



# 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 25 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
- sales coordinator
- market development manager
- customer service specialist
- business development executive
- account representative
- inside sales professional
- account manager

## 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 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 spring.

## 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](http://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, and three of them graduated and took jobs with corporate partners. The other one is a junior still at ISU and involved in the sales program.

Each year, students have the opportunity to apply to take part in sales competitions both on campus or around the country as part of the sales competition team.



# Curriculum

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

- Sales Management Concentration within the Marketing Major
- Sales and Negotiations Minor
- Insurance Sales Certificate
- Medical 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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# Alumni Spotlight

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Mike Deckert graduated from ISU with his MBA in 1993. He is now a Customer Business Manager for Unilever and is responsible for Skin Care sales to Walgreens corporate headquarters. He has also served on the ISU Sales Advisory Council for the past several years.



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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