Developing Market-Ready Talent

TCU Sales Center
Dear Business Organization, Alumni, and/or Student,

The TCU Sales Center’s mission is to develop the next generation of top-performing, highest-remunerated professionals and match them with high performing organizations. Over 50% of college graduates, will experience sales in some capacity during their early professional career (Chapman, 2020). However, less than 1% of students in the U.S. have formal sales training (Sales Education Foundation, 2021). Students are at a massive disadvantage without sales training upon entering the marketplace, especially non-business majors. Companies that hire students without any sales education have to invest more time and resources to onboard, which slows company growth and revenue generation.

Our faculty team consists of a balance of previous/current sales executives and academics that have significant sales experience. We have experience/expertise in training/coaching, practical research, and consulting as well.

Note: This document was designed by our internal, student Brand Team.

Best Regards,

Dr. Zach Hall | Director of the TCU Sales Center
Associate Professor of Marketing | Neeley School of Business
About the TCU Sales Program
Whether in business (selling products and services), in a non-profit (winning donors), or in any area of life (selling your ideas) – **sales skills are crucial!**

The TCU Sales Center offers students sales education and experience, and connects businesses with top talent.

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### Developing Great Sales Talent

<table>
<thead>
<tr>
<th>100%</th>
<th>Undergrad Job or Grad School Placement Rate</th>
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<tbody>
<tr>
<td></td>
<td>Graduates in Certificate in Consultative Sales</td>
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<table>
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<tr>
<th>$80+K</th>
<th>Starting 1st Year Compensation</th>
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<tbody>
<tr>
<td></td>
<td>Graduates of Certificate in Consultative Sales</td>
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<table>
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<tr>
<th>3+</th>
<th>Job Offers Per Student</th>
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<tbody>
<tr>
<td></td>
<td>Graduates of Certificate in Consultative Selling</td>
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<table>
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<tr>
<th>155</th>
<th>Current Students from 15 Majors representing 6 Colleges</th>
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<tbody>
<tr>
<td></td>
<td>Enrolled in Certificate in Consultative Sales</td>
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40 more on the waiting list

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“The sales program at TCU revolutionized my career path and life. Prior, I had the perspective that “anybody can go into sales,” which is completely untrue. This program built my confidence in public speaking, but I ACTUALLY learned because it has a true “hands-on” learning approach instead of a textbook.”

Jim Phelan | Executive Sales Rep at Paycom  
BBA, Finance-Real Estate ‘19

“The TCU Sales Center changed my life. Before, I was a ball of energy with no focus and little-to-no job options. By LEARNING in this program, I grew. By the time I graduated, I had five job offers, including my current role at VMware. I was the first direct college hire VMware has ever hired to this role. That WOULD NOT have been possible without the sales program. I finished my first quarter with 327% attainment and #1 rep in my business unit. Thank you all for changing my life, helping me earn the job of my dreams, and then giving me the tools needed to execute.”

Michaela Petty | Commercial Account Manager, VMWare  
Formerly the Voice of TCU's Amplify Women in Sales | TCU Marketing, ‘20
The TCU Sales program challenged me in entirely new ways and forced me to develop new skills I’ll leverage throughout my career. Experiencing sales role plays, attempting live selling, and learning from industry professionals prepared me to step into my career and immediately make an impact. At TCU, sales means more than just a career path. It means developing professionals that are able to listen, think critically, and solve challenges to help their clients achieve their goals.

Cameron Law | GTS Services Client Representative at IBM
TCU BIS ‘20

In high school, I had no aspirations for college. I was going to follow in the footsteps of my dad and serve my community as a firefighter. I pivoted 2 weeks before end of high school, took the SAT, and after community college I landed at TCU. But at TCU, I was lost, lacking direction, focus, and most of all, my “why”. The TCU Sales Program change that, it changed me, and changed my career trajectory. I learned that sales is serving, providing value, and advising clients/organizations--similar to what I would do as a firefighter. Today, my long journey landed me 8 job offers and a dream job at Adobe; thanks to the TCU Sales Program in believing in me and providing me an outlet to find my “why”.

Cameron Rompal | Enterprise Business Development Rep at Adobe.
TCU Finance ‘20
SINCE LAUNCHING IN 2019, THE TCU SALES CENTER’S GROWTH HAS ACCELERATED

1981 - 2014:
• Hired Bill Moncrief to start Center (1981)
• Hired Bob Akin to teach sales (2010)
• Hired Zach Hall to start center (2014)

2015 - 2018:
• Presented at Neeley IBOV for Dean Erekson (2016)
• Developed charter and curriculum (2016-2018)
• 1st corporate partner, Paycom (2018)

2019 - 2022:
• Sales Center is born (2019)
• Hired Dr. Brandon Chicotsky to lead branding (Fall 2019)
• 1st certificate cohort, 13 students (Spring 2020)
• Hired 12 interns to run Center’s sales & marketing (2020)
• Hired executive, Corey Hutchison, to teach and build curricula (2020)
• 155 students enrolled in certificate (2020-2021)
• During COVID 19, students sold $93,725 in virtual seats as part of their sales classes.
• Hired executives, Sandy Weissinger and Jonathan Rhoads, to teach and build curricula (Fall 2021)

2022 – onward:
• Endow and hire Executive Director & Executives in Residence
• Endowment to fund all student activities and program
• Become the #1 Sales Program in the country
TCU Sales Program: Key Initiatives

Live Selling

- Real-world application: all students must sell.
- Quota attainment, prospecting, value demonstration, closing, and follow-up service.
- $93,725 in sales by students during COVID.
- Spring 2021: Students generated 2,707 prospects, conducted 792 virtual meetings, and closed 214 deals.

Amplify Women In Sales

- A community initiative to upskill and uplift rising professional women through executive mentors.
- Podcast launch (2021): 1,000+ downloads in Q1.
- Executive mentor sessions for sales students (e.g., Celia Swanson, Walmart Inc.’s first-ever female executive).
- Growing LinkedIn engagement (900+ industry followers).
- Post-graduate “power breakfasts.”

Amplify Women in Sales:

A diversity initiative with authenticity and impact.
Fall 2021 Live Selling Event: Top Golf

Nov. 17th: 5:30 to 8:30 p.m.

What:
- Gathering and networking of 600+ alumni, business professionals, and business organizations.
- TCU Sales Students sell golfers, bays, sponsorships as part of their education.

Why:
The our sales program is live selling with quota attainment. All profits go to support TCU Sales Programs

Where:
TopGolf Fort Worth
INSTRUCTORS

Our partnership enables the center to recruit executive instructors → improved student education.

Dr. Zach Hall
TCU Sales Center Director, Instructor, & Nationally-Recognized Researcher

Dr. Brandon Chicotsky
Instructor, Active Marketing Practitioner, & Syndicator in Early-Stage Venture Funding & Real Estate.

Dr. Bob Akin
Instructor with Two Successful Sales Company Acquisitions.

Prof. Corey Hutchison
Executive Instructor with 30 Yrs of Sales Leadership. Most Recently with VMware.

Prof. Sandy Weissinger
Executive Instructor with 20 Yrs of Sales Leadership. Most Recently with Harvard Business Publishing.

Prof. Jonathan Rhoads
Executive Instructor with 15 Yrs of Sales Leadership Experience. Most Recently in Oil & Gas.
THE BRAND TEAM

Providing Experiential Learning Through Faculty Training and Guided Client Management

Paola Castillo Assaf
Account Manager (International MBA)

Adriana Arbelaez
Account Manager (International MBA)

Eric Sasadeusz
Videography Associate Manager

Chrissy Salomon
Digital Design Associate

Amir Sayid
Videography Associate

Brynn Lampe
Digital Design Associate

Kynnedi Rone
Community Management Associate

Britney Abshire
Voice of the Amplify Women in Sales Podcast

Makenzi Edwards
Community Management Associate

Incoming Positions

Data Aggregation Specialist
Industry Research Associate
Event Management Associate
Influencer Engagement Associate
Social Media Management Associate
Social Listening & Data Analytics Associate
Content Writer & Newsletter Curation Specialist
STUDENT SALES COACHES
Sales Coaches train new student entrants and provide personalized input to reinforce faculty training.

David Gaudin
BIS Major

Amanda McDonald
Marketing Major

Payton Tomkins
Marketing Major

Michael Walsh
Accounting / Finance Major

Thomas Lecy
Finance Major

Brie Taylor
Strategic Comm Major

Imrun Grewal
Finance Major

Blake Glover
Marketing / MGMT Major

Bridget French
Finance Major

Britney Abshire
Marketing / MGMT Major

Frank Choumas
Strategic Comm Major

Eric Sasadeusz
Marketing / Finance

Tori Tarantino
Food MGMT Major

Colin Bowler
Marketing Major

Brandt McCartney
BIS Major

Tyler Gayle
MGMT Major

Trey Mahla
Finance / Real Estate Major

Brooke Grotjan
Entrepreneurship / Marketing
The TCU Sales Center Mission

The TCU Sales Center develops the next generation of top-performing sales professionals through live selling, market-leading training, and generative industry partnerships.
Together, let’s shape the future … and win. Thank you for your consideration.