

W. P. CAREY DEPARTMENT OF MARKETING

# Professional Sales Program

## Shape the future of professional sales.

In response to the growing demand for ready-to-hire graduates in the field of professional sales, the W. P. Carey School of Business is committed to building a strong pipeline. Delivered by the highly regarded W. P. Carey Department of Marketing, our Professional Sales Program ensures that students are prepared to make an impact in the business world. With your partnership and involvement, our students will become even more passionate about the dynamic field of sales. Research shows that students who participate in a university sales program are more likely to remain committed to their companies, ramp up faster, and achieve their performance goals more quickly. Specifically, graduates of sales programs:

- Reduce turnover — they are 33 percent less likely to leave their employer after one year
- Increase sales productivity — students ramp up 50 percent faster, achieve their quotas, and provide consistent sales results
- Are more prepared — save approximately \$220,000 per hire within the first 18 months of employment due to sales experience

### Three Components of Our Professional Sales Program

<b>Relevant Curriculum</b>	Undergraduate Degrees and Certificates	<ul style="list-style-type: none"> <li>▪ BS in marketing with a concentration in professional sales</li> <li>▪ Certificate in professional sales for non-marketing W. P. Carey students</li> <li>▪ Certificate in sales and marketing essentials for non-business students university-wide</li> </ul>
	Sales Courses	<ul style="list-style-type: none"> <li>▪ Professional Sales &amp; Relationship Management</li> <li>▪ Essentials of Sales</li> <li>▪ Sales &amp; Sales Management</li> <li>▪ Business-to-Business Marketing</li> <li>▪ Internship in Sales</li> <li>▪ Honors Thesis: Sales</li> </ul>
<b>Student Engagement</b>	Student Organizations	<ul style="list-style-type: none"> <li>▪ Sales Scholars: Exclusive program, by application only</li> <li>▪ SPARK (Sales Professionals Attaining Remarkable Knowledge): For students across ASU</li> </ul>
	Sales Competitions	<ul style="list-style-type: none"> <li>▪ Students compete locally and nationally with top universities</li> </ul>
<b>Corporate Partnership</b>	Supporting the Professional Sales Program as a member of our <b>Professional Sales Advisory Board</b> offers direct, immediate benefits to your organization	<ul style="list-style-type: none"> <li>▪ Access a talented pool of students who are passionate about professional sales</li> <li>▪ Build brand awareness among a targeted group of high-caliber W. P. Carey students</li> <li>▪ Participate in classroom and student organization activities</li> <li>▪ Help shape professional sales curriculum</li> </ul>

## Begin your partnership today.

The W. P. Carey Department of Marketing is committed to building lasting relationships with companies and employers — the better we can understand your needs, the better we can help you meet them.



### U.S. News & World Report

- No. 1 Most Innovative Schools
- No. 29 Best Undergraduate Business Programs

### contact us

480-965-3621  
wpcareymkt@asu.edu