



# Annual Report

2021-2022



*Director's  
Message*

The Fall 2022 semester is off to a fast start at the National Strategic Selling Institute! Several of our faculty have commented that we have never seen the students so engaged and excited to be in class. We currently have 246 students enrolled in either the certificate or major in Professional Strategic Selling, and we are accepting new applications as I write this message. It's going to be another record-breaking year!

The 2021-2022 academic year included significant successes for our students and faculty. First, the K-State Sales Team brought home the gold – and a giant medallion for Sales Team Coach Kellie Jackson – by winning the 2021 Collegiate World Cup of Sales at the International Collegiate Sales Competition hosted by Florida State University. Second, the Sales Ambassadors organization set the bar for recruiting new students by bringing over 200 applicants to our program. Third, Dr. Mike Krush received well-deserved honors by winning a major teaching award, the 2022 Commerce Bank and W.T. Kemper Foundation Outstanding Undergraduate Teaching Award. Finally, the students in Advanced Selling continued to raise the bar by grossing over \$143,000 at our 10th Annual NSSI Benefit Auction!

Our successes are possible because of our great students, hardworking faculty and staff, and excellent Corporate Partners and friends of the National Strategic Selling Institute. We value the ongoing support of our Corporate Partners and appreciate their commitment to our program and students. Please review the annual report provided in the following pages, and let us know what other types of information you would like to receive. We will continue to strive for excellence and make the National Strategic Selling Institute at Kansas State University the top university for sales education.

**Dawn Deeter, Ph.D.**

Director, National Strategic Selling Institute

J.J. Vanier Distinguished Chair of Relational Selling & Marketing

99%

PLACEMENT FOR  
**FULL TIME  
ROLES**



82

NUMBER OF GRADUATES  
WITH THE MAJOR IN  
**PROFESSIONAL  
STRATEGIC SELLING**

429

NUMBER OF  
GRADUATES WITH THE  
CERTIFICATE IN  
**PROFESSIONAL  
STRATEGIC SELLING**



# Skill Development

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

## Skillsets

Eight faculty teach the core sales classes and electives within our program. Students gain real-world experience through our sales labs and other sales technology available and incorporated into the curriculum. As a result, students complete 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**.

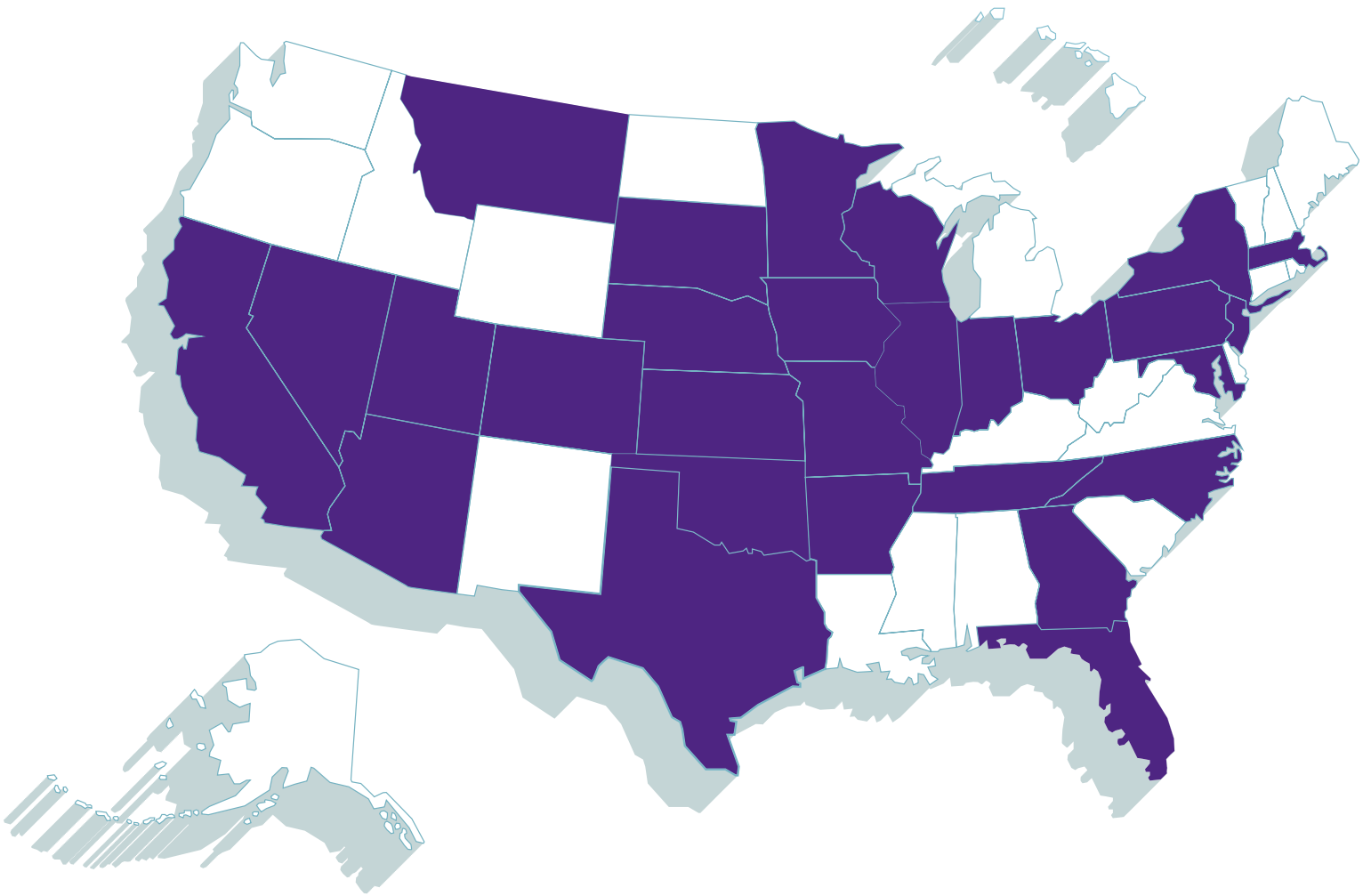
## Curriculum

Our innovative curriculum exposes students 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 sales role-plays to apply the lessons learned in the classroom.

In addition, students can gain hands-on experience with technology platforms. Our curriculum places great emphasis on CRM through the use of Salesforce. Coaching and artificial intelligence software are also used.

# Alumni Across the Nation

Note: One student placed in New Zealand.



**28**  
**STATES**  
WHERE OUR  
ALUMNI ARE  
REPRESENTED

**\$60K**  
AVERAGE  
STARTING  
**SALARY**

\*INCLUDES TOTAL COMPENSATION

**\$54K**  
AVERAGE  
STARTING  
**BASE SALARY**



# Giving Back to Students

## 10th 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 10th Annual NSSI Benefit Auction, held at the K-State Alumni Center, exceeded all previous events regarding the amount raised and the number of scholarships provided.



**411**  
**NUMBER OF**  
STUDENT MERIT AWARDS  
AWARDED TO SUPPORT  
**SALES STUDENTS**



**10 NUMBER OF**  
ACADEMIC YEARS  
HOSTING AN ANNUAL  
BENEFIT AUCTION

**\$657,491**  
GROSS DOLLAR  
AMOUNT RAISED  
THROUGH THE  
ANNUAL BENEFIT  
**AUCTION**

## Sales Distinction

This prestigious program encourages students to actively participate in NSSI activities and events while enhancing their sales skills through networking and training. Students must earn 400 points per semester to qualify for Sales Distinction. Points can be earned through specified networking and training opportunities offered between the first and last day of each semester. Students earning 400 points for two semesters will receive 25 business cards and a business card holder. Students earning 400 points for three semesters receive honor cords to wear at graduation.

The following students earned honor cords during the 2021-2022 academic year:

**Jacqueline Anzalone**  
**Cody Ely**  
**Kaitlin Hiestand**  
**Cameron Jones**

**Grace Langdon**  
**Cole Pierce**  
**Collin Thompson**  
**Emma Tibbets**

**Anna Weigel**  
**Tanner Zink**

## 2022 Ninja Sales Cat Inductees

The following students were top performers in the Advanced Selling class for the Spring 2022 semester, helping to raise over \$143,000 at the 10th Annual NSSI Benefit Auction:

**Cameron Jones**  
**Collin Thompson**  
**Cameron Pavelschak**  
**Colton Williams**  
**Jacob Jasper**

“ I stayed involved with the program because I enjoyed the people, professional development, and networking opportunities. It truly made a difference in my life, and I felt 10x more prepared for my future career in sales. I had the opportunity to attend the K-State Sales Career Fair with my company this year and was impressed with just how prepared and confident the sales students were, though this came as no surprise. I am so grateful for the value I received from this exceptional program. ”

**Jacqueline Anzalone**  
2022 NSSI Outstanding Senior Award Recipient



# Opportunities for 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.

## Briggs Auto Group Scholarship

### Spring 2022 Briggs Auto Group Scholarship Recipients

Alyssa Ansay, freshman  
Alexander Drone, sophomore  
Nathaniel Enfield, freshman  
Colby Osner, freshman  
Jaydon Thomas, freshman

## Douglas E. Hill / Edward Jones Scholarship Fund

### 2021 – 2022 Douglas E. Hill/ Edward Jones Scholarship Recipients

Blake Bontrager, senior  
Maddie Cress, senior  
Sophie Easter, senior  
Dylan Higgins, senior  
Cameron Jones, senior  
Karah Keene, senior  
Grace Langdon, senior  
Anastacia Mendoza, junior  
Brenna Monty, senior  
Reid Stimach, senior  
Collin Thompson, senior  
Morgan Waterman, senior

### Fall 2021 Edward Jones Sales Competition Winners

Cameron Jones, senior  
Quin Napier, junior  
Lucia Novelly, junior  
Morgan Waterman, senior  
Anna Weigel, senior  
Colton Williams, junior

### Spring 2022 Edward Jones Sales Competition Winners

Kaley Coffman, junior  
Ashley Grills, junior  
Kaitlin Hiestand, senior  
Cameron Jones, senior  
Kacy Lewallen, junior  
Morgan Waterman, senior

# 5

NUMBER OF  
BRIGGS AUTO GROUP  
SCHOLARSHIPS  
AWARDED

**\$5,000**  
DOLLAR AMOUNT  
AWARDED IN  
BRIGGS AUTO  
GROUP  
SCHOLARSHIPS

**\$123,650**  
DOLLAR AMOUNT  
AWARDED IN  
EDWARD JONES  
SCHOLARSHIPS



**139: NUMBER OF  
EDWARD JONES  
SCHOLARSHIPS  
AWARDED**



If companies are Corporate Partners at the Senior Partner level or above, they are invited to host one sales role-play competition on campus per academic year. The following companies hosted sales competitions for the 2021 – 2022 academic year: Edward Jones, Lockton Companies, and Huhtamaki.

## 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. Note: Winners are listed on the previous page.

## Huhtamaki Sales Competition

As part of Huhtamaki's corporate partnership, they host an internal sales competition for students earning a certificate or major in Professional Strategic Selling.

This year, they were the sponsor of the Spring 2022 K-State Sales Team Tryouts, which consisted of three rounds. In the scenario, students represent a Distribution Manager in the Midwest region; they are prospecting with a customer who is interested in hearing why Huhtamaki's Comfort Cup® is the solution to replace their current single-wall hot cups.

**All students participating received a student merit award. The following students placed in the top four:**

**Blaine Kramer**, first place

**Lydia Johnson**, second place

**Jack McGuire**, third place

**Ashley Grills**, fourth place



## Lockton Sales Competition

As part of Lockton Companies' corporate partnership, they host an internal sales competition for students earning a certificate or major in Professional Strategic Selling. In the scenario, students represent a Lockton associate; the goal is for students to have a business conversation that naturally transitions into the insurance discussion over the course of three rounds.

**All students participating received a student merit award. The following students placed in the top three:**

**Kendall Batten**, first place

**Kaitlin Hiestand**, second place

**Hunter Hartner**, third place





# Sales Ambassadors

## Sales Ambassadors

The Sales Ambassador organization is a group of students 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 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, K-State alumnus **Larry Kendall**, Author and Teacher at Ninja Selling and Co-Founder and Chairman Emeritus of the Group Inc. provided a full-day workshop to Sales Ambassadors during the Spring 2022 semester. Larry's workshop focused on developing the skills for sales success as outlined in the Ninja Selling system as well as his best-selling book titled *Ninja Selling: Subtle Skills. Big Results.*

### FALL AMBASSADORS

- |                     |                    |
|---------------------|--------------------|
| Jacqueline Anzalone | Cashe McVey        |
| Natalie Beck        | Quin Napier        |
| Blake Bontrager     | Lucas Oliver       |
| George Cartwright   | Cameron Pavelschak |
| Cooper Champlin     | Aliza Swan         |
| Kaley Coffman       | Jake Swickard      |
| Sophie Easter       | Collin Thompson    |
| Hunter Hartner      | Emma Tibbetts      |
| Lydia Johnson       | Colton Williams    |
| Cameron Jones       | Halle Zwetow       |
| Hunter King         |                    |

### SPRING AMBASSADORS

- |                 |                    |
|-----------------|--------------------|
| Natalie Beck    | Cameron Pavelschak |
| Cooper Champlin | Aliza Swan         |
| Kaley Coffman   | Jake Swickard      |
| Sophie Easter   | Collin Thompson    |
| Hunter Hartner  | Colton Williams    |
| Lydia Johnson   | Halle Zwetow       |
| Cameron Jones   |                    |
| Hunter King     |                    |
| Cashe McVey     |                    |
| Quin Napier     |                    |
| Lucas Oliver    |                    |

## Executive Committee

The Executive Committee includes the officers leading the organization and the advisor. They are elected each fall, and lead the organization for a full calendar year. The executive committee for the 2022 calendar year includes:

**President:** Lydia Johnson

**Vice President of Recruitment:** Quin Napier

**Vice President of Events:** Cameron Pavelschak

**Vice President of Mentor Program:** Kaley Coffman

**Secretary:** Hunter Hartner

**Advisor:** Dawn Deeter

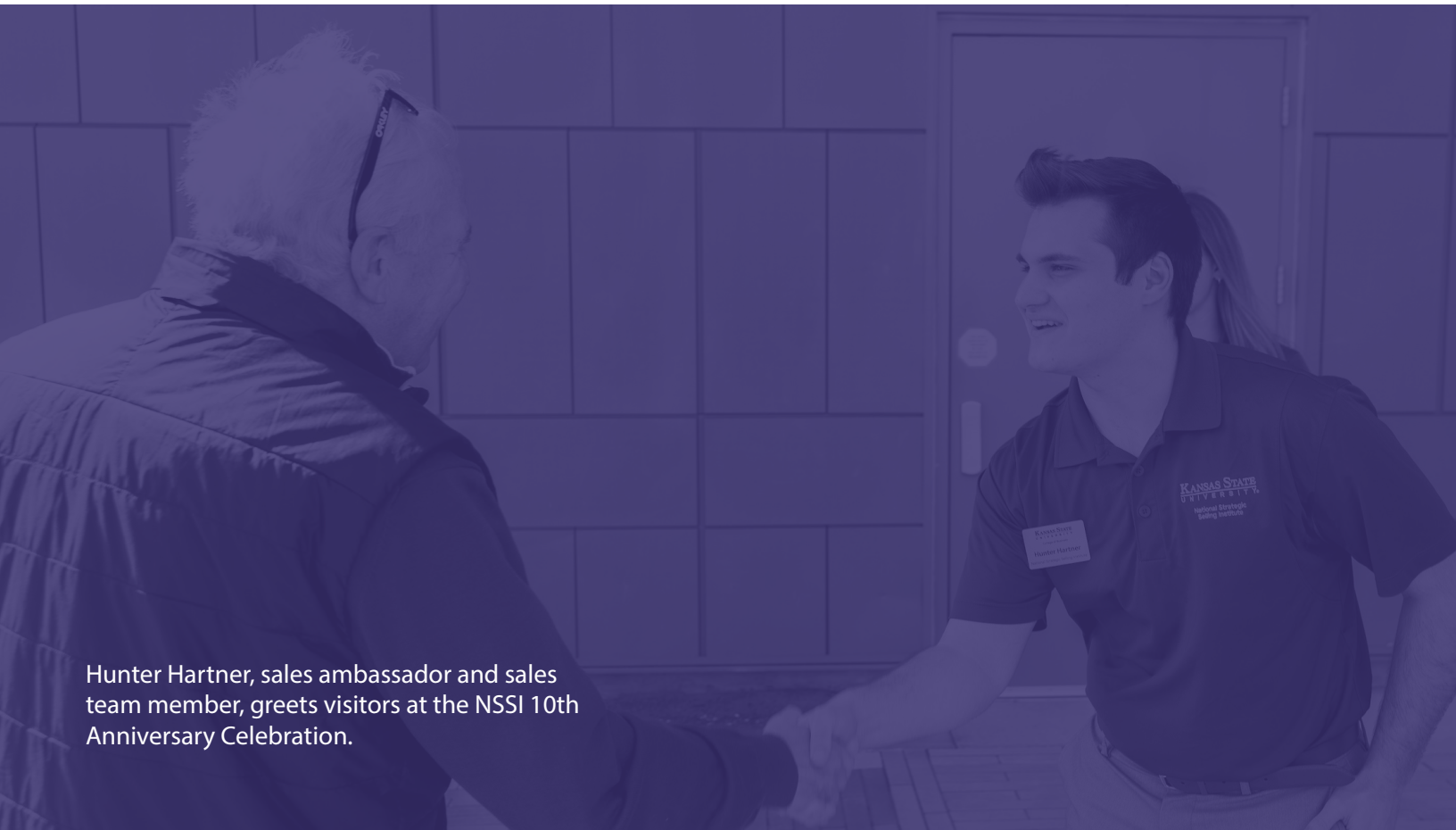
This group meets weekly to plan professional development events and oversee the leadership of the organization.

## Directors

The Directors include the Chair of the Recruitment Committee and the Recruitment Committee members. Directors focus on implementing new recruitment strategies for the certificate and major in Professional Strategic Selling 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 with prospective students. These students must serve as a Sales Ambassador for at least one semester before applying to be a Director.

## General Membership

The general membership includes students who have applied and been accepted into the Sales Ambassador organization but are not serving on the Executive Committee or working as a Director. General members help the Executive Committee and Directors implement events and activities and attend professional development events. All members must apply and be accepted for membership each semester and earn points participating in events to remain a member in good standing.



Hunter Hartner, sales ambassador and sales team member, greets visitors at the NSSI 10th Anniversary Celebration.



# Sales Team

**FRONT ROW, LEFT TO RIGHT:** Kaley Coffman, Junior; Natalie Beck, Sophomore; Jacqueline Anzalone, Senior; Lydia Johnson, Junior; Kaitlin Hiestand, Senior

**BACK ROW, LEFT TO RIGHT:** Collin Thompson, Senior; Blake Bontrager, Senior; Cameron Pavelschak, Junior; Colton Williams, Junior; Lucas Oliver, Junior; Jack McGuire, Sophomore; Hunter Hartner, Sophomore

# 10

**ACADEMIC YEARS  
WITH A K-STATE  
SALES TEAM**



**4 SENIOR MEMBERS  
OF THE K-STATE  
SALES TEAM  
FOR THE 2021 – 2022  
ACADEMIC YEAR**

# 12

**12 MEMBERS OF THE  
TEAM FOR THE  
2021 – 2022  
ACADEMIC YEAR**



**3 TOP-FIVE  
TEAM FINISHES  
DURING THE 2021 – 2022  
ACADEMIC YEAR**

# 2021 – 2022 SALES COMPETITION SCHEDULE

**Colton Williams**, First Place  
Role-Play Individual

**Lydia Johnson**, Third Place  
Role-Play Individual

**Jacqueline Anzalone**, Fourth Place  
Role-Play Individual

**Jacqueline Anzalone**, First Place  
Speed Selling Individual

**Lydia Johnson**, Second Place  
Speed Selling Individual



**Second Place Team**



## 2021 Collegiate World Cup of Sales University Champion

**Lydia Johnson**, First Place  
Role-Play Individual

**Colton Williams**, Second Place  
Role-Play Individual

**Jacqueline Anzalone**, First Place  
Speed Selling Individual

**Jacqueline Anzalone and  
Cameron Pavelschak**, 5th Place  
Sales Management Case  
Competition



**Colin Thompson**, Semifinalist  
**Kaley Coffman**, Semifinalist,  
Speed Sell Semifinalist



**Hunter Hartner**,  
Eighth Place  
Role-Play Individual

## Fifth Place Team

**Jack McGuire**, 7th Place Role-Play  
Individual (freshman/sophomore  
division)

**Colton Williams**, 8th place Role-  
Play Individual (junior division)



## Sixth Place Team

**Lydia Johnson**, Fifth Place  
Role-Play Individual



● **CSI TRI-STATE CHALLENGE**  
University of  
Central Oklahoma

● **NORTHEAST INTERCOLLEGIATE SALES COMPETITION**  
Bryant University

● **GREAT NORTHWOODS SALES WARM-UP**  
University of  
Wisconsin-Eau Claire

● **SELLING WITH THE BULLS: INTERCOLLEGIATE 2022**  
University of  
South Florida

● **INTERNATIONAL COLLEGIATE SALES COMPETITION**  
Florida State  
University

● **UNIVERSITY OF TOLEDO INVITATIONAL SALES COMPETITION**  
The University of  
Toledo

● **ARIZONA COLLEGIATE SALES COMPETITION**  
Arizona State  
University

● **NATIONAL COLLEGIATE SALES COMPETITION**  
Kennesaw State  
University

# 10 years of Selling Success

## The National Strategic Selling Institute has become a prestigious program in first decade

By Ariana Brancato, Class of 2022

In the past 10 years, the National Strategic Selling Institute (NSSI) has grown to be a vital program in Kansas State University's College of Business Administration. Beginning as a one-class program, the NSSI now offers a full major and certificate, widely considered among the top sales programs in the nation.

As a part of the Department of Marketing, the NSSI is a point of pride for both the College of Business and Kansas State University. As the only university in Kansas offering a major in professional strategic selling, K-State is able to recruit top sales talent through its selective application, innovative curriculum, nationally ranked faculty and unique extracurricular enrichment opportunities.

## Timeline of the NSSI

**August 2011:** Dr. Dawn Deeter is hired in the College of Business Administration to develop & lead the National Strategic Selling Institute.



**October 2011:** The first K-State Sales Team is established. Three students participate in the Great Northwoods Sales Warm-Up at the University of Wisconsin-Eau Claire.

**March 2012:** The first Sales Week takes place with five companies attending the Sales Career Fair.

**May 2013:** The first NSSI Benefit Auction takes place, led by 15 students in the Advanced Selling course, raising \$11,000.

**August 2013:** The certificate in Professional Strategic Selling launches, bringing two new courses: Sales Management and Advanced Selling.

**August 2013:** The Corporate Partner Program is established.



Kellie Jackson, Managing Director, and Dawn Deeter, Director

Since the launch of the major in professional strategic selling in 2018, enrollment has grown 16.5% each year. Graduates from the NSSI find 99% full-time job placement and an average starting salary of \$56,000. Within the sales curriculum, students are taught the fundamental skills that ultimately make them successful in the industry. Among these skills are the ability to coach and be coached, how to score and be coached, how to score prospects and customers, how to manage a sales pipeline and how to maximize return on investment for time and resources.

The use of role-playing allows students to practice their skills in a realistic setting and directly apply what they are learning in the classroom. Throughout a student's time in the NSSI, they will complete a minimum of five role-plays.



Cameron Pavelschak, sales ambassador and sales team member, gives tours of the NSSI to visitors at the NSSI 10th Anniversary Celebration.

When asked how the NSSI differentiates students in the workforce, Kellie Jackson, managing director of the NSSI, and Dawn Deeter, director of the NSSI said: "According to the Bureau of Labor Statistics, sales-related jobs are expected to rise 7.1% over the next 10 years. Given the demand for sales talent, it is not surprising that approximately 30% of business graduates and 80% of marketing majors accept a sales position immediately after graduation. However, not all of these graduates have taken a sales class and understand what it means to be a sales professional. On average, students who have completed a rigorous sales education develop a strong set of skills and professional attitude that can help them make the most out of their sales career opportunity."

A key resource for students to expand their sales knowledge is participation in the Sales Team. The Sales Team holds both individual and team titles on a national level, among which are the RBI Sales Challenge, the International Collegiate Sales Competition and the Great Northwoods Sales Warm-up. In addition to the Sales Team, students can also interview for the Sales Ambassador role, in which they attend professional development events with sales leaders, meet with prospective students, connect with corporate partners, assist in prospecting companies and volunteer at events.



**December 2013:** The first student to earn a Professional Strategic Selling certificate graduates.

**November 2014:** The Sales Team wins its first competition at the RBI Sales Challenge, followed by many more wins.

**March 2018:** Enrollment in the certificate reaches more than 200, necessitating new faculty and staff hires.

**August 2018:** The major in professional strategic selling is established, just one of 19 in the United States at the time.

**October 2021:** 253 students are enrolled in the professional strategic selling certificate or major, with nine faculty and staff members.



**November 2021:** K-State Sales Team places first in 2021 Collegiate World Cup of Sales.



The spring 2022 Advanced Selling Class at the 10th Annual NSSI Benefit Auction.

One of the hallmarks of the NSSI is the opportunity to connect students to professionals. During the Sales Career Fair which takes place once each semester, students the future meet with professionals who are hiring for both internships and full-time positions. The connection

Success between students and professionals is widely made possible through the Corporate Partner Program. The NSSI currently has 21 corporate partners, and the program has raised more than \$825,000 since 2013. The support from corporate partners enables branded events, speakers, sales competitions and more. Most importantly, corporate partners add to the business networks of sales students.

The connections made with corporate partners have been especially beneficial for senior professional strategic selling major Blake Bontrager. Although Blake started his time at K-State on a completely different career track, he was drawn to the professional strategic selling program because of its relationship-centered approach and the opportunity to help others solve problems.

“The National Strategic Selling Institute at K-State was too good to pass up. As I toured the business building for the first time, the NSSI suite, facility and role-play rooms made me feel as if this program cared deeply for its students,” Blake said.

“The National Strategic Selling Institute at K-State was too good to pass up. As I toured the business building for the first time, the NSSI suite, facility and role-play rooms made me feel as if this program cared deeply for its students.”

— Blake Bontrager, Senior Professional Strategic Selling



K-State Sales Program Investment Partners (from left to right): Mary Vanier, Doug and Vicki Hill, and Pat and Larry Kendall.



“The NSSI has created its curriculum to help students gain real-life sales experience while providing opportunities to network and connect with highly respected sales professionals.”

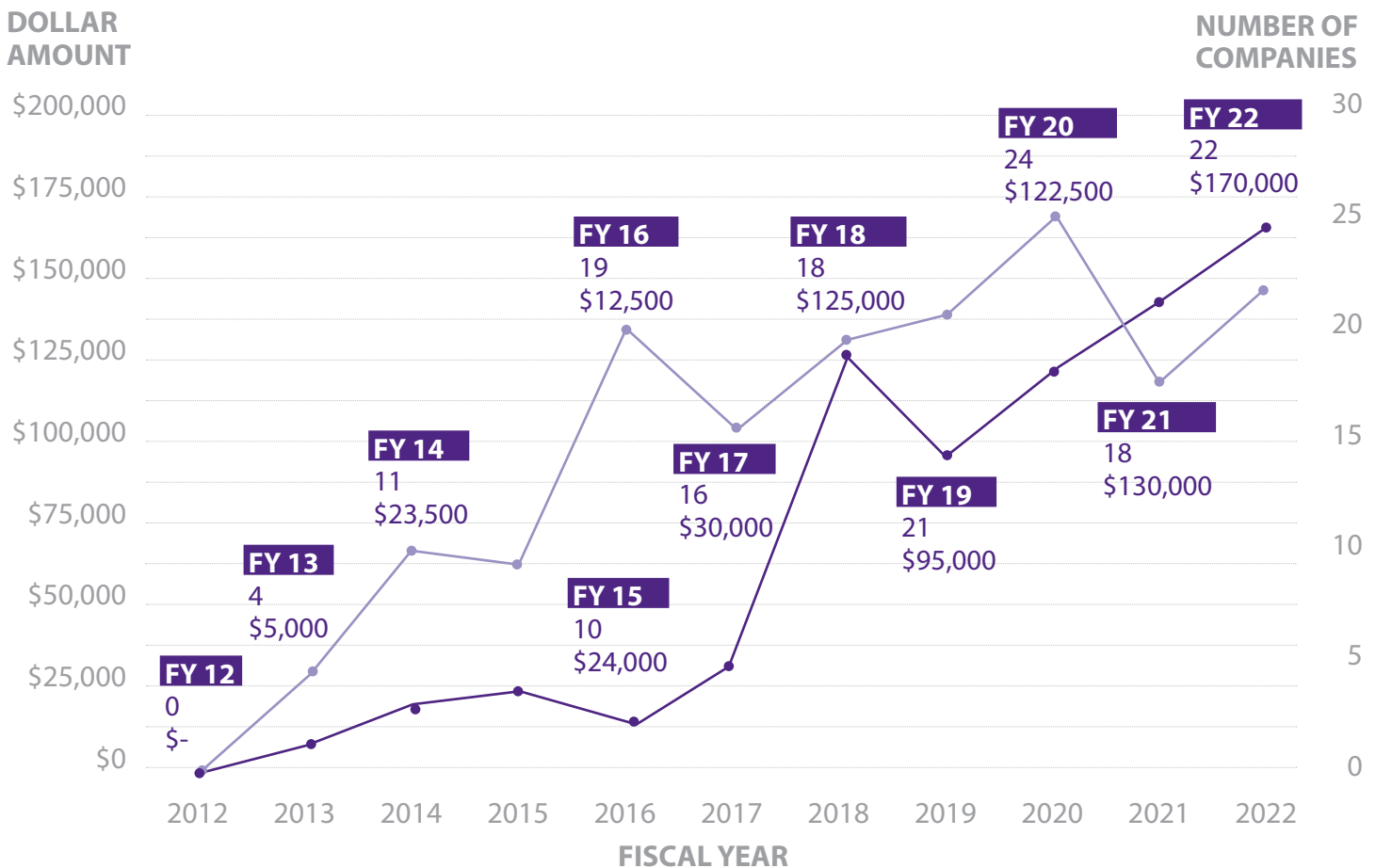
Blake says that the opportunity to learn from professional speakers and meet industry leaders at the Sales Career Fair have been among his favorite parts of being a sales major. Getting to interact and connect with professionals who have made an impact in the sales world has taught Blake about how to be successful in his own sales career.

The growth of the NSSI over the past decade wouldn't be possible without philanthropic support. Other than faculty salaries, the NSSI is entirely self-funded. Through donations, the NSSI is able to provide students with professional speakers, career development opportunities and new sales technology.

A donation from Larry and Pat Kendall has been critical to the success of the NSSI, establishing a state-of-the-art sales lab and a funded program coordinator position. Doug and Vicki Hill, in conjunction with Edward Jones, have also provided a lead gift to the NSSI. Through this collaboration, the NSSI was able to hire an instructor and add additional courses, a key component of the launch of the major in professional strategic selling.

Kellie and Dawn commented on the support of donors by saying, “Without a doubt, our donors and corporate partners have provided the foundation for our success. Donors have provided funding that allowed us to hire student workers, staff and adjunct faculty and improve our technology. Donors to our annual benefit auction, raising \$515,000 to date, have provided scholarships and merit awards for our students. We do not doubt that our donors and corporate partners will continue to play a key role in the future growth and success of the NSSI.”

## Growth of Corporate Partners and Dollars Collected from Partnerships



Lydia Johnson, sales ambassador and sales team member, networks with supporters at the NSSI 10th Anniversary Celebration.



**10**

**NUMBER OF  
YEARS OF THE  
NATIONAL STRATEGIC  
SELLING INSTITUTE**

**16.5%  
GROWTH  
IN ENROLLMENT  
EACH YEAR  
SINCE THE LAUNCH OF  
THE MAJOR IN PSS**

**3.47  
AVERAGE  
UNDERGRADUATE  
CUMULATIVE GPA**



# Cat Community

Connecting Across Topics (CAT) Communities are a set of learning communities specifically designed for first-year students. With up to 22 students per CAT Community, the students enroll in two regular courses taken together and another one-hour opportunity to discover course connections. The CAT Communities are designed around student interests and offer mentoring opportunities from a professor and an advanced undergraduate Learning Assistant who shares the students' interests.

## Sales Expert in Progress CAT Community

Funded by Tony Dosien & family, this classroom setting allows students to see the business world through the eyes of a salesperson. Together they explore the sales profession, including how to effectively create value for customers throughout the sales process. Coupled with mock sales role-plays to gain real-world experience, students

will have demonstrated the ability to have an initial sales conversation by understanding how to ask effective questions and utilizing their active listening skills at the end of the semester.

## Connection Courses

**MKTG 400** Introduction to Marketing  
**SALES 542** Fundamentals of Professional Selling  
**GENBA 195** CAT Community Connections

## FALL 2021 CAT COMMUNITY STUDENTS

George Beal  
Maleah Boyd  
Sammy Coffman  
Brady Cox  
Nick Drinnen  
Nathaniel Enfield  
Libby Farrell

CJ Fernandes  
Tatum Gentry  
Sean Goering  
Alec Koehler  
Kayla Kohrs  
Grant Longwell  
Keely O'Brien

Colby Osner  
Jared Patterson  
Ryan Schier  
Andrew Tranbarger  
Stephen Van Slyke  
William Weatherford

# 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!

## Managing Partner (\$20,000)



## Senior Partner (\$15,000)



## Partner (\$10,000)



## Associate Partner (\$5,000)





“ Schneider Electric has found significant value in our participation in the Corporate Partner Program.

The program allows us to participate in networking events, career fairs, teaching opportunities, and the ability to also provide feedback on the sales program. Being able to do this in real-time is transformative in our ability to identify the right talent and to provide value back to the university by sharing dynamic, real-world experiences.

We are proud to be an active partner in this program and appreciative of the opportunity it affords Schneider Electric. ”

**Joe Cinalli** - Schneider Electric  
Director of Sales, Midwest

**11**

**ACADEMIC YEARS  
WITH A CORPORATE  
PARTNER PROGRAM**



**22 CORPORATE PARTNERS  
FOR THE 2021 – 2022  
ACADEMIC YEAR**

**\$737,500**

**DONATED THROUGH  
THE CORPORATE  
PARTNER  
PROGRAM**

**91%**

**AVERAGE GROWTH  
IN DOLLARS  
GENERATED THROUGH THE  
CORPORATE  
PARTNER PROGRAM**

# Inspiring the Next Generation



“When students build a foundation of learning and a number of skillsets during their undergraduate time at K-State and then are able to apply their skills in the marketplace, you are happy for their success.”

**MIKE KRUSH** – 2022 Commerce Bank and W.T. Kemper Foundation Outstanding Undergraduate Teaching Award



**10 SALES  
CLASSES**

**6**

**FULL TIME  
FACULTY**



**11 REFEREED ACADEMIC  
JOURNAL ARTICLES  
PUBLISHED BY SALES  
FACULTY IN 2021-2022**

**2**

**PART TIME  
FACULTY**

## Faculty Areas of Expertise

**Dr. Dawn Deeter-Schmelz** | *Director*

Fundamentals of Professional Selling, Cooperation Selling, Advanced Selling

**Kellie Jackson** | *Managing Director and Instructor*

Sales Technology, K-State Sales Team Coach

**Dr. Michael Krush** | *Associate Professor*

Salesforce Leadership

**Dr. Edward Nowlin** | *Associate Professor*

Business-to-Business Marketing

**Jen Riley** | *Teaching Professor*

Fundamentals of Professional Selling

**Dr. Doug Walker** | *Associate Professor*

Customer Relationship Management

**Tom Clark** | *Part-Time Faculty*

Fundamentals of Professional Selling,  
Key Account Management

**Mac Lewison** | *Part-Time Faculty*

Sales Negotiations

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## Sales Class Offerings

### Fall 2021

MKTG 498: Independent Study (K-State Sales Team)

SALES 542: Fundamentals of Professional Selling

SALES 555: Sales Technology

SALES 560: Sales Force Leadership

SALES 562: Key Account Management

### Spring 2022

MKTG 496: International Business

MKTG 498: Independent Study (K-State Sales Team)

SALES 542: Fundamentals of Professional Selling

SALES 555: Sales Technology

SALES 561: Sales Negotiation

SALES 563: Cooperation Selling

SALES 565: Customer Relationship Management

SALES 570: Advanced Selling

## Contact Us

### Kansas State University National Strategic Selling Institute

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1301 Lovers Lane  
Manhattan, KS 66506  
kstatesalesprogram@k-state.edu  
(785) 532-2723



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.

[cba.k-state.edu/nssi](http://cba.k-state.edu/nssi)



K-State College of Business Administration is among less than 5 percent of institutions worldwide to hold the prestigious AACSB accreditation.



**K-State Sales Program**



**@kstatesalesprogram**



**@KStateSalesProgram**



**National Strategic  
Selling Institute**