

## **Texas State University announces Center for Professional Sales**

*(May 11, 2012 – San Marcos, Texas)* Dr. Denise Smart, dean of the McCoy College of Business Administration at Texas State University, has announced the establishment of a new Center for Professional Sales.

Texas State's Department of Marketing currently offers a sales concentration consisting of four classes: professional selling; sales management; directed study in sales; and a sales internship. Dr. Anna Turri, Mr. Wayne Noll and Mrs. Vicki West teach the classes in the concentration, and Dr. Ray Fisk is chairman of the Marketing Department.

"The Center for Professional Sales will allow our Department of Marketing to accelerate our success in delivering excellent sales education," Fisk says.

Texas State's new center has recently become a member of the University Sales Center Alliance, a group of universities that offer a professional selling program with a major, a minor or a concentration in sales. To become a member, universities must meet numerous standards including multiple sales role play learning experiences; sales laboratories with recording capabilities; national prominence for the student sales teams; research in the sales discipline; and regular attendance at national and international conferences in the field of sales.

Texas State students have repeatedly distinguished themselves at the National Collegiate Sales Competition, winning three graduate-division championships and placing in the Final Four undergraduate division in 2010 and 2011. They consistently receive a Top 10 team award in a field of approximately 62 undergraduate universities nationwide.

Mrs. Vicki West is the inaugural director of the Center for Professional Sales.

"It is very gratifying, after almost 20 years, to see the culmination of our efforts produce such outstanding career opportunities for our talented students," West says. "Our corporate partners' program is flourishing, our student ambassador team is top notch, and we are continuing to develop our curriculum and add new faculty. We are very pleased with our new mobile sales labs, sponsored by our founding corporate partner, Liberty Mutual. They allow our students, faculty and partners to interact seamlessly to produce a quality experience for all parties involved."

Dean Smart noted that the center has a strong foundation and great potential to impact an important aspect of business. Having the enthusiastic support of respected companies participating as corporate partners was a key to establishing the center and to its future

success, she says. Current partner companies include 3M, ADP, Cox Media, Federated Insurance, Ferguson Industries, First Command, Henry Schein, Liberty Mutual, Paycom, State Farm, Tom James, Teksystems, and UPS.

Elizabeth Terrell is chairman of the Center for Professional Sales Advisory Board, managing director of sales at UPS and a Texas State alumna.

“I am so proud of the dedication and support from various constituencies,” Terrell says. “It has culminated in both our membership in the sales center alliance and the creation of Texas State’s sales center.”