

SYKES

COLLEGE OF BUSINESS

INSTITUTE FOR SALES EXCELLENCE



Preparing the Next Generation of Sales Leaders

Real-world experience. World-class expertise.

The Sykes College of Business Institute for Sales Excellence is designed to prepare the next generation of sales leaders. The program is open to students of all majors who wish to advance in the field of professional selling. The curriculum provides exposure to best practices and trending sales methodology and offers real-world sales experience through internships, job shadowing and networking opportunities with the institute's corporate partners.

The Institute's Four Specific Functions

- Prepare students for careers in professional business-to-business sales
- Encourage networking between students and businesses
- Serve as a staffing resource for regional, national and global firms
- Provide learning resources for local and regional businesses

Student Benefits

The sales institute offers UT students from any major the opportunity to develop the business readiness skills that will prepare them for the realities of professional business environments. Students benefit from a cutting-edge curriculum that offers:

- Specialized training
- Professional certifications
- Experiential learning opportunities
- Application of best practices and trending methodologies
- Sales experience
- Networking opportunities

Corporate Partnerships

The institute provides corporate partners with access to top sales students, as well as learning resources to educate and train their sales staff. Networking opportunities for students and corporate partners include:

- Classroom presentations
- Role-play sales calls
- Coaching and mentoring
- Networking events
- Job shadowing
- Internship and full-time recruitment events



“Industry demand for students with an educational background in sales continues to grow.”

*Stacey Schetzslle,
Director of the Institute
for Sales Excellence*



DID YOU KNOW?

OVER 50%

of college graduates begin their first career in sales, regardless of their major.



Graduates of sales programs experience over 92% placement rate and receive 2.8 job offers before graduation.



88% of marketing majors and 60% of all other business majors accept a job in sales.

Networking Events

REVERSE CAREER FAIR

This twist on a traditional career fair allows students to showcase their talents and attract recruiters. The fair provides students greater agency in engaging with recruiters and obtaining the next step for a potential employment opportunity.

SPARTAN SALES CHALLENGE

UT's internal sales competition for students enrolled in the professional selling courses. Juniors and seniors apply communication and selling skills in an elevator pitch competition and receive developmental coaching on their B2B professional sales role-play.

Sykes College of Business

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The University of Tampa admits students of both sexes and all races, regardless of their age, color, religion, national or ethnic origin, sexual orientation and/or any handicap. This policy of nondiscrimination extends, both in letter and spirit, to all areas of a student's experience at the University.



The University Of

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SYMBOL OF EDUCATIONAL EXCELLENCE

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