



Sales and Negotiations

Since its founding in early 2010, the Sales and Negotiations Center at Indiana State University has carved a niche in sales education and enabled the Scott College of Business to achieve national recognition as a leader within this important profession. We have been honored as a “top sales university” by the Sales Education Foundation and have achieved full member status in the University Sales Center Alliance, a distinction achieved by 31 universities worldwide.

Careers

Students have considerable support as they prepare to launch sales careers through the ISU Career Center (which includes two Career Fairs per year) and the Meis Center for Student Development within the Scott College of Business, which supports students as they prepare for the business world. Entry-level positions include:

- sales representative
- territory sales manager
- market development manager
- business development executive
- account representative
- inside sales professional
- account manager

Every semester, students in the sales courses participate in the Sales Reverse Career Fair where they must pitch themselves to prospective employers. Corporate partners are also involved in other sales related activities and events to enhance student employment prospects.

Student Involvement

Indiana State University sales students participate in sales competitions. This provides students with the opportunity to apply course content and further develop as sales professionals. In addition, every Fall the Sales and Negotiations Center hosts the Sales Career Exploration Event the day before the ISU campus-wide career fair which allows students to interact with sales professionals over dinner and learn about career opportunities in sales or to make connections with potential employers for internship and job opportunities. Every Spring, the Sales and Negotiations Center hosts the State Farm Circle of Influence Speaker Series where students and sales professionals come together to hear from a respected speaker on a topic related to the field of sales. Students can participate in the ISU Elevator Pitch Competition sponsored by the SNC each semester to win scholarships.

Scholarships

There are several scholarships available only to Scott College of Business majors and minors as well as some specifically for students in the sales program such as the State Farm Sales Scholarship. For more information go to: www.indstate.edu/business/scholarships.



Selling Competitions

This group of students made up the finalists for the First Annual ISU Elevator Pitch Competition. Their elevator pitches were judged by our corporate partners.

Each year, students have the opportunity to join our sales competition team and compete around the country, such as the Selling with the Bulls Competition in Tampa.



Curriculum

Indiana State University offers multiple ways to prepare for careers in sales including:

- Sales Management Concentration within the Marketing Major
- Sales and Negotiations Minor
- Financial Services Selling Minor
- Insurance Sales Certificate

Our students can be assured that they will receive a state-of-the-art sales education that is recognized by employers for its high quality. Consistent with our focus on experiential education, we strongly encourage students to participate in internships while attending ISU. Our students can enroll in the internship class and earn credit toward graduation for that experiential learning activity. Many firms recruit ISU students for sales internships.

Faculty



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Connecting Students & Employers at SCEE



Alumni Spotlight



Nick Spencer graduated from ISU in 2016 with a degree in business management and minor in sales & negotiations. For the past 3 years Nick has worked at Sigstr, a marketing technology company in Indianapolis. He has recently accepted an Account Executive role at PactSafe. While at ISU, Nick served as Executive VP of InterFraternity Council.



Erin Hendrickson graduated from ISU in 2007 with a marketing degree. She has been a District Sales Leader with Frito Lay for the past two years. She recently visited ISU during the Sales Career Exploration event to share information about career opportunities within Frito Lay. She is also a member of the Scott College of Business Young Professionals Board.



Lindy Jones graduated from ISU in 2014 with a degree in marketing having completed the Sales Management Concentration and the Medical Sales Certificate. She now works as a Professional Sales Representative at Takeda Pharmaceuticals. Lindy was active in a variety of organizations at ISU, including as a member of the Cross Country team.

Find Out More

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