



Sales Program Bloomsburg University 2017 Newsletter

Once again, this year the Sales Program here at Bloomsburg University was named one of the **Top Sales Programs in North America** by the Sales Education Foundation.

2017 saw many achievements for sales at Bloomsburg University that will be summed up in this newsletter.



International Collegiate Sales Competition

The banner picture above is the Sales Team at the International Collegiate Sales Competition during Nov. 1 – 5. Team members are left to right, Brendon Matthews, Alyssa Davies, Monica J. Favia (coach), Nicholas Paesano, Kimberley Oaster, Brad Randall, and Andrew Bergey.

Students competed in the role-play competition, the sales management case competition and the speed sell.

Brendan Matthews interviewed with several recruiters and has been invited to the final interview with Oracle in Denver, CO where if he gets the job and decides to accept the position he will be able to relocate and start his career in either Denver, CO or Santa Monica, CA.

Alyssa Davies interviewed with several recruiters and was offered a position with Qualtrics.

Nick Paseano, a junior was actively seeking internships and developed several leads. Among them were: An interview with Scripps company for internship opportunities. He received multiple internship opportunities from companies such as DLL Financials, Groupon, Scripps and Diablo.

Brad Randel interviewed with Comcast and set up a time to go to the facility in Horsham as well as got an interviewed with Tom James, DLL and Bunzl. Finishing off the weekend with multiple interviews with Herc and accepted the inside sales position in Philadelphia following graduation in addition to a paid internship with them over winter break.

Both Kimberly Oaster and Andrew Bergey made numerous contacts with recruiters.

UPS/BU Sales Competition

March 10, 2017



Once again, this year UPS sponsored the sales competition here at Bloomsburg University. Twenty-one students competed with two students from outside schools joining. One competitor from Kings College and one from Wilkes University. First place prize was an iPad and a custom suit from Tom James, second place was a GoPro and third place a cell phone projector.

In the picture from the left are Chris Mekosh, third place, Monica J. Favia, organizer and Director, Josh Salak, first place, and Alison DiClemente, second place.

The Career Fair had seven employers all eager to hire our students. For 2018 the competition is planned for March 8 and 9 with a plan to invite ten outside schools with 40 students competing and ten employers in the career fair. We are on track to make this goal.

National Collegiate Sales Competition April 2-5, 2017



While 2017 was not a banner year for us at NCSC we did retain our priority registration.

In the picture from left to right are Michele Welliver (Co-Coach), Austin Tom, Alexzander Fuchsman, Nicholas Triefler, Nicholas Reed, Chris Stackhouse, and Kubilay Kochar and Monica J. Favia (Co-Coach).

Austin Tom is now with Comcast, Alex Fuschman and Nick Triefler are with Complete Document Solutions, and Kubilay Kochar is with Yext.

Russ Berrie National Sales Challenge November 15 -18, 2017



Once again, this year BU students competed in the Russ Berrie National Sales Challenge at William Paterson

University. In the above picture from left to right are William Wagner, Tyler Milfeld (Coach), Calvin Paterson, and Chris Mekosh. All the BU students competed in the Speed Selling competition and Calvin and Chris competed in the role-play.

Calvin gained an interview with Granite Telecommunications in NYC. Chris has a scheduled interview for a winter internship with Complete Document Solutions that could then lead to a job in the summer after graduation.

The weekend included the sales boot camp. There were also informational sessions throughout the weekend.

Field Trip to Paychex Oct. 4, 2017



BU sales students also had the opportunity to participate in a field trip to Paychex in Allentown this Fall. Students participated in a sales meeting with the Paychex representatives, engaged in setting appointments on the phone and finished up with a Q & A with sales managers from various divisions.

Sales Manager, Scott Barr said, “My team was thrilled to have at least a small impact on your students. We try to keep a positive sales environment, and any chance we have to spread the good feeling is great for everyone. Thank you for making us part of their education.”

Welcome Dr. Alan Dubinsky, Distinguished Visiting Professor



The Department of Marketing and Professional Sales at Bloomsburg University is pleased to announce that Dr. Alan Dubinsky has joined the Department as a Distinguished Visiting Professor. Dr. Alan J. Dubinsky brings a national reputation for research as author of over 200 academic articles and four sales-related books. Dr. Dubinsky holds Emeritus status from Purdue and will be teaching Sales Management as well as heading up a Research Initiative through the Dean’s Office.

Previously, Alan Dubinsky (Ph.D., University of Minnesota) was the Dillard Distinguished Professor of Marketing at Midwestern State University in Texas. He has taught at several universities, including Purdue University, SMU, University of Missouri, and University of Kentucky. Prior to entering academia, he was a territory manager for Burroughs Corporation (now Unisys).

His research has appeared in the *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Applied Psychology*, *Personnel Psychology*, *Academy of Management Journal*, *Leadership Quarterly*, and *Sloan Management Review*, among others, and he is the author of four books. He is a former editor of *the Journal of Personal Selling and Sales Management* and a recipient of the Annual Excellence in Research Award from the American

Marketing Association Selling and Sales Management Special Interest Group.

Monica J. Favia, Ph.D. Named as One of Three Finalists for Innovative Teaching Award by The Sales Educator’s Academy

In May 2017, Monica J. Favia was invited to present as one of three finalists for the innovative teaching award by the Sales Educators Academy. She was selected from 20 entries. As a finalist all her expenses were paid for the presentation.

From the Sales Educator’s Academy website: Sales education is becoming increasingly important for today’s college of business graduates. According to a recent study by the H.R. Chally Group, 82% of all marketing majors and 66% of ALL college of business students are headed for a sales related job. While a host of conferences provide resources to sales faculty to conduct and present sales research, no such program exists for exchanging best practices in teaching sales.

The 6th Annual Sales Educators’ Academy (SEA) hosted by Florida State University in partnership with Rollins College and the University Sales Education Foundation, seeks to address this challenge. The goal of the SEA is to help sales educators of *ALL experience levels* improve their ability to teach sales students the skills and knowledge that these students will need upon graduating from business school.

Bloomsburg Initiated the First Members of the BU chapter of Pi Sigma Epsilon

In December 2017, BU initiated the first members of the BU chapter of Pi Sigma Epsilon (PSE). PSE was established in 1952 and is the only national co-ed professional fraternity in the fields of sales, marketing and management. PSE gives its members the chance to gain hands-on experience through experiential learning opportunities, participate in conferences both regionally and nationally, and network with professionals through PSE’s

corporate partner program. PSE has nearly 60 active chapters at universities and colleges across the country. BU will now be part of this select group.



The above picture is the founding Executive Board. On the far right is Marcie Liebert, Membership Manager & Chapter Consultant, Pi Sigma Epsilon National Headquarters in Wisconsin who visited BU to conduct the initiation of the new chapter and its members. Ms. Liebert congratulated the group on how quickly they formed the chapter. She said it was accomplished in near record time. Below is the new BU chapter of Pi Sigma Epsilon.

