ranging from starting your career to selling in uncertain times.

2020 - 2021 Sales Ambassadors

Anna Arends, Cosmina Backs, Jack Boedeker, Drew Boeh, Blake Bontrager, Olivia Carney, Emily Dendy, Madeline Dercher, Zach Hoeven, Katie Horton, Lucas Johnson, Lydia Johnson. Cameron Jones, Samuel Keener, Landen King, Hunter King, Kara Krannawitter, Grace Langdon, Brooke Loiacono, Matthew Maurer, Cecilia Nancarrow, Quin Napier, Cameron Pavelschak, Hanna Stram, Aliza Swan, Jake Swickard, Emma Tibbetts, Taylor Wells, Kylee White, and Colton Williams



6

academic years with a Sales Ambassador organization

5

committees in which Sales Ambassador members serve

30

members of the Sales Ambassador organization for the 2020 - 2021 AY

18

senior members of the Sales Ambassador organization for the 2020 - 2021 AY

2020 - 2021 Committees

Alumni Relations

Committee Head: Cameron Jones, Junior
The alumni relations committee helps plan and implement events designed to engage NSSI alumni, including the NSSI Alumni Tailgate and Virtual Happy Hours.

Corporate Partner Engagement

Committee Head: Landen King, Senior
The corporate partner engagement committee serves as a liaison with our Corporate Partners, including assisting while on campus and ensuring the Corporate Brand is represented within our program. In addition, they help prospect with prospective companies interested in joining our Corporate Partner Program.

Public Relations

Committee Head: Anna Arends, Senior
The public relations committee plays an important role in creating content and scheduling social media posts focusing on student engagement and interaction while raising awareness through other relevant social media platforms.

Recruitment

Committee Head: Madeline Dercher, Senior
The recruitment committee focuses on implementing a recruitment plan for the Major in PSS and Certificate in PSS in the College of Business, but also campus-wide. They help develop new and innovative ways to recruit students, including personalized outreach campaigns. In addition, they assist with on-campus visits from prospective students.

Sales Week

Committee Head: Taylor Wells, Senior
The sales week committee helps plan and carry out Sales Week activities and events, including Fall and Spring Sales Career Fairs and Recruiter Panels.



K-State Sales Team

The National Strategic Selling Institute strives to provide sales students opportunities to broaden their professional development skills outside the classroom. Through the K-State Sales Team, students compete in national sales competitions. These experiences allow students to enhance their skills and begin preparing for a career in any sales organization.

2020 - 2021 Competition Schedule

Huhtamaki Sales Competition
Huhtamaki, DeSoto, Kansas

Great Northwoods Sales Warm-up
University of Wisconsin-Eau Claire

CSI Virtual Resume & Interview Competition
University of Central Oklahoma

Northeast Intercollegiate Sales Competition
Bryant University

International Collegiate Sales Competition
Florida State University

Selling with the Bulls: Intercollegiate 2021
University of South Florida

Redbird National Sales Competition
Illinois State University

Arizona Collegiate Sales Competition
Arizona State University

University of Toledo Invitational Sales Competition
The University of Toledo

Challenger Sales Institute Regional Team Challenge
University of Central Oklahoma

National Collegiate Sales Competition
Kennesaw State University

Twin Cities Collegiate Sales Team Championship
University of Minnesota

10

academic years with
the K-State Sales
Team

12

members of the
K-State Sales Team
for the 2020 - 2021
AY

7

senior members of
the K-State Sales
Team for the
2020 - 2021 AY

4

top-five team
finishes during the
2020 - 2021 AY

2020 - 2021 Highlights

Huhtamaki Sales Competition

Colton Williams, First Place Sophomore Division

Great Northwoods Sales Warm-up

Landen King, Fourth Place Role-Play Individual

Northeast Intercollegiate Sales Competition

Cecilia Nancarrow, First Place Role-Play Individual
Second Place Team (Tie)

Arizona Collegiate Sales Competition

Cecilia Nancarrow, First Place Role-Play Individual
First Place Team

University of Toledo Invitational Sales Competition

18th Place Team

CSI Regional Team Challenge

Lydia Johnson, Third Place Role-Play Individual
Zach Hoeven & Colton Williams, Second Place Case Analysis
Zach Hoeven, Second Place Speed Selling Individual
Second Place Team

Twin Cities Collegiate Sales Team Championship

First Place Team



2020 - 2021 K-State Sales Team

Hunter, Hartner, Zach Hoeven, Katie Horton, Lucas Johnson, Lydia Johnson, Landen King, Kara Krannawitter, Stacia Mendoza, Cecilia Nancarrow, Quin Napier, Benjamin Rauth, Collin Thompson, and Colton Williams





Corporate Partner Program

The National Strategic Selling Institute is very fortunate to have corporate partners who generously support the activities of our sales program at four different levels. Our students, faculty, and staff sincerely appreciate their efforts and dedication to our program. They provide the National Strategic Selling Institute with generous support, valuable mentors, and countless opportunities for student and program growth. We are grateful for their involvement that continues to allow our program to flourish!

2020 - 2021 Corporate Partners



“ I’ve directly worked with the National Strategic Selling Institute for one year, but have interacted with the sales students for many years prior. The professional and motivated students I interact with are some of the most well prepared in the country when it comes to transitioning to full-time post-grad sales roles. I look forward to many more years of working alongside this program. ”

Ryan Smith
Senior Collegiate Sales Recruiter, Paycom

10
academic years with a Corporate Partner Program

\$658k
donated through the Corporate Partner Program

91%
growth in dollars donated through the Corporate Partner Program

18
Corporate Partners for the 2020 - 2021 AY

Sales Faculty

Generous donations from Doug Hill and the Edward Jones Foundation have allowed us to hire a new professor to teach Fundamentals of Professional Selling. This past year, the National Strategic Selling Institute team welcomed Jen Riley as a new faculty member. Professor Jen Riley is a native of Atlanta, Georgia, and a fourth-year doctoral student earning her Ph.D. from Kennesaw State University. We are thrilled to have her join the National Strategic Selling Institute team and thank Doug Hill and the Edward Jones Foundation for investing in the growth of our sales program.

Faculty Areas of Teaching

Tom Clark, Executive in Residence
Fundamentals of Professional Selling
Key Account Management

Dr. Dawn Deeter, Director
Advanced Selling
Cooperation Selling
Fundamentals of Professional Selling

Kellie Jackson, Managing Director and Instructor
Fundamentals of Professional Selling
Sales Practicum
Sales Technology

Mac Lewison, Adjunct Instructor
Sales Negotiations

Dr. Michael Krush, Associate Professor
Fundamentals of Professional Selling
Sales Force Leadership

Dr. Edward Nowlin, Associate Professor
Fundamentals of Professional Selling

Jen Riley, Teaching Professor
Fundamentals of Professional Selling

Dr. Doug Walker, Associate Professor
Customer Relationship Management

8

full-time faculty for the
2020 - 2021 AY

13

faculty publications during
the 2020 - 2021 AY

9

sales classes offered for the
2020 - 2021 AY



“Considering all of the innovative and impactful teaching taking place across our campus, being chosen for a prestigious award like this one is both incredibly encouraging, and humbling, all at the same time.”

Doug Walker

Associate Professor in Marketing
Recipient of the 2020 Commerce Bank and W.T. Kemper Foundation
Outstanding Undergraduate Teaching Award



Dr. Krush is truly a student of teaching. His approach is innovative and outcome-oriented, focused not only on meeting learning objectives but also on using his courses to motivate his students and position them to succeed in their careers. He is creative and persistent in assessing learning, often leading our department and college in utilizing the functionality provided in the tools we already have access to.

Mike Krush

Associate Professor in Marketing
Recipient of the 2020 K-State Global Campus
Excellence in Online Teaching Award



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**National Strategic Selling
Institute**



K-State College of Business Administration is among less than five percent of institutions worldwide to hold the prestigious AACSB accreditation.



The National Strategic Selling Institute is proud to be a full member of the prestigious University Sales Center Alliance (USCA), a consortium of sales centers established in 2002 and devoted to quality and innovation in sales education and the advancement of the sales profession.