Global Sales Science Institute

Special Session: Increasing Sales Education Globally

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Starting point

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- **Several universities globally do not offer sales degree programs.** Some universities offer sales courses and sales-related research opportunities. The US has been a forerunner in sales education.

- However, ***several companies globally would be willing to recruit sales talents*** **from the universities.**

- *Mainly selling is been taught in Europe at the universities of applied sciences. In Europe, there are several science-based universities which do not have either sales degrees, neither sales courses. Some of the universities may have sales researchers… but they do not teach selling…?*

- GSSI has been working to increase the amount of sales education globally for several years, but *do we truly understand the challenges which are preventing and/or challenging scholars to build new sales degree programs? What should be learnt to better support the universities globally in their attempts to build sales degree programs and teach selling?*

Why is this topic extremely important today?

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- Several studies have been discussing the ongoing changes taking place within the selling environment and its impact on B2B selling (Hartmann et al., 2018; Mangus et al., 2020; Marcos Cuevas, 2018; Plouffe et al., 2016).
- B2B selling is not anymore only on salesperson's responsibility. There are diverse actors joining sales tasks (Hartmann et al., 2018; Plouffe et al., 2016).
- Digitization and technological developments are changing business landscapes (Hunter and Perreault, 2007; Hughes and Ogilvie, 2019) making it even more turbulent (Sharma et al., 2020)
- Businesses are demanding to recruit well-trained salespersons and sales managers with high levels of professionalism and skills from the universities (Deeter-Schmeltz et al., 2011; Magnotta et al., 2020)

Situation globally in sales education

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- University education in sales is limited, in many parts of the world, non-existent.
- *The main barrier to advancing the number of sales programs seems to rest predominantly with the universities' understanding of the importance of sales for future business.*

We want to understand the challenges hindering the building of B2B sales degree programs in the universities globally.

Hautamäki, P. & Pullins, E. (2022). A Sales Education Journey around the Globe. *Sales Education Foundation -magazine.*

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How is B2B selling and sales management taught at our countries?

FINLAND (Pia Hautamäki)
B2B selling taught at the universities (6)
Several universities offering B2B sales courses
Businesses in Finland relate on engineering competences, still things to do with the appreciation of sales profession
Social media in use to disseminate the latest research knowledge on B2B sales and sales management
Mainly the focus is on digital B2B sales and sales management, B2B sales interactions

CHILE (Starting Global collaboration)
In Chile we have less than ten quality university certification programs
Only one mentioned in the SEF report @Universidad del Desarrollo.
We have the first accredited MBA program with specialization in Sales Management, and two certifitacions, Sales Engineeering, and Sales management.

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ITALY - (Silvio Cardinali)
No bachelor or master degree but Sales appear in Master (1 year) or MBA
35% (in business) sales relate profession as job opportunity
12 on 400 exames are sales related
EU program like SPLASH (Sales PLAtform Studies for Higher Education)

AUSTRIA (Robert Füreder)
Global Sales & Marketing (BA, MA and Triple degree programs)
7 Universities offer 5 BA and 5 MA sales programs (4 in English, 4 B2B) combined with different majors
Appreciation of sales profession improved a lot during the last years
Clear focus on digitalization in sales / sales management in teaching, research and trainings/projects for industries

PORTUGAL (Jorge F.S. Gomes)
There are a few BSc and MSc courses in the commercial area, but most existing courses target executive education.
Courses leading to a degree are usually taught in English, whereas executive education is taught in Portuguese.
Some courses not leading to a degree can last up for 9 months ("Pós-Graduações").

SPAIN - (Sergi Ramo) In our three top-tier business schools, there is no long-term sales program, only in focused courses of a few days' duration. The subject of sales only appears as an elective in MBAs and never as a decisive core option.

Situation in sales education in selected countries

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What are the challenges, who do we need to influence to get sales courses on our curriculums and what can we do in a collaboration with companies?

We want you to join the discussion!

- *What are the challenges at the universities in building sales education/sales courses?*
- *Who do we need to influence? Who are the decision makers? How do we do it?*
- *How can we involve companies to the collaboration? How could we support each others?*

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Key takeaways & main important insights
5 minutes / group

Short summary

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Thank you!