



DEPAUL UNIVERSITY

COLLEGE OF COMMERCE

Center for Sales Leadership

INSIDE SALES

Fall, 2011

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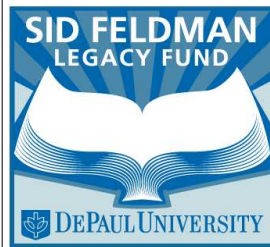
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WELCOME SID FELDMAN RECIPIENT

The Center for Sales Leadership and the Sid Feldman Legacy Fund are pleased to introduce the first recipient of the scholarship for 2011-2012, Juan Lopez.

In June, the Sid Feldman Scholarship Committee interviewed candidates from the Chicago Public School system to select the recipients for the partial tuition scholarship. The committee consisted of Sue Fogel, chair of the Marketing Department, Dave Hoffmeister, Director Emeritus from the Center for Sales Leadership and Deborah Madeja, a public school teacher in the south suburbs. The committee interviewed candidates based on their qualifications including commitment to education, involvement in community, academic record, leadership roles, career plan and fit for DePaul culture.

Juan was the overwhelming choice by the committee to represent DePaul University as the first Sid Feldman Legacy Fund scholarship recipient. He started with DePaul in Fall 2011 as an intended Commerce major.



Juan is a truly inspirational representation of the best the Chicago Public Schools have to offer. As a student at

Hubbard High School, Juan was part of the International Baccalaureate program, a rigorous educational curriculum similar to Advanced Placement (AP) courses. In twelve years of school, he only missed two and a half days of classes.



His passion for education stems from watching his parents quit school in order to support their own families. Juan embraced the opportunity to instill that passion in others by tutoring elementary school children. Through this experience, he learned leadership skills, patience and developed new creative learning methods for the children to grasp the concepts.

Now starting his freshman year at DePaul, Juan has enrolled in classes and is beginning his on campus involvement. He recently started working at the Marketing Department front desk, developing customer service skills and assisting faculty.

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BUILDING FINANCIAL RELATIONSHIPS

The Center for Sales Leadership class, **MKT 381 Building Financial Relationships**, is back for Winter 2011 following a hiatus this Fall.

Taught by Kathleen Jackson on Thursday evenings from 6:00-9:15 pm, students learn the basic financial products and services that help clients achieve their financial goals and will gain a basic understanding of financial planning.

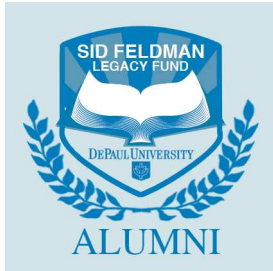
They also learn how to identify prospects, uncover client financial needs, help clients achieve their financial goals and build the trusted relationships that lead to turning a prospect into a lifelong client. The course includes guest speakers from

companies such as Chase, State Farm and Northwestern Mutual, role playing, presentations and the development of a Personal Financial Plan for each student.

Register on Campus Connect for Winter quarter.



GIVING GIVES ON



The Sid Feldman Legacy Fund is raising scholarship funds through a number of individuals and companies and also through special events.

In September, the Sid Feldman Advisory Board hosted their first fundraising event, *Scholars on the Rocks*, at Lizzie McNeil's.

Tickets for the event guaranteed entrance to the location, a three hour bar package and plenty of fun with the Advisory Board members. The members were joined by over 60 family, friends and coworkers who came out to support the fundraising efforts.

The board plans to host an event twice a year in the fall and spring to support the fundraising efforts done by the MKT 377 Fundamentals of Sales & Networking classes.

A special thanks to Lizzie McNeil's for their participation in this event.

MEET THE STUDENT

Jayne McGehee spent the past summer in California, working in category management at Del Monte Foods and developing her passion for the field, while also exploring the San Francisco bay area.

A double major in business administration and marketing, Jayne chose DePaul University three years ago due to its proximity to family and connections to the business community. Coming into DePaul though, Jayne was uncertain about what to pursue for a business career. After taking the first two Sales Leadership classes, Jayne was introduced to the category management track.

Jayne credits her MKT 376 Effective Business Communication class with the development of essential skills for business relationships, including email etiquette and anxiety management techniques. She put these skills to use when she enrolled in MKT 382 Principles of Category Management and presented a case analysis to a number of corporate partners. Through this connection, Jayne landed the summer internship opportunity at Del Monte.



Jayne moved to San Ramon, CA, and began her category management internship, which allowed her to apply the skills and

knowledge she gained in her category management classes at DePaul. While working for Del Monte, Jayne developed planograms, which are visual maps of specific shelf spaces in retail stores. She also was given the task of utilizing software to redesign a vegetable shelf space in a grocery store called Stater Brothers. Jayne created a PowerPoint tool for the pet food and treats category for the alternate channel team.



The summer was not just work—there was plenty of fun too. Jayne attended a San Francisco Giants game, toured various wineries, visited Alcatraz and explored the Bay Area.

After returning to DePaul for her senior year, Jayne intends to seek a full time position in category management after graduation with a long term goal of becoming a category management director or moving into brand management.

SID FELDMAN RECIPIENT

Although undecided about his major, Juan is pursuing a Commerce degree. He chose DePaul for its renowned connections to the business community, knowing that they can help him succeed.

After college, Juan hopes to obtain his masters in business administration. He has a passion for entrepreneurship and is eager to start his own business. Because of his past experiences, Juan also believes in the importance of giving back to his community. As a professional, Juan hopes to provide mentorship to youth to stay out of gangs and provide scholarships to college so other deserving youth like himself can obtain a college degree.

As a youth growing up in the south side of Chicago, Juan recognizes that college can lead to a better life for himself and his family. "This

scholarship has given me the opportunity to break that cycle and dream. I don't want to be another statistic, but rather take advantage of this opportunity and stay humble."



You can follow the progress of the legacy fund, and Juan, at www.sidfund.org and become a fan on Facebook at www.facebook.com/sidfund.

If you would like to donate to the Sid Feldman Legacy Fund, you may go to <https://alumni.depaul.edu/give/GivingForm.aspx?gg=SLEF>. All donations are tax deductible.

WHAT'S THE LATEST?

Research Projects Progress

Three research projects are currently underway at the Center for Sales Leadership this Fall. The Sales Effectiveness Research focuses on the organizational practices and operational behaviors that drive financial results. The survey is underway with a variety of participants - current partners, business organizations and targeted lists to selected senior level sales and marketing executives.

The University & College Sales Education Landscape will provide a complete list of educational programs in sales and sales management at each university as well as an overview of each program's curriculum, degrees offered and number of courses at the undergraduate and graduate level. This list is intended to encourage best practices among those universities teaching sales. The results are expected to be ready by January 1, 2012.

The third research project, focused on category captaincy, was delayed as a result of a journal article published in the Journal of Marketing over the summer. This project has been revised to follow the academic stream related to the Journal of Marketing findings. The results are expected to be ready by Spring, 2012.



Selling Professional Sports

Once again, the Chicago Blackhawks have partnered with the Center for Sales Leadership's MKT 398 Selling Professional Sports class to help raise awareness and sell tickets to the 2012 Illinois High School State Hockey Championship.



In this class, students apply for entrance to the course as it is similar to an internship experience. Professor Rich Rocco selects students based on their work experience, previous classes as well as interest in sales.



C.H. ROBINSON
WORLDWIDE, INC.

at CH Robinson as well as contacting DePaul alumni to purchase tickets. The class also focuses on prospecting skills and the tools needed to successfully develop relationships.

During the class, students will work on a project to increase ticket sales for the Blackhawks at various events, including the Chicago Auto Show, where they will staff a booth to represent the Blackhawks.

Applications are still being accepted for the class. To apply for entrance, stop by the Marketing Department, DPC 7500 to pick up an application.

The students have a unique opportunity to develop cold calling skills through in person observations

UPCOMING CALENDAR OF EVENTS



JANUARY

STUDENT NETWORKING MIXER

Monday, February 6th
6:00-9:00 pm
Chase Towers, Lower Level
10 S. Dearborn

FEBRUARY

WINTER JOB & INTERNSHIP FAIR

Friday, February 10
Student Center
Lincoln Park Campus
2250 N. Sheffield

JOB SEARCH SEMINAR

Friday, February 10
Friday, February 17
Friday, February 24

MARCH

NATIONAL CONFERENCE IN SALES MARKETING

March 13-18
Indianapolis, IN

MULTIMEDIA LAUNCHING

The Center for Sales Leadership has produced as series of videos that help students gain a better understanding of the two specific tracks of classes available within the academic program, as well as their options for career opportunities upon graduation.

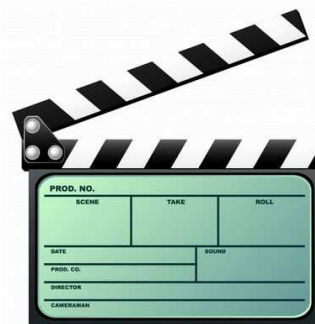
The first series focuses on category management and includes an overview of the field and four interviews with category management individuals in various stages of their career. They include:

- Jayme McGehee, Del Monte Foods
- Nathan Musczynski, Walgreens
- Nicole Phillip, Unilever
- Ellen Webb, Pepsi

The second series focuses on business development and includes an overview of the field and three interviews with business development

individuals in various stages of their career. They include:

- Luis Moctezuma, 3M
- Jessica Savage, Navistar
- Andre Kodanov, CH Robinson



Check out the videos online at the Center for Sales Leadership's website at:
<http://salesleadershipcenter.com/news.html>

We're on the web!
www.salesleadershipcenter.com



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DEPAUL INSIGHTS

DePaul Insights is a continuing series of information-transfer papers based on accumulated wisdom from academic research, practitioner research and field experience in the sales profession.

The focus of these papers is to share knowledge on the key issues of acquiring talent, building skills sets, leveraging knowledge, performance management and talent retention in high performance professional sales organizations.

The Insights papers, written by David Hoffmeister, Kathleen Jackson and Jeannie Sticher, are available for download on the Center for Sales Leadership website.

The papers focus on Retention, Trust in Personal Financial Sales and Motivating Millennials for Team Environments, respectively.



You can find all of the recent Insights on the Center for Sales Leadership website at <http://salesleadershipcenter.com/mews.html#art>

REMEMBER...

MINOR DECLARATION FORM

If you are not a Marketing major, please make sure you submit a Minor Declaration Form to your college prior to graduation to ensure that you receive the Sales Leadership minor on your transcripts. Questions? Contact Sarah Laggos at slaggos@depaul.edu

ADVISING HELP

Meet with a College of Commerce undergraduate advisor after enrolling in the program to review your curriculum and guarantee that you are completing the correct courses required for the Sales Leadership Program.

As the DePaul University sales education program has experienced unparalleled success and growth in the last several years, the range of services has expanded to include many new and exciting elements. The **Center for Sales Leadership** now consists of the following areas:

Sales Leadership Program

Servicing undergraduate and graduate students, corporate partners and alumni, this program continues to grow at an astounding rate. The program provides educated and motivated students with excellent opportunities in sales and category management careers. Companies recruit qualified students from the program to reduce their recruiting and training cost, cycle time and turnover.

Corporate Services

Servicing the business community as a whole, this branch of the Center provides annual symposiums on cutting edge developments in sales organizations, speakers for business functions, sales education and training for many companies and customized consulting for a wide range of national and international clients.

Research

Servicing the academic and business community, this branch of the Center conducts annual practitioner research into such areas as student attitudes towards sales and sales careers, nationwide surveys of current practices in sales organizations, ongoing job engagement and satisfaction as well as custom research projects on Best Practices for program partners.

This newsletter is designed to keep the Center for Sales Leadership audience informed of program changes, research updates and news. It is distributed on a quarterly basis and available by email or hard copy in the Marketing Department's office (DePaul Center, Suite 7500).

For suggestions, submissions or questions, please contact Sarah Laggos at slaggos@depaul.edu or (312) 362-6533.

For more information, please go to our website at www.salesleadershipcenter.com