

# ANNUAL REPORT 2022-2023



Publication of the National Strategic Selling Institute at Kansas State University

DIRECTOR'S MESSAGE



Our faculty and students are excited to return to campus for the Fall 2023 semester! We are looking forward to another record-setting recruiting year. We currently have 288 students enrolled in either the Certificate or Major in Professional Strategic Selling and after the best semester of recruiting in the history of our program, we will start Spring 2024 with well over 400 students earning the certificate or major in Professional Strategic Selling!

The 2022-2023 academic year was extremely successful for the program and our students. We are thrilled that our student placement rate is back at 100% for the year, and our students are getting excellent jobs! Our program now boasts 609 alumni working in 28 states. We also received some external gratification, with Dean Kevin Gwinner being named the University Sales Center Alliance Outstanding Dean in recognition of his support for our program. I appreciate Dean Gwinner's leadership and willingness to allow us to try new ideas and shoot for the stars.

I am grateful for our great students, hard-working faculty and staff, and excellent Corporate Partners and friends of the National Strategic Selling Institute. Your involvement in our program is key to our continued success. 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 are proud that Kansas State University has become a top-ranked university for sales education!

**100%**

JOB PLACEMENT FOR  
FULL TIME ROLES  
FOR 2022-2023  
ACADEMIC YEAR

**112**

TOTAL NUMBER OF  
GRADUATES WITH  
THE MAJOR IN  
PROFESSIONAL  
STRATEGIC SELLING

**496**

TOTAL NUMBER OF  
GRADUATES WITH  
THE CERTIFICATE IN  
PROFESSIONAL  
STRATEGIC SELLING



### Gwinner Named Outstanding Dean

Dean Kevin Gwinner of Kansas State College of Business Administration has been awarded the University Sales Center Alliance (USCA) Outstanding Dean's Award for 2023. The University Sales Center Alliance Outstanding Dean Award was established to recognize a dean who has made significant contributions and demonstrated unwavering support of a USCA members' sales program.

With Dean Gwinner's support the National Strategic Selling Institute (NSSI) has flourished and been empowered to reach new heights of sales education and attain a 90% placement rate upon graduation. His support makes all the difference in NSSI's work, day-to-day.

"Our faculty and students value the support Dean Gwinner provides. I can walk into his office anytime and discuss situations with donors or students. He consistently promotes our program to students and prospective students. I am proud to work with Dean Kevin Gwinner and thrilled that he has won the USCA Outstanding Dean Award." said Dawn Deeter, director of the National Strategic Selling Institute.

USCA is a consortium of sales centers connecting university faculty members with many different backgrounds and areas of expertise. Together, these credible and innovative educators advocate for the continuing advancement of the sales profession through teaching, research, and outreach.

## Deeter Awarded Iman Award

Dr. Dawn Deeter received the Dr. Ron and Rae Iman Outstanding Faculty Award for Teaching presented by the K-State Alumni Center. The award for teaching is designed to honor excellence in high quality of instruction, strong relationships with students inside and outside of the classroom, and a reputation for scholarship and distinguished service to the university. One annual award with a \$5,000 stipend is awarded annually.

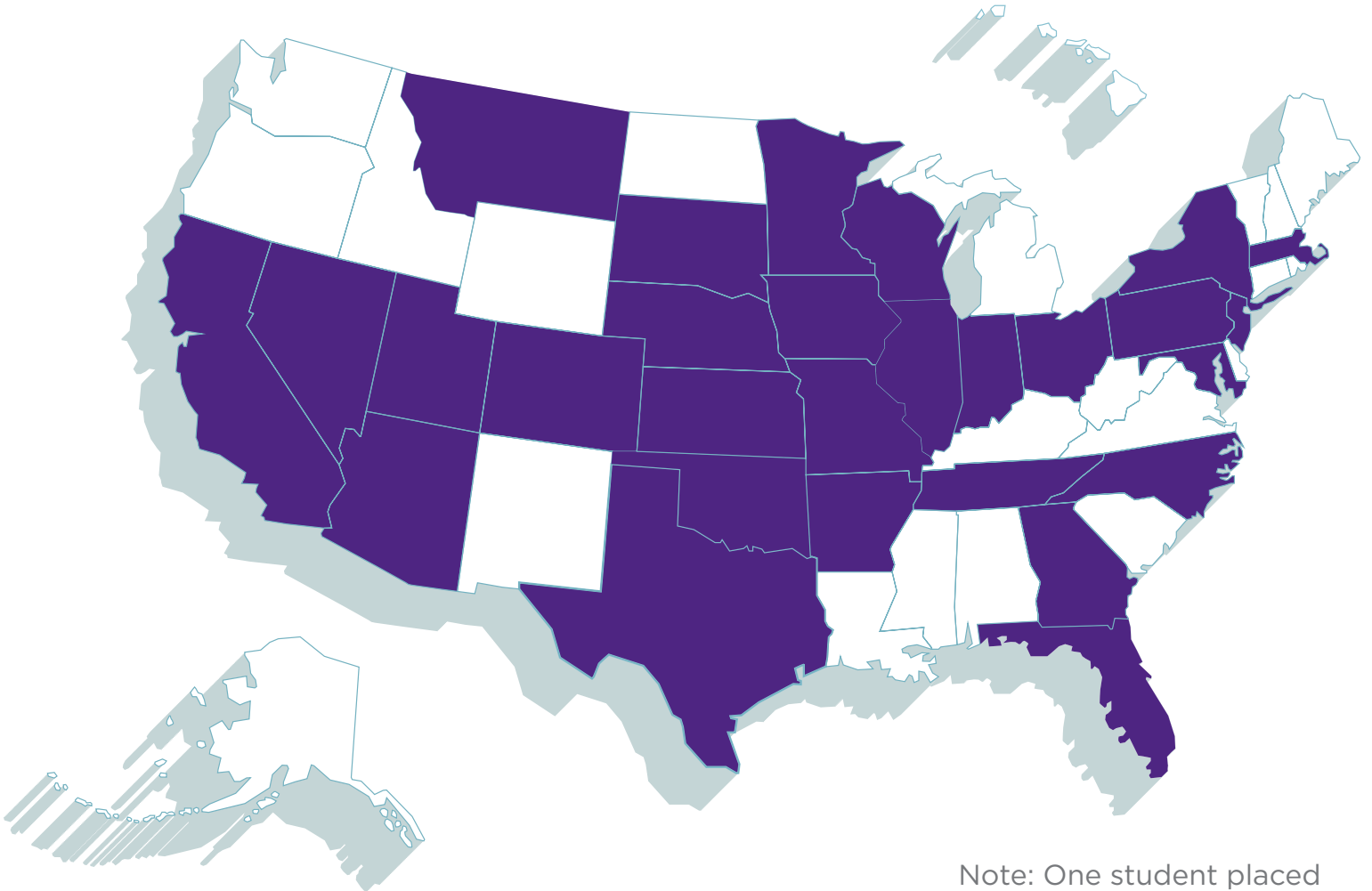
Deeter built and leads the National Strategic Selling Institute (NSSI) at Kansas State University. She has earned numerous teaching awards, including the 2016 K-State Professor of the Year, and her research has been published in the Journal of the Academy of Marketing Science, Industrial Marketing Management, and the Journal of Personal Selling and Sales Management, among others.

“I am humbled to receive the Dr. Ron and Rae Iman Outstanding Faculty Award for Teaching,” states Dawn Deeter, professor and director of the National Strategic Selling Institute. “I love working with undergraduate students and challenging them to achieve great things inside and outside the classroom. I am grateful to the K-State Alumni Association for choosing me for this honor, and thank the Imans for their ongoing support of our faculty.”

In her nomination letter about Deeter, Esther Swilley, Marketing Department Head, said, “The NSSI is known internationally for its activities, as well as its high-caliber students that, upon graduation, become outstanding and successful business professionals. The growth and success of the NSSI have been driven by Dr. Deeter’s relentless efforts and passion for sales education and improving the lives of students.”



# ALUMNI ACROSS THE NATION



Note: One student placed in New Zealand.

**28**

STATES WHERE  
OUR ALUMNI ARE  
REPRESENTED

**\$61K**

AVERAGE STARTING  
SALARY INCLUDES  
TOTAL COMPENSATION

**\$58K**

AVERAGE STARTING  
BASE SALARY

# 2022-2023 CORPORATE PARTNER PROGRAM

The National Strategic Selling Institute is extremely fortunate to have corporate partners who generously support the activities of our sales program at various 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!

## Executive Partner (\$50,000)

NINJA 気 SELLING

FOCUS. SKILLS. ACTION. RESULTS.

## Managing Partner (\$20,000)



## Senior Partner (\$15,000)



## Partner (\$10,000)



BY TEXTRON AVIATION

## Associate Partner (\$5,000)





## 11th 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 11th 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.

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## 2023 Ninja Sales Cat Inductees

The following students were top performers in the Advanced Selling class for the Spring 2023 semester, helping to raise over \$143,000 at the 11th Annual NSSI Benefit Auction:

**Blaine Kramer**  
**Caleb Kern**  
**Taylor Moorman**  
**Delaney Parr**  
**Banks Wilson**



# \$15K

AMOUNT DONATED TO  
COMING TOGETHER  
FOR A CURE

# \$138K

NET PROCEEDS FROM  
THE 11TH ANNUAL  
BENEFIT AUCTION

# \$32K

AMOUNT OF SCHOLARSHIPS  
AWARDED FROM  
THE 11TH 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 2022-2023 academic year:

**Ashley Grills**  
**Julia Brincks**  
**Alyssa Fullington**  
**Rhiannon Gossett**

**Lydia Johnson**  
**Cashe McVey**  
**Cameron Pavelschak**  
**Colton Williams**

## Outstanding Service Award Cameron Pavelschak

“I got involved in the program early and immediately felt a huge amount of support. Whether it was classes, sales ambassadors, or sales team; I think the program set me up for success in many aspects of life. I learned exponentially through the different corporate partner events, sales weeks, and sales role plays.

I am now looking forward to returning to the NSSI as a corporate partner and meeting new K-State sales superstars!



## Outstanding Senior Award Lydia Johnson

“I owe so much of my growth and accomplishments to the Kansas State Sales Program. The faculty worked tirelessly to ensure our growth both in and outside of the classroom, and I am so grateful. As I have begun my professional career, I plan to stay connected to the NSSI through mentorship, personal company connection, and so much more. The impact the NSSI had on me has already helped me so much in my career, and I am excited to continue to attend events with the talented students in the program and speak with students about how important it is to stay involved.

Thank you, NSSI!



# OPPORTUNITIES FOR STUDENTS

## 2022-2023 INTERNAL SALES COMPETITION WINNERS

### Shamrock Sales Competition Winners/ K-State Sales Team Tryouts (4 in finishing order):

Blaine Kramer  
Taylor Moorman  
James Neis  
Adam Ramirez



### Fall 2023 Edward Jones Sales Competition Winners:

Alyssa Ansay	Kacy Lewallen
Kendall Batten	Colton Williams
Ashley Grills	Halle Zwetow



### Spring 2023 Edward Jones Sales Competition Winners:

Alyssa Ansay	Paige Talken
Kacy Lewallen	Colton Williams
Cameron Pavelschak	Halle Zwetow



# 6

NUMBER OF  
INTERNAL SALES  
COMPETITIONS

# \$13K

AMOUNT AWARDED  
IN SCHOLARSHIPS  
FROM INTERNAL  
COMPETITIONS

# 130

NUMBER OF  
STUDENT  
COMPETITORS IN  
INTERNAL SALES  
COMPETITIONS

**Adams Cable  
Equipment  
Sales  
Competition  
Winners (3):**

Kaley Coffman  
Ashley Grills  
Lydia Johnson



**Huhtamaki  
Sales  
Competition  
Winners (3):**

Lydia Johnson  
Blaine Kramer  
Colton Williams



**Mylo Sales  
Competition  
Winners (3):**

Bryce Disberger  
Hunter Hartner  
Paige Talken



# SALES TEAM



**FRONT ROW, LEFT TO RIGHT:** Ashley Grills, Senior; Lydia Johnson, Senior; Kellie Jackson, Sales Team Coach; Kaley Coffman, Senior; Halle Zwetow, Junior

**BACK ROW, LEFT TO RIGHT:** Hunter Hartner, Junior; Jack McGuire, Junior; Blaine Kramer, Junior; Cameron Pavelschak, Senior; Colton Williams, Senior; Taylor Moorman, Sophomore

11

ACADEMIC YEARS  
WITH A K-STATE  
SALES TEAM

5

SENIOR MEMBERS  
OF THE K-STATE  
SALES TEAM  
FOR THE 2022 -  
2023 ACADEMIC  
YEAR

4

TOP-TEN  
INDIVIDUAL  
FINISHES DURING  
THE 2022 - 2023  
ACADEMIC YEAR

2

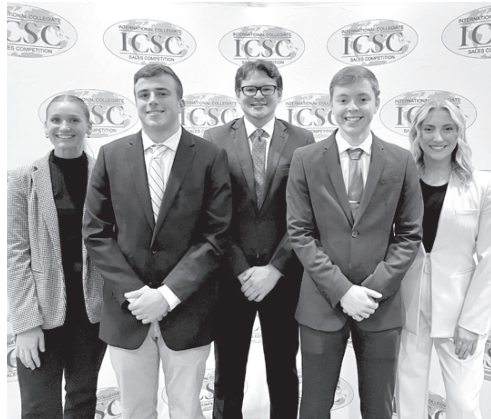
TOP-TEN TEAM  
FINISHES DURING  
THE 2022 - 2023  
ACADEMIC YEAR

# 2022 – 2023 SALES COMPETITION SCHEDULE

**Lydia Johnson 4th (overall)**  
**Kaley Coffman 19th (overall)**  
**Blaine Kramer 26th (overall)**



**Jack McGuire top 12 individual**  
**9th place team (role-play)**  
**20th place team (overall)**



**Blaine Kramer 6th (overall)**



**1st place team (overall)**  
**Jack McGuire 4th (individual)**  
**Taylor Moorman 4th (individual)**



**Hunter Hartner 19th place**  
**(individual)**  
**17th place team (overall)**



**9th place team (overall)**



- **CSI QUAD STATE CHALLENGE**  
University of Central Oklahoma
- **GREAT NORTHWOODS SALES WARM-UP**  
University of Wisconsin Eau Claire
- **INTERNATIONAL COLLEGIATE SALES COMPETITION**  
Florida State University
- **NORTHEAST INTERCOLLEGIATE SALES COMPETITION**  
Bryant University
- **UNIVERSITY OF TOLEDO INVITATIONAL SALES COMPETITION**  
University of Toledo
- **NATIONAL COLLEGIATE SALES COMPETITION**  
Kennesaw State University
- **TWIN CITIES COLLEGIATE SALES TEAM CHAMPIONSHIP**  
University of Minnesota

# 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 retaining current students and recruiting 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, the Sales Ambassadors hit the road to visit NSSI Corporate Partner Textron Aviation in Wichita, Kansas. Textron treated the Ambassadors to lunch and allowed the students to tour and sit in the pilot seats of three different aircraft. After an interesting panel discussion with several key Textron leaders, including some K-State NSSI alumni, the students had the opportunity to tour the factory floor and see how airplanes are built.

## SALES AMBASSADORS 2022-2023

<b>Savannah Bahr</b>	F/S	<b>Tatum Gentry</b>	S	<b>Charles Kuenzi</b>	S	<b>Cameron Pavelschak</b>	F/S
<b>Natalie Beck</b>	F/S	<b>Ashley Grills</b>	F	<b>Grace LaSala</b>	F/S	<b>Anthony Pentola</b>	F/S
<b>Emily Bowman</b>	F/S	<b>Dylan Haar</b>	F	<b>Kathryn Lee</b>	F	<b>Tyler Simmons</b>	S
<b>Derek Branson</b>	F/S	<b>Halle Hartner</b>	S	<b>Kagan Leiker</b>	F	<b>Abe Siebenmorgen</b>	S
<b>Zach Brewer</b>	F	<b>Hunter Hartner</b>	F/S	<b>Luke Ludwikoski</b>	F	<b>Sam Schlote</b>	F/S
<b>Julia Brincks</b>	F	<b>Sean Hoffmans</b>	F	<b>Jackson McCall</b>	S	<b>David Sommers</b>	F/S
<b>Tate Brungardt</b>	S	<b>Ashlyn Howard</b>	S	<b>Jack McGuire</b>	F/S	<b>Parker Stephens</b>	F
<b>Cooper Champlin</b>	F/S	<b>Kirsten Jackson</b>	F	<b>Cashe McVey</b>	F/S	<b>Paige Talken</b>	F/S
<b>Kaley Coffman</b>	F/S	<b>Anthony Janatello</b>	F/S	<b>Taylor Moorman</b>	F/S	<b>James Tanzola</b>	F/S
<b>Sammy Coffman</b>	S	<b>Lydia Johnson</b>	F/S	<b>Quin Napier</b>	F	<b>Aidan Taylor</b>	F
<b>Clairen Donaldson</b>	F	<b>Brady Kappelman</b>	S	<b>James Neis</b>	S	<b>Hailey Unruh</b>	F
<b>Francesca Duntz</b>	F/S	<b>Jake Keller</b>	S	<b>Lucia Novelly</b>	F	<b>Cole Uphoff</b>	F
<b>Scotti Easter</b>	F/S	<b>Caleb Kern</b>	F/S	<b>Sean O'Brien</b>	S	<b>Brian Vanderhoof</b>	F
<b>Libby Farrell</b>	S	<b>Kayla Kohrs</b>	S	<b>Lucas Oliver</b>	F/S	<b>Caleb White</b>	F
<b>CJ Fernandes</b>	F	<b>Grant Knoblauch</b>	F	<b>Bryar O'Neil</b>	F	<b>Colton Williams</b>	F/S
<b>Isaac Freeman</b>	F/S	<b>Alec Koehler</b>	F	<b>Delaney Parr</b>	F/S	<b>Halle Zwetow</b>	F/S
<b>Alyssa Fullington</b>	F/S	<b>Blaine Kramer</b>	F/S	<b>Breanna Paschke</b>	F/S		

F: Fall Semester S: Spring Semester



## 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 2023 calendar year includes:

**President:** Paige Talken

**Vice President of Recruitment:** Sam Schlote

**Vice President of Student Engagement:** Caleb Kern

**Secretary:** Francesca Duntz

**Advisor:** Dawn Deeter

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

## Directors

The Directors include the Recruitment Committee members, including the Presentation and Awareness sub-committees. 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 and schedule presentation opportunities. 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 for 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.

## The first four sales major graduates & where they are now



### Jaden Dulaney

**RTS Financial,**  
Account Representative

“Being involved in NSSI has undeniably impacted my career trajectory. The program’s approach instilled skills that transitioned seamlessly into the workforce and set me apart from others immediately. It gives students experiences and transferable characteristics to take into the business world regardless of industry. These qualities continue to be instrumental in my professional journey today.”



### Drew Chance

**Cerner Corporation,**  
Senior Federal Learning Specialist

“Whether it be starting and maintaining professional relationships or specific skills that I use every day for my work, the development and practice of various attributes while being a part of the NSSI will forever have a positive impact on my career growth.”



### Denzel Goolsby

**Goolsby’s,**  
Founder & Business Developer

“The National Strategic Selling Institute at K-State has a standard of excellence. Collaborating with competitive individuals in a dynamic environment grew my passion for solving problems and developing business strategies. Specializing with a degree in Professional Strategic Selling gave me the foundation to launch my career as a young entrepreneur and forever be a part of a world-class network.”



### Matt Harkness

**Northwest Missouri State University**  
Student Mobilization

“NSSI not only helped prepare me and gave me confidence for my interviews, but also equipped me for whatever role I would step into post-college. By far the most academic development I received during my undergrad!

I am thankful for NSSI helping develop my understanding of sales, people skills, question-asking, and confidence heading into a sales call. NSSI equipped me for any interview or sales role I may step into!”



# 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 2022 CAT COMMUNITY STUDENTS

Emily Alley

Samantha Augustine

Tyler Bliss

Hannah Brock

Logan Dean

Grant Enslinger

Kathryn Ferrell

Mckenzie Flax

Meredith Ford

Halle Hartner

Tanner Jackson

Natalie Jenkins

Brady Kappelmann

Chloe Kelly

Matthew Lemke

Jack Manning

Max McConnell

Tim Murry

Kiera Rader

Gavin Smith

Madeline Thompson

Mena Walker

# SALES WEEK

## Fall Sales Week

- **Keynote Speaker**  
**Mike Kiser**, VP of Global University Recruiting, Gartner
- **2-day Career Fair**  
30+ companies in attendance
- **Corporate Partner Networking Dinner & Event**  
Invite Only
- **Lunch-and-Learn on Determining Your Ideal Sales Role**  
**Brian Steinage**, Choice Solutions  
**Ryan Smith**, Paycom  
**Colton Donahue**, Shamrock Trading Corporation  
**Apryl Peerson**, Steel and Pipe Supply



## Spring Sales Week

- **Keynote Speaker**  
**Jamie Oakes**, Chief Revenue Officer, Sentrics
- **1-day Career Fair with**  
30+ companies in attendance
- **Corporate Partner Networking Event**  
Open to all PSS Students
- **Sales Alumni Panel**  
Topic: Career Growth & Development  
**Jenn Kabler**, Cribl  
**Whitney Smith**, SS&C Market Services  
**Curtis Wendling**, CivicPlus  
**Justine Moore**, MultiVac USA
- **Spring 2023 Edward Jones Sales Competition**



# 14

SALES  
CLASSES

# 5

FULL TIME  
FACULTY

# 11

REFERRED ACADEMIC  
JOURNAL ARTICLES  
PUBLISHED BY SALES  
FACULTY IN 2022-2023

# 3

PART TIME  
FACULTY

## Faculty Areas of Expertise

**Dr. Dawn Deeter-Schmelz** | Director  
Fundamentals of Professional Selling,  
Cooperation Selling, Advanced Selling

**Dr. Michael Krush** | Professor  
Salesforce Leadership

**Dr. Edward Nowlin** | Associate Professor  
Fundamentals of Professional Selling

**Kellie Jackson** | Instructor  
Sales Technology, K-State Sales Team Coach

**Jo Lynne Stalnaker** | Instructor  
Customer Relation Management

**Tom Clark** | Part-Time Faculty  
Fundamentals of Professional Selling,  
Key Account Management

**Tim Lauer** | Part-Time Faculty  
International Business Development

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

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## Sales Class Offerings

### Fall 2022

SALES 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  
SALES 565: Customer Relationship Management

### Spring 2023

MKTG 496: International Business Development  
SALES 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

### Summer 2023

SALES 499: Sales Practicum  
SALES 542: Fundamentals of Professional Selling



## DONATE TO THE K-STATE SALES PROGRAM

Your gift is  
tax deductible  
& will help  
our students  
continue their  
sales journey.



### Contact Us

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K-State Sales Program



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National Strategic  
Selling Institute



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.



K-State College of Business Administration is among less than 5 percent of institutions worldwide to hold the prestigious Association to Advance Collegiate Schools of Business (AACSB) accreditation.