



CMSI connect **NEWSLETTER**

CENTER FOR MARKETING AND SALES INNOVATION

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LOOKING INTO THE YEAR AHEAD



UNIVERSITY of
SOUTH FLORIDA

Muma College of Business
Center for Marketing & Sales Innovation

Message from *the Director.*



Selling with the Bulls, October 2022

“ 5 years already?”

It was fall 2017 when we began imagining the Center for Marketing and Sales Innovation. With the support of the University of South Florida, Muma College of Business, and caring engaged business partners, the center has grown to support sales and marketing student organizations, created “The Toughest Test in Sales Education” annual collegiate sales competition, and established one of the world’s largest biometric behavior labs. This fall, the center hosted its 15th and 16th sales competitions, expanded research efforts topping \$1.4m in

funding since opening the Customer Experience Lab, and expanded student training with three new Credly Certificates. The “Prospecting the CIO” and “Negotiating with the CFO” Credly Certificates leverage a combination of instruction, interactive workshops, and industry engagement to provide students an opportunity to not only learn and practice skills but also to develop an understanding on how to apply them. The third certificate, “Sales Leadership and Practicum,” recognizes students for continued investment in go-to-market skills development.

‘Business Development Club’

Over the summer, the student sales organization rebranded as the Business Development Club. The Business Development Club provides students the opportunity to develop go-to-market skills and engage with businesses interested in engaging these amazing individuals. This fall the club competed in four sales competitions including the USF Fall Selling with the Bulls, Northeast Intercollegiate Sales Competition (NISC) at Bryant University in Rhode Island, USF’s American Marketing Association regional

conference, and the International Collegiate Sales Competition (ICSC) in Orlando. \$3,000 in scholarships were also announced at the fall Selling with the Bulls awards ceremony. In his final competition before retirement, Ed Hoepfner, coached our ICSC team in sales role play and sales management events. The team will be in great hands this spring with our NISC team coach, Jay Civitillo, becoming the full-time sales team coach.

So, what’s next?

More research, training, and student engagement. Universities from across the country are coming to USF for the intercollegiate Selling with the Bulls sales competition this February. The event has earned its tagline as “The Toughest Test in Sales Education” due to the strength of competition and unique format that ensures every student competes in all events and tests skills across the entire sales process including networking, prospecting, needs development, addressing objections, and winning the sale. Also in February, the center will host its first neuromarketing conference, Affective(ly) Research. Affective(ly) Research will bring researchers from across the globe to USF to exchange best practices in lab management and research. Later in spring there are multiple student engagement activities planned and some new ideas too. Stay tuned...

”

Robert Hammond

Robert Hammond, DBA

Director

Center for Marketing and Sales Innovation



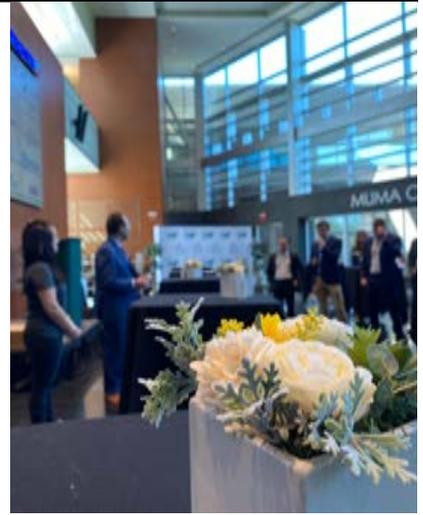
Sales Competitions *fall 2022.*

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fall 2022 **Selling** *with the* **BULLS**



Fall was a busy time for the Center for Marketing and Sales Innovation and the Business Development Club. Business Development Club students competed in a variety of sales competitions including the USF Fall Selling with the Bulls, Northeast Intercollegiate Sales Competition at Bryant University in Rhode Island, USF's American Marketing Association regional conference, and the International Collegiate Sales Competition in Orlando. Through the competitions students demonstrated critical business skills in networking, prospecting, discovering needs, overcoming objections, and completing the sale.

The two USF competitions were the 14th and 15th sales competitions hosted by the Center for Marketing and Sales Innovation over the past five years. Over 30 business leaders shared their time and insights as judges for the USF competitions.

ReliaQuest returned to sponsor Selling with the Bulls and Sun State International was the product sponsor for the AMA Regional Conference Sales Competition. The overall winners from Selling with the Bulls were Dennis Iglesias (first), Camryn Huet (second), and Makenna Bader (third).



new in **USF Sales**

Change of Coaching

USF's student sales organization rebranded over the summer as the Business Development Club. The organization aims to provide students with the opportunity to develop go-to-market skills and interact with businesses looking to engage with these talented individuals.

Dr. Jay Civitillo coached the Northeast Intercollegiate Sales Competition team and Dr. Ed Hoepfner led the team at the International Collegiate Sales Competition. This fall represented a milestone for the Center for Marketing and Sales Innovation and the Business Development Club. ICSC was the last competition for Hoepfner and Civitillo's first-time coaching. After five years at USF as an instructor in the sales program, Hoepfner will be retiring this fall and Civitillo will be taking over as the sales competition coach this spring.



Credly Certificates

This semester, student training was expanded with three new Credly Certificates. The first two certificates leverage a combination of mediated activities, case studies, and role plays to provide students opportunities to learn, practice, and develop an understanding of practical skills in their respective industries and how to apply them. The third certificate recognizes students who have demonstrated continued investment in the development of go-to-market skills.



[Prospecting the CIO](#)



[Negotiating with the CFO](#)



[Sales Leadership and Practicum](#)

Scholarship *awards*

During the Selling with the Bulls award ceremony, sales scholarships totaling \$3,000 were awarded.

Tampa Honda / Wesley Chapel Honda / Wesley Chapel Toyota scholarship was awarded to Charlie Olliff.

Dr. Michael Boorum's scholarship was awarded to Olivia Stimpson, Ahmad Beran, and Austin Jenkins.

Selling with the Bulls *winners*

TOP BULL

First: Dennis Iglesias
Second: Camryn Huet
Third: Makenna Badder
Fourth: Brooke Russell,
Luke Larimore
Sixth: Ahmed Beran,
Fateh Ahmad

EMAIL

First: Ahmed Beran
Second: Luke Larimore
Third: Dennis Iglesias

WINNER'S CIRCLE

Dennis Iglesias
Camryn Huet
Makenna Badder
Brooke Russell
Luke Larimore

NETWORKING

First: Fateh Ahmad,
Camryn Huet,
Dennis Iglesias
Second: Cole McCarron,
Eric Berg,
Ahmed Beran
Third: Brooke Russell,
Austin Jenkins,
Kasey Califar,
Makenna Badder,
Adnan Duman



Selling with the Bulls Award Ceremony, October 2022

**Congratulations
to all the winners
and recipients!**

fall 2022 center for marketing and sales innovation
SPOTLIGHT.

Dr. Jay Civitillo

Jay Civitillo joined the Muma College of Business and the School of Marketing and Innovation in the Fall of 2022. Civitillo is an assistant professor of instruction at USF, and will advise the Business Development Club and coach the sales competition team on the Tampa and St. Petersburg campuses.

ABOUT DR. JAY

Dr. Jay has over 30 years of experience in sales, sales management, and sales operations. Civitillo has worked and consulted in over 17 industries in the commercial, educational, and government sectors in the US, Europe, and APAC markets. His research focus areas are sales process improvement and sales/marketing as an organizational competency.



Research *at the Center.*



Affective(ly) Research is an annual gathering where researchers working with biometrics and emotional insights gather to collaborate and exchange best practices. The conference includes tracks for both researchers and lab operations. This year's platinum sponsor is iMotions. The conference will take place February 23 - 24, 2023. For information, contact Dr. Hammond.



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Research Spotlight



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Non-Profit Survey



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Sales Enablement
Podcast

RESEARCH *spotlight.*

This article discusses research on commuter assistance ads completed at the University of South Florida.

The research is an impactful collaboration between the College of Engineering, College of Public Health, and the Muma College of Business.

Public Service Announcements (PSAs) were tested using the eye-tracking technology in the Center for Marketing and Sales Innovation's Customer Experience Lab, and guidance was developed for commuter assistance programs (CAPs) PSAs.

USF interdisciplinary project reveals ways to improve marketing ads and videos

A partnership between USF's Center for Urban Transportation Research and the Florida Department of Transportation led to key findings that can be used to generate and disseminate effective communication materials – the results, implemented by South Florida Commuter Services, have increased Tri-Rail's ridership by improving first and last mile connection issues.



Figure 1. Original Collateral

The project was aimed at improving the effectiveness of Commuter Assistance Program (CAP) advertising and communication materials to promote smart transportation solutions such as carpooling and riding transit.

“It leveraged our skills,” said Robert Hammond, director of the Center for Marketing and Sales Innovation. “This project provided us with an exciting opportunity to collaborate, be a resource for our community partners, and

leverage our Customer Experience Lab's unique assets to provide novel insights.”

Researchers Winters, Hammond, and Pasha combined their strengths to use social marketing, the application of marketing principles to achieve behavior changes, and neuromarketing techniques, such as eye tracking, to improve the effectiveness of FDOT's commuter assistance programs' promotional materials.

How it worked

The eye movements of 60 participants were monitored as they studied 15 ads and videos. Eye-tracking software was employed to generate a heat maps and metrics of areas of interest that represented each participant's fixation and area of focus, which revealed clear patterns of focus. Participants also answered a series of questions to provide a measure on the materials' perceived effectiveness in persuading commuters to alter their commuting behavior.



Figure 2. Heatmap of Original Collateral



Figure 3. Heatmap of the Modified Collateral

Key findings:

- The data demonstrated participants tended to focus on faces, the left side of the ad, and messages surrounded by white space.
- Areas of the ad least noticed were on the bottom and especially on the bottom right.
- For video materials, the study showed participants focus on the center of the screen and tend to look at moving elements rather than static objects.
- Backgrounds that have moving people and pictures distract the viewer, ultimately detracting from the message or call to action.

“That data gives us a lot of information on what a participant is looking at and how long a participant is looking at it,” Hammond said. “We can employ these insights to deliver the message in a more effective and efficient way.”

Community Voices: Nonprofit survey is underway

This article discusses a recent project of the University of South Florida St. Petersburg Customer Experience Lab. The electronic survey was developed in collaboration with the Pinellas Community Foundation and the St. Petersburg Foundation.

The Pinellas Nonprofit Survey is aimed to find issues in county nonprofits needing the most attention. The results are then discussed, the issues are addressed, and thoughtful changes are made to better serve and ultimately improve the lives of Pinellas residents. The survey instrument is designed to be completed once per organization, typically by the highest-ranking board member with depth of experience with the organization.

This initiative is driven by several key objectives. First, as CEOs' responses are compared to similar questions asked in the prior study, the results will capture longitudinal changes on matters important to Pinellas County nonprofits.

Second, the study assesses the impact Covid-19 had on nonprofits. Further, new information is being gathered about how mandated funding restrictions might be affecting the organizations in the study. The information found may generate data-driven discussions, ultimately actions, that could strengthen the local nonprofit sector.

Next, the survey results will generate comparisons pertaining to questions that were asked in the previous survey as well as comparisons pertaining to key issues between

nonprofit subsectors (for example, Arts & Humanities versus Educational Institutions versus Community Health Services). Nonprofit leaders, staffers, donors and government officials can gain a better feel for issues that are more likely to impact particular types of nonprofits. Uncovering these issues may help prioritize goals and action plans among the various nonprofit subsectors.

Finally, predictive analytics will be used to gauge the relative importance of such variables as reporting requirements, staff retention, employee benefits, donor recruitment and fundraising activities on outcome measures pertaining to the overall health of nonprofits, such as projected growth and perceived ability to meet financial goals.

Leaders of Pinellas County nonprofit organizations who have not yet completed the study are requested to contact Karen Chassin at kchassin@stpete.foundation for a link to the survey. The greater the nonprofit completion rate, the higher the value of the findings will be. We believe it will yield valuable insights and data that will empower nonprofit leaders to engage the public, funders, and elected officials in a deeper understanding of their vital work on behalf of county residents.

This article was published in the St. Pete Catalyst by Philip J. Trocchia, PhD. Dr. Trocchia is a professor of marketing at the University of South Florida St. Petersburg's School of Marketing & Innovation.

Predicting and Optimizing your Return on Sales Enablement



In this episode of The Conversation Intelligence podcast, Dr. Nathan Hartmann and Dr. Johannes Habel discuss academic research into the effectiveness of sales enablement content platforms.

Key points in the podcast:

- The type of research that the pair have been conducting in the field of sales enablement
- Their findings, and what this tells us about the relationship between rep tenure and sales enablement
- Casting our eyes to future research and what they plan to study further in the realm of sales enablement

Dr. Nathan Hartmann is an Assistant Professor of Marketing and Innovation at the University of South Florida Muma College of Business. He partners with firms to research contemporary issues in both personal selling and sales management.

Johannes Habel is an Associate Professor of Marketing at the University of Houston's C.T. Bauer College of Business. He is a passionate researcher, educator, and keynote speaker on the digital transformation of sales as well as sales psychology.

Looking *ahead:* events in **spring 2023**



EVENT DETAILS

- | | | |
|----|------------------------------|-------------|
| 1. | Selling with the Bulls | 2/16 - 2/17 |
| 2. | Affective(ly) Research | 2/23 - 2/24 |
| 3. | Transportation Industry Week | 2/27 - 3/3 |
| 4. | Spring: Meet the Employers | 3/2 |
| 5. | Dinner and Discovery | 4/6 |

CMSI connect NEWSLETTER



ABOUT THE NEWSLETTER

CMSI Connect serves to bridge space and time to keep our community of students, alumni, the center, and our business partners connected.

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