



DEPAUL UNIVERSITY

COLLEGE OF COMMERCE

Center for Sales Leadership

INSIDE SALES

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THE SOCIAL IMPACT OF SALES

Can a business school teach social responsibility? How do you develop empathy and critical thinking skills in undergraduate sales students? What importance do cross cultural skills bring to the business community?

DePaul's Center for Sales Leadership is answering those questions and preparing the next generation of socially responsible sales leaders in a series of unique classes and class projects.

During Fall 2010, DePaul participated in the 3M sponsored class "Sales for Social Impact" with four other universities including Baylor University, University of Houston, Indiana University and St. Catherine University. The goal: for students to develop a comprehensive sales plan for Compatible Technologies International (CTI), a non profit, to sell the Ewing III crop grinder to subsistence farmers in Uganda. At the final presentations in St. Paul in December, DePaul's team, consisting of Jordan Sutter, Mike Walker, Ernesto Rojas and Rosalie Zoleta, took home first place for the best sales plan.

During the course, the students were required to write a full sales plan, emphasizing each element of the selling process including undertaking a situation analysis, identifying a target opportunity, developing a complete marketing strategy, producing a reasonable financial forecast and providing recommendations for on the ground implementation to CTI.

DePaul's class was broken up into four student teams and set to work right away. With an awareness for cultural communication differences, DePaul engaged with Mackerere University in Uganda to drive local market research. According to Mike Walker, "One of the most challenging aspects of this class was working with the Mackerere students. We had to use many of our own resources for background information because we had a different cultural understanding on communication. It really highlighted how communication norms change culture to culture."

Despite communication dilemmas, cultural challenges and no hands on in-country exposure, Jordan Sutter recognized the positive social impact this plan could have on a real subsistence farmer in Uganda. "One thing we had to keep in mind



Rosalie Zoleta, Michael Walker, Ernesto Rojas and Jordan Sutter (left to right) hold their first place awards from the Sales for Social Impact competition at 3M Company in December.

while constructing this business plan was the needs of end users of the grinder. What does their typical day look like? How will they be using our product? And most importantly, how can we communicate to them that this product has the potential to change their lives?"

As if the challenges facing the students in creating a financially reasonable, implementable sales plan in Uganda weren't enough, the final presentations at 3M's headquarters in St. Paul occurred during one of the biggest snowstorms of the season. During the blizzard that caused the Metrodome to collapse, flights were canceled leaving just Jordan Sutter to represent DePaul University in the competition.

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ABOUT THIS ISSUE

This issue of the quarterly newsletter *Inside Sales* focuses entirely on how the Center for Sales Leadership is teaching cutting edge sales practices in conjunction with social responsibility.

Highlights include the faculty working in this area, the class projects focused on developing a unique set of skills in students, alumni efforts to stay engaged and answers the question, Why DePaul?



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GIVING GROWS BIGGER



The Sid Feldman Legacy Fund isn't just a class project anymore.

Twenty alumni of the Center for Sales Leadership gathered together one cold Sunday after a Bears playoff game to form the "A Team" - an Advisory Board of high performing alumni seeking to grow the fund into a larger entity.

Splitting up into groups focused on fundraising, outreach and marketing/ events, the volunteers set about tackling strategic plans and tactical pursuits focused on driving awareness of the scholarship and raising additional funds.

The volunteers have committed to raising an additional \$60,000 each year to supplement the funding raised by the classes to ensure Chicago Public School students are able to obtain a college degree.

These alumni are generously giving their time and energy to help others, proving that doing good doesn't end with graduation.

SID FELDMAN LEGACY FUND

The Sid Feldman Legacy Fund Scholarship continues to grow at astonishing rates, with a new partner this quarter to help the students gain more real-world selling experience.

Pompei restaurants offer delicious and affordable Italian cuisine, including pizza, pasta, Italian sandwiches, soups, salads and desserts. With locations in Lakeview, Streeterville and Taylor Street in Chicago, as well as Oakbrook and Schaumburg, Pompei is a frequent lunch and dinner destination spot for families as well as for businesses looking for catering options.

Pompei has a long history of giving back to the community, specifically in their "Raising Dough" program. On specifically designated nights, Pompei donates 20% of sales generated by supporter's of a particular non profit to that organization. They've taken a new approach to working with DePaul to help students support the Sid Feldman Legacy Fund.

This quarter, under the direction of Clancy Ryan, the MKT 377 Fundamentals of Sales & Networking students were placed into groups and introduced to Pompei. The students were charged with marketing and selling a discount card at Pompei for the entire year. Each group was given a specific quota to be met by the end of the 10 week quarter, asked to identify their target markets (friends, family, businesses, etc.) and sell



Pompei partners with the Sid Feldman Legacy Fund.

the cards. 100% of the tangible selling experience benefits the Sid Feldman Legacy Fund.

A special thanks to Pompei for their generosity in partnering with the Center for Sales Leadership. You can find more information on their menu and locations at www.pompeipizza.com.

You can follow the progress of the legacy fund at www.salesleadershipcenter.com/fundraiser 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?source=COM>.

SALES FOR SOCIAL IMPACT

(Continued from page 1) Facing a panel of judges from senior executives at 3M and CTI, Jordan highlighted the key points from the DePaul paper, namely the monetization strategy that would allow the Ugandan farmer to increase their income and provide a better life for their families. Jordan's excellent presentation, thorough financial analysis and response to questions brought her team to victory.

The class opportunity helped the students gain hands on experience in how sales and social responsibility can mix together to create positive social change. "The Sales Leadership Program, as well as many other programs at DePaul, focuses on application - how you integrate the principals you learn in the classroom into the real world," says Jordan.

Mike Walker agrees. "Most of my business classes are driven towards making a profit at the expense of all else. This class had a unique twist that the product ultimately helped better the



Jordan Sutter stands with representatives from 3M and Compatible Technologies International at the Sales for Social Impact Final Presentations in St. Paul, MN on December 13,

consumer's life. Some classes mention social responsibility, but this class lived and breathed it. I recognize now that business models can be applied to the bottom of the pyramid and not only make a profit, but also make a huge difference in someone's life."

SELLING GREEN SOLUTIONS

Leslie Hernandez values the opportunity to develop her marketing and sales skills in a non profit while pursuing her passion in sustainability.

As an intern at Climate Cycle, Leslie is responsible for conducting market analysis on fundraisers, developing outreach via social awareness and social media and selling individuals on volunteering with the organization.

Climate Cycle was founded to lead the charge in catalyzing environmental education in the classroom and in communities by developing young leaders in sustainability. For more about the work the organization is doing, please see below.

Over the summer, Leslie was searching for an organization that allowed her to pursue her two passions of business and environmental science. Her unique interests were formed after a community college course in environmental science and a passion for market research and statistics.

Leslie chose to work for a non profit because she recognized the direct impact she could make serving others. "It feels good to do good—it's an incredibly rewarding experience. Students shouldn't be turned off working for non profits since it's a great way to get hands on experience."

Working at a non profit isn't without challenges though. Part of her responsibility entails finding and recruiting more volunteers for Climate Cycle. A first attempt through word of mouth and posters at eco-friendly restaurants, bike shops and natural food stores netted few volunteers. Leslie refocused her efforts to a smaller target population of university students in the Chicagoland area and has since secured twenty new volunteers.

At their annual auction this February, Leslie was responsible for finding sustainable/eco-friendly businesses and securing donations for an auction. She also was able to engage with a number of student groups

who presented eco-projects to promote sustainable practices in their school and neighborhood. "To see a large group of students from different parts of the city all share the same desire and drive to spread environmental awareness was an experience I'll never forget. It really makes all the work everyone does for Climate Cycle completely worth it."

As a student in Clancy Ryan's Fundamentals of Sales & Networking class in Fall 2010, Leslie learned the importance of networking and building contacts. Through her experience in the class, she transformed that knowledge into developing and managing relationships with a number of internal and external stakeholders of Climate Cycle. "Climate Cycle has allowed me to develop many sustainability contacts and make a personal connection with senior executives. Even after I graduate, I'll still volunteer and work with Climate Cycle."

With graduation approaching this June, Leslie is seeking the opportunity to combine her passion for environmental sustainability with sales and marketing into a full time position. She's on the cutting edge of doing well by doing good.



Leslie Hernandez at Climate Cycle.

UPCOMING EVENTS



MARCH
PSE/NATIONAL SALES & MARKETING CONFERENCE
 March 29-April 3
 Orlando, FL

APRIL
3M FRONTLINE CONFERENCE
 April 10-13th
 St. Paul, MN

STUDENT NETWORKING MIXER
 Monday, April 25
 6:00-9:00 pm
 Chase Towers, Lower Level
 10 S. Dearborn

MAY
JOB SEARCH SEMINAR
 Friday, April 29
 Friday, May 6
 Friday, May 13

NAVIGATING BUSINESS ETIQUETTE
 Monday, May 16
 DePaul Center
 North Cafe

ABOUT CLIMATE CYCLE

Climate Cycle was founded in 2008 out of a concern that today's youth lacked the tools necessary to respond to global warming or benefit from the emerging green economy.

Since 2009, Climate Cycle has inaugurated eleven solar schools. These schools are recipients of solar systems and a dynamic school curriculum to maximize hands-on learning. The selected schools share a vision of climate solutions and energy independence from the students, faculty, administration and beyond. Climate Cycle utilizes renewable energy because it is an available

technology that provides tangible learning opportunities while saving taxpayer money.



To find out more about Climate Cycle, please visit their website at www.climatecycle.com.

QUICK TIPS



Remember to utilize the Career Center! The Career Center provides valuable services to students in preparing them for their careers post-graduation.

Here are some opportunities the Career Center provides:

* *On-Campus Interviewing:* Interview with top employers on campus

* *Company Presentations:* Meet and network with top employers.

* *Resume & Cover Letter Assistance:* Walk-in resume reviews by Peer Career Advisors.

* *Attend Events:* Job & Internship Fairs and Networking Events.

* *Job & Internship Listings:* Find jobs on the eRecruiting website.

* *Online Resume Books:* Post your resume online for employers to see.

* *UIP or CO-OP Programs:* Receive class credit for your internship.

Call the Career Center at (312) 362-8437 or check out careercenter.depaul.edu for more information.

SELLING GOOD THROUGH SPORTS

As strong supporters of youth hockey, the Chicago Blackhawks consistently work to increase the awareness, enthusiasm and participation of youth, high school, disabled and adult/women's hockey in Illinois.

This year, they've partnered with the Center for Sales Leadership's MKT 398 Selling Professional Sports class to help raise awareness and sell tickets to the 2011 Illinois High School State Hockey Championship on Sunday, March 13th at the United Center.

The students in class took a unique spin on the project. In addition to developing cold calling phone skills through contacting DePaul alumni to attend the game, the students put together a plan to drive attendance at the actual game as well as give back to the local community through a charity challenge.

Each team in the class has selected five charities to give the organizations an opportunity to raise money for their charity as well as ensure people attend the championship game. Charities work with the students to receive tickets to sell to the game to their constituents. But the students decided to take the plan one step further to guarantee a high attendance at the game. For every person that attends the event from the charity, the organization will receive an additional



donation from the Chicago Blackhawks. The top three charities will have those funds matched based on attendance.

Rich Rocco, professor for the class, was impressed with how his students combined the request from the Chicago Blackhawks to have a high attendance at the game with a plan to benefit local charities.

Students in the class are learning how to cold call, prospect, develop relationships, sell an idea and also give back to the community at the same time. If you are interested in purchasing a ticket to the game, please contact Rich at rrocco1@depaul.edu.

WHY DEPAUL?

Recognized yearly for its top ten part-time MBA education, ranked first in the marketing education, and boasting the largest sales education program in the country means that DePaul might not be the first place that comes to mind for preparing socially responsible business leaders.

A long tradition speaks otherwise. A Vincentian university, founded by the principle of social justice for all, instills within the DePaul community a focus on not just personal excellence, but community progress and cultural awareness.

DePaul has a nationally ranked service-learning program which integrates the service concept into the curriculum for all undergraduate students. With over 45 specialized centers and institutes, a strong focus is placed on hands on learning encouraging students to participate as leaders in their community.

Vision2012, DePaul's strategic plan, cites preparing socially responsible business leaders as the second goal for the university to obtain. Within the last few years, the university has made great



strides to an already impressive resume of social consciousness, including developing new learning outcomes and building relationships within the Chicago and world communities for experiential learning opportunities for students.

The university encourages faculty, staff and students to apply their knowledge in skills in ways that contribute to the societal, economic, cultural and ethical quality of life in the Chicago area and beyond.

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 careers. Companies recruit qualified students from the program helping 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