

Eastern Michigan University College of Business



Sales Institute





Sales Students

- Contemporary Selling (MKTG 261)
- over 400 students per year
- Advanced Professional Selling (MKTG 361) - 50 students per year
- Sales Management (MKTG 461) - 50 students per year



Northwestern Mutual Sales Competition

1st place—Alexander Jewell

2nd place—Garrett Warner

3rd place—Bria Woods

Marketing Department

The Marketing Department at Eastern Michigan University offers a Sales concentration within its Bachelor of Business Administration in Marketing program. This concentration specifically includes three courses: Contemporary Selling, Advanced Professional Selling, and Sales Management. In addition to their coursework, students are introduced to industry professionals who help broaden their understanding of today's multi-faceted world of selling.

Sales Club

In January 2018, EMU launched a new Sales Club, open to all students. The Sales Club is coached and advised by Susan Yarrington Young, a lecturer in the Marketing Department. The club gives students the opportunity to practice and polish their selling skills. Professor Young coaches the students on how to best present to a variety of clients that the students will encounter in a career in sales.

Sales Competitions

Participating in Sales Competitions opens up opportunities for both students and sponsors. Students have the chance to experience and demonstrate what they've learned in real-world selling situations. Sponsors get to see the students' abilities first-hand and find potential interns and future employees. In March 2018, EMU's College of Business hosted the annual Northwestern Mutual Sales Contest.

Quicken Loans



Current Sponsors

Quicken Loans—Bronze
ABC Supply—Participating
Northwestern Mutual
-Contributing

Partners

Fastenal
Sherwin-Williams

USCA

UNIVERSITY SALES CENTER ALLIANCE
Advancing the Sales Profession Through Teaching, Research and Outreach

Sales Institute

In fall 2016, the College of Business launched the Sales Institute, open to students in any major. The Sales Institute is designed to educate students and allow them to apply what they've learned to a variety of sales careers. In winter 2017, the Sales Institute joined the University Sales Center Alliance, a national organization of sales institutes and educators. Dr. Lewis Hershey, Department Head of Marketing, has made it a priority to visit other sales institutes and work with faculty from the USCA to further develop the Sales Institute at EMU.

Corporate Sponsorship Opportunities

Sponsorship Levels

Title Sponsor—\$1,000,000

Platinum Sponsor—\$100,000

Gold Sponsor—\$50,000

Silver Sponsor—\$20,000

Bronze Sponsor—\$10,000

Participating Sponsor—\$5,000

Contributing Sponsor— \$1,000

Opportunities to Donate

In order to help our students succeed, we need to equip our sales rooms. These sales rooms allow our students to practice their sales skills in different environments through role-play activities. Being able to record and review the selling scenarios helps students see themselves present and find ways to improve. The recordings, along with secure sharing software, also allow sponsors to see students' selling techniques in real time. Donations of any size will be used to purchase the following necessary equipment:

Cameras	Computers
Microphones	Software
Recorders	Sonic Foundry Service
Monitors	Operating Licenses
Cables	Carts and Storage Equipment



Eastern Michigan University Sales Institute

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