

CMSI connect NEWSLETTER

CENTER FOR MARKETING AND SALES INNOVATION

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UNIVERSITY of
SOUTH FLORIDA
Muma College of Business
Center for Marketing
& Sales Innovation

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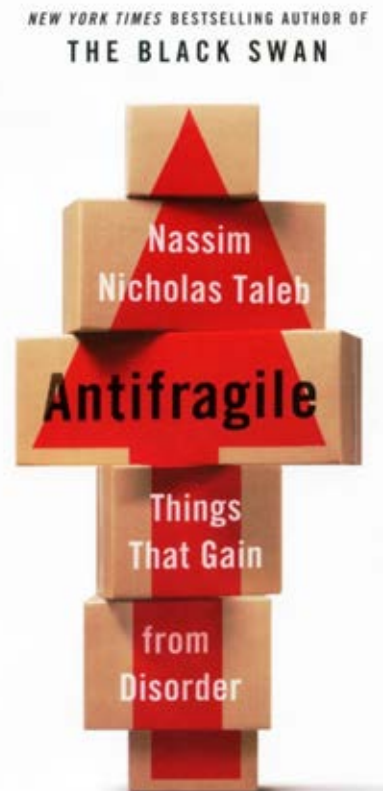
MESSAGE FROM THE DIRECTOR

“ BEING ANTI-FRAGILE ”

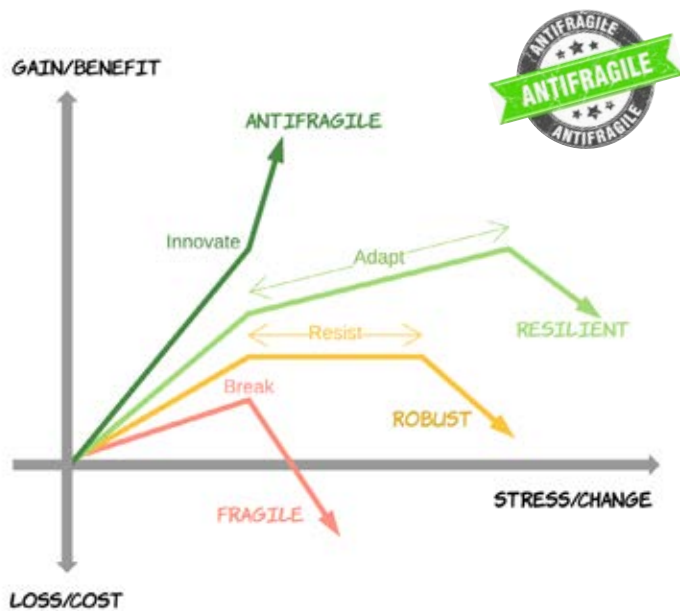
This spring was another busy semester for the center. The university returned to pre-covid event standards. The Professional Sales Club met in-person, the Customer Experience Lab opened for data collection, and we held both our intercollegiate Selling with the Bulls sales competition and our spring USF sales event in-person.

With the varied rules across the country, planning an in-person sales competition was interesting. First, the decision on an in-person or remote format had to be made in late fall when most universities and programs were remote. We were also in the throes of yet another wave of Covid. One of Nassim Taleb's (author of *The Black Swan*) lesser-known works, “*Antifragile*,” provided inspiration for our planning.

In “*Antifragile*,” Taleb describes building things that are not only resilient and resist shocks but get better under stress. Our take on an “antifragile” sales competition was to hold the intercollegiate competition as a hybrid event. Students were invited to compete in-person if they were able (preferred mode), or to join remotely via a web meeting. The networking, prospecting, discovery meeting, and sales close meeting events were all available either in-person or via web meeting. The hybrid model allowed everyone to have certainty in delivery and preparation. In the end, the new approach brought exciting innovations like expanded judge participation via web meeting access, a novel “trade show” styled networking competition, and truly off-the-charts energy.



[STORY ON PAGE 13 >](#)



Following the antifragile guidance, research returned to the lab with in-person data collection, online surveys using our lab subject pool, and our new capability of facial expression analysis and eye tracking using a respondent's web camera. CMSI jointly developed the web camera-based biosensor solution with our technology partner, iMotions, and was the first in the world to conduct research with the solution. Hundreds of students are being exposed to research through the center and researchers across the university are exploring exciting new frontiers of research.

We also made progress on our training offerings with delivering our first external training course, "Advanced Solution Sales," alongside a second student workshop, "Talking to the CFO." Another innovation this spring was introducing a live feedback sales event for students we called "Dinner and Discovery." The Dinner and Discovery event allowed students to conduct a discovery meeting with our center business partners, receive live feedback, then conduct the discovery meeting again with a different group of business partners. After three rounds, the students and business partners reviewed the experience over dinner.

Despite the challenges, or perhaps because of them, we finished another great semester of research, training, and engagement. Check out the events for next year. "Antifragile" planning is continuous.

Rob.

Robert Hammond

Robert Hammond, DBA
Director, Center for Marketing
and Sales Innovation



KEEPING UP WITH THE CENTER,

what's new IN RESEARCH?

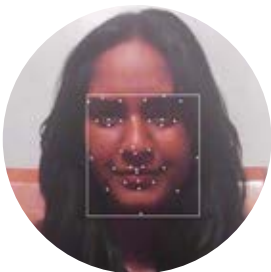
At the center, researchers have been busy conducting multiple studies in accordance with the university's new guidelines. In this edition, we cover two research stories from the Customer Experience Lab:



Nathaniel Hartmann

Nate Hartmann is a senior researcher at the CMSI. In this article, we learn more about his sales research article published in the Journal of Marketing, his background, and his ties to USF.

[READ ON PAGE 5 >](#)



Do you really know who is taking your survey?

Researchers at the Customer Experience Lab conducted a study in which participant behavior towards tobacco cessation public service announcements was assessed. This article uncovers their findings.

[READ ON PAGE 7 >](#)



PLEASE MEET, NATHANIEL HARTMANN

Nathaniel “Nate” Hartmann joined the Muma College of Business and the School of Marketing and Innovation in the Fall of 2020. Hartmann is a senior researcher in the sales domain at the Center for Marketing and Sales Innovation (CMSI) and has been cited over 1,000 times in academic literature. He is well known for his article titled “Converging on a New Theoretical Foundation for Selling” which was published in the Journal of Marketing. This work is the first conceptual article published on the sales topic in a UTD24 journal in more than 30 years. The article was presented with the Maynard Award for making the strongest contribution to theory within the Journal of Marketing in the year it was published and is already considered seminal reading within the personal selling and sales management areas.

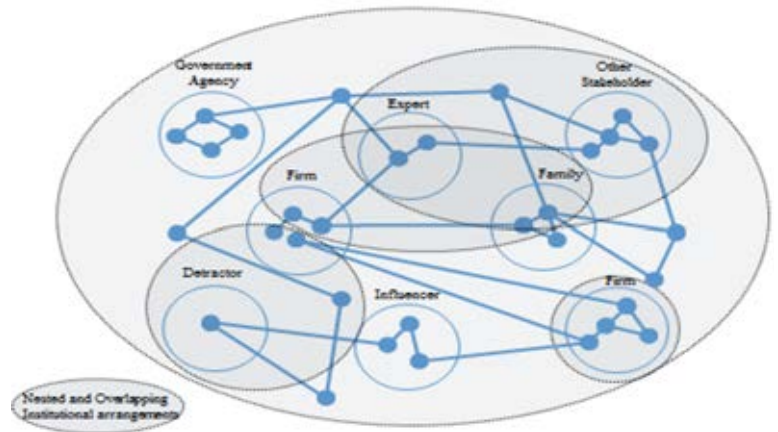
in this article ...

The authors draw on institutional theory and service-dominant logic to advance a service ecosystems perspective which can serve as a theoretical foundation for the sales literature. This perspective leads the authors to redefine selling, and underscores how broad sets of human actors perform selling, regardless of their roles. The article also reveals (1) why selling will continue to be a vital activity, (2) how broad sets of actors take part in selling, and (3) how this participation may be changing as technology and social norms evolve. The figure below highlights some aspects and implications of their theoretical foundation.

To further the novel thinking this work introduced, Hartmann and his colleagues recently co-edited a special issue in the Journal of Personal Selling & Sales Management, and he has since been invited to take on a thought leadership role in a conference intended to aid the development of junior scholars. The theme of upcoming conference will be expanding on the theoretical and managerial implications of Hartmann’s award-winning article. The conference is expected to culminate in articles published in the European Journal of Marketing.

[CONTINUE READING >](#)

Service Ecosystem: Perspective of Sales

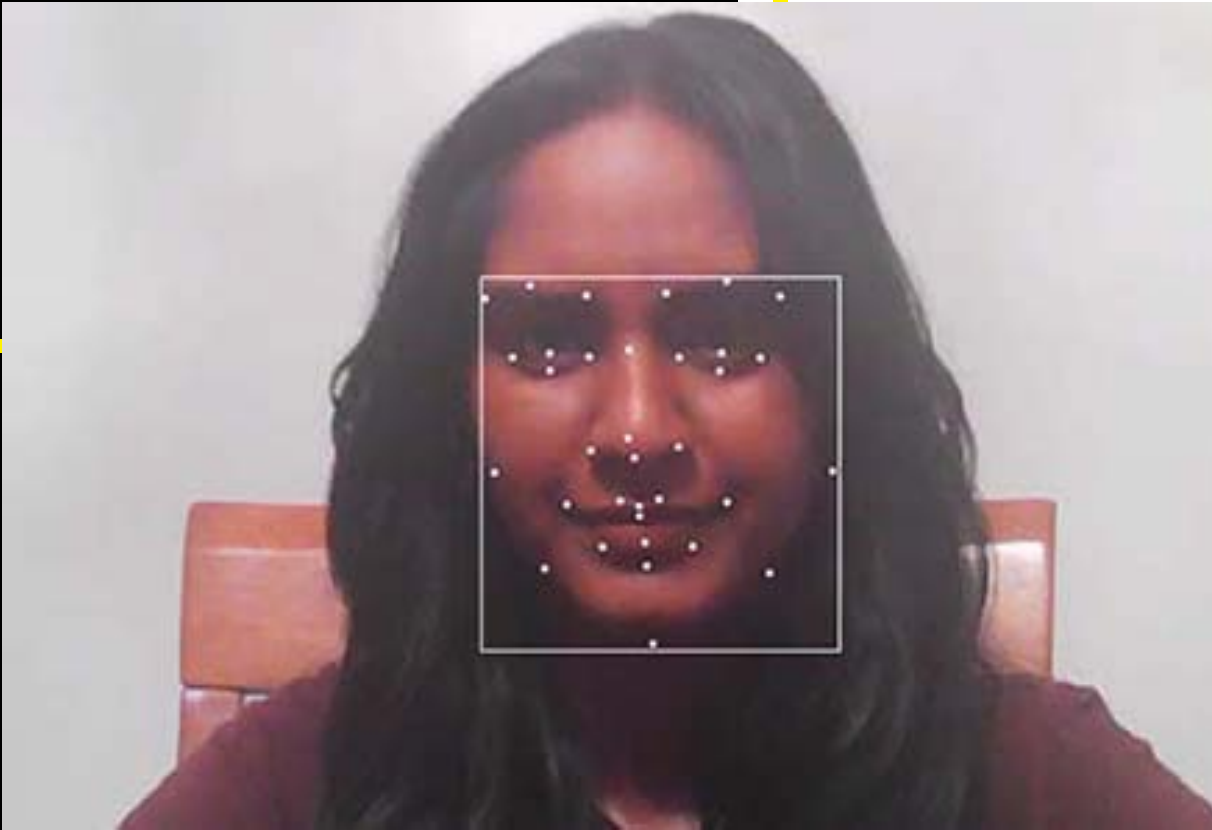


- Actors participate in exchange by receiving and applying knowledge and forming mutually beneficial relationships
- Selling facilitates exchange and value cocreation among dynamic sets of actors
- Nested and overlapping institutions (i.e., norms, values, beliefs, etc.) can be found among and within many groups of actors (e.g., organizations, salespeople, buyers, other stakeholders)
- Selling is performed by broad sets of actors who seek to maintain and change institutions using various tools and means of communicating
- The ability of selling actors to change the thinking and actions of buying actors is limited

Prior to joining USF, Hartmann served on the faculty of the University of Hawaii and Case Western Reserve University. Three professional reasons motivated him to join USF. First, he sought to advance his research by working more closely with organizations for access to sales force, customer, and marketing data. Hartmann found the Center for Marketing and Sales Innovation's strategic partnerships and the metro area attractive in this regard. Second, he views CMSI's Customer Experience Lab as offering enormous opportunity to open the black box of salesperson-buyer interactions, a topic he is passionate about it. Third, he valued the rich tradition and reputation USF has as a leading school within the sales area.

MORE ABOUT *nate hartmann ..*

Research wasn't the only reason Hartmann came to USF. He has family and friends in South Florida, including Sarasota and Tampa, and shared, "being here will make it easier to see my family and friends in Florida, but also family and friends who live in the Northeast and Midwest." Having grown up in Buffalo New York and having regularly spent time in Florida, he has long been passionate about warm weather and water activity.



RESEARCH ARTICLE

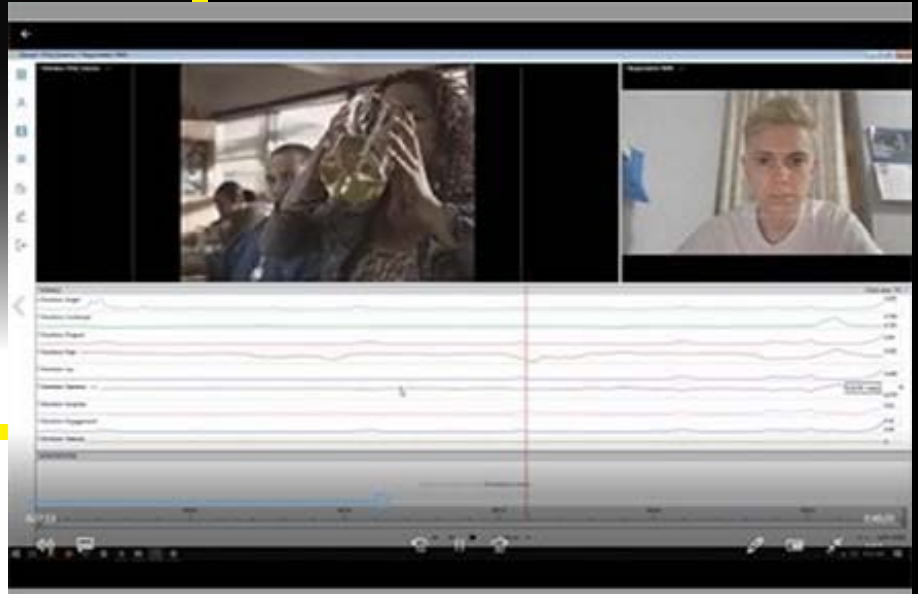
do you really know who is taking your survey?

Research enabled by the Center for Marketing and Sales Innovation's Customer Experience Lab used facial expression analysis to assess respondent behavior to tobacco cessation public service announcements. USF researchers Rob Hammond (USF Muma College of Business) and Claudia Parvanta (USF College of Public Health) found that deceitful and disinterested respondents changed the rank ordering of the PSAs, which in turn could lead to airing less effective ads. The research had two sample groups, and each had unique challenges. Deceitful behavior was greatest in a community sample while disinterested behavior (measured by head position) was greatest in the sample from a survey panel company.

[CONTINUE READING >](#)

RESEARCH overview

- USF researchers warned that scam artists take advantage of paid online surveys, which has become a common method of market research, skewing results.
- Neuromarketing measures were used to evaluate anti-tobacco PSAs.
- Participants were recorded through their web cameras while they watched public service announcements
- The research findings show the impact fraudulent data can have on a study's results.



The research has been published in the journal "Social Marketing Quarterly" and was highlighted by local television and national print media. An article published by USF covering the findings from this research can be found here:

Social marketers catch cheating on online surveys, casting doubt on compensated internet research | USF News.

<https://www.usf.edu/news/2022/social-marketers-catch-cheating-on-online-surveys-casting-doubt-on-compensated-internet-research.aspx>



ALUMNI SPOTLIGHT:

JOZUA “RUAN” MARTINS

Jozua Martins graduated from USF in Spring 2020 with a bachelors degree double majoring in Finance and Marketing, and concentrations in Asset Management and Sales. At USF, Martins made his mark as one of the founding members of Professional Sales Club and served as president. He was also part of the group that started Selling with the Bulls, going on to win the first competition held at the school. Since January 2022, Martins has been working at Goldman Sachs - Chicago, Illinois. Read on to learn more about his story, his current position at GS, and his connections to USF!



What do you do at Goldman Sachs?

Currently, I am a regional consultant. My work includes driving the sales of Goldman Sachs' asset management financial products to financial advisors across the United States. This position is similar to roles I have filled before, such as my previous job as an internal wholesaler at First Eagle Investment Management, where I gained 2 years of relevant work experience.

What has your career path in sales been like? How did you end up where you are?

Since I had the opportunity of working similar roles within investment firms in the past, I would say it was a combination of my "rich" prior work experience and displaying them on LinkedIn, which played somewhat of a hand at me getting offered this role. A recruiter from the company had reached out to me on LinkedIn after having found my profile. They mentioned they were impressed with my years of related experience. From there it was rather straightforward- interview, roleplay, and finally, the job offer! I officially started in January.

[CONTINUE READING >](#)

How did your program and overall experience at USF prepare you for where you are today? Best thing you did to get there?

I would say sales club was one of the most important experiences for me at USF. It got me ready for a lot of real world situations, which I was then able to handle and come out of on top. The club brought me valuable experience, important connections, life-long friends, and even internships. The best thing I did to get to where I am is having a student mindset, always studying, continuously learning, and constantly improving myself.

What person, course, or experience most influenced you from your time at USF? How?

The one person who influenced me the most from my time at USF was Dr. Hammond. He pretty much took me under his wing, taught me indispensable skills such as how to sell, meet and approach employers, and basically played a huge role in my life by helping me figure out what I want to do. He teaches you how to get the job, any job you want, before even learning the ropes for the position.

MARTIN'S **advice,**

For professionals, I think it's especially important to really invest in yourself from early on.

As for students, my advice is to get into sales club, regardless of whether you are really interested in sales or not. Among countless other benefits, joining sales club will teach you how to ace job interviews, allowing you to essentially get any job you want.

We thank Jozua Martins for his contributions towards the development of USF's Professional Sales Club from its early days and wish him all the best in his career and for the future!

SCHOOL OF MARKETING & INNOVATION SPOTLIGHT:

MICHAEL BOOROM

early life

Born to a military family, Boorum grew up in Tampa and went to T.R. Robinson Highschool. After having graduated from high school, he pursued higher education at the University of South Florida, which was not too far from home.

education

Boorum is a four time graduate of USF. Here is the list of the degrees he has earned during his time at USF:

degree / department / college

BA | Marketing | Muma College of Business (1969)
MBA | Dean's Office | Muma College of Business
PHD | Dean's Office | Muma College of Business
MA | Leadership Development | College of Education

work

Boorum was a professor in California and later at the Eastern Illinois University, where he taught classes in marketing and sales. He is currently retired and still lives in Illinois.



Pictured: Zoey Boorum, Shawn Boorum, Michael Boorum

contributions to usf

Boorum has been giving back to USF since 1979. He has been recognized multiple times on USF Alumni Association's Life Member Honor Roll for his generous contributions to the university. Recently, he has made a gift of more than **\$100K** to the school to benefit both undergraduate and graduate sales students.

CENTER'S SALES CLUB SPOTLIGHT:

"RING THE BELL"



Pictured (left to right): Jacob, Madyson, Jacoby, Mackenzie, and Rob Hammond

congratulations
ON YOUR ACHIEVEMENTS!



In keeping with the USF Professional Sales Club traditions, the semester ended with ringing the bell at the final semester club meeting. Students with internships or full-time roles rang the bell, graduating students with full time roles signed the bell board, graduating e-board members were recognized with PSC graduation stoles, and the incoming club executive board was announced. This semester Jacob Katz, Madyson Winters, Jacoby Sherman, and Mackenzie Lamm were awarded stoles. The incoming PSC executive board is Charlie Olliff (President), Olivia Stimpson (Vice President), and Ahmad Beran (Marketing).



SELLING WITH THE BULLS: INTERCOLLEGIATE *spring 2022*

sales competition
hosted by USF

quick recap.

- **273** role plays
- **455** scheduled student conversations
- **19** universities
- Almost **100** competitors
- **18** companies
- Over **70** business representatives
- All in **30** hours

a huge success!

PARTICIPATING UNIVERSITIES

Bryant University	BU
Central Michigan University	CMU
Elon University	EU
Florida Gulf Coast University	FGCU
Florida State University Garnet	FSU
Georgia Southern University	GSU
Indiana State University	ISU
Kansas State University	KSU
Northern Illinois University	NSU
Oklahoma State University	OSU
Pace University	PU
St Joseph's University	SJU
The College of St Rose	TCSR
University of Central Florida	UCF
University of Florida	UF
University of South Carolina	USC
University of South Florida	USF
University of Tampa	UT
Winona State University	WSU

BUSINESS PARTNERS

BKS Partners
KnowBe4
Williams Automotive Group
Sun State International Trucks
ReliaQuest
Core Spaces
Newgentek
HealthPlanOne
SiteZeus
The Omnia Group, Inc.
BlueGrace Logistics
Enterprise
Cintas
EMEA
Tom James Company
Lavu Inc.
MiSource



intercollegiate
2022

This spring, the center had its fourth Selling with the Bells Intercollegiate sales competition. BKS-Partners served as the product sponsor with the CFO as the buyer persona. The case was different from what students had seen in the past, including a sample commercial insurance package and an unexpected twist of a merger announcement before the final round. The event included prospecting (email, voicemail, phone call, and LinkedIn), networking, discovery, and closing skills. It also lived up to its earned reputation as the “Toughest Test in Sales Education”.

The energy was off the charts with students, faculty, and businesses absolutely grateful to back in-person. There were two schools that were unable to travel so the event was held hybrid. The remote students and judges joined the competition via Teams.

acknowledgements

The Center for Marketing and Sales Innovation Graduate Assistants (Yuqi Wang, Satya Sai Krishna Manikanta Goli, and Rubaba “Ruby” Hassan) and event volunteers from the Professional Sales Club (Student Competition Director Madyson Winters and volunteers Mackenzie Lamm, Jacoby Sherman, Olivia Stimpson, and Samantha Parker) were indispensable in running the event. Ed Hoepfner coached the USF team and our DBA graduate

The list of participating schools and business partners who were vital in making this event possible are credited on [page 13](#). The following page lists the results from the competition.

RESULTS ON PAGE 15 >



RESULTS

Team Top Bull: Championship Flight

- | | | |
|----|-------------------------------|-----|
| 1. | University of Central Florida | UCF |
| 2. | Kansas State University | KSU |
| 3. | Elon University | EU |
| 4. | Florida State University | FSU |
| | St Joseph's University | SJU |
| | University of Florida | |

Team Top Bull: First Flight

- | | | |
|----|-------------------------------|------|
| 1. | Florida Gulf Coast University | FGCU |
| 2. | Indiana State University | ISU |
| 3. | Georgia Southern University | GSU |
| 4. | University of Tampa | UT |
| 5. | St Joseph's University | SJU |

Networking: Combined Flights

- | | |
|------------------------|---------------------------|
| 1. Drake Barbour UCF | 3. Justin Craig USF |
| William Jarrett UF | Claudia Flint EU |
| Cade Skinner CMU | Meghan Howard OSU |
| 2. Joseph Byrd EU | Katherine Heinze FSU |
| Michale Guido UCF | Michael Joyce Bryant BU |
| Rylen Meyer UT | Jordan McGovern USF |
| Benjamin Morreale EU | Meghan Prince SJU |
| Charles Olliff USF | Cameron Russell USC |
| Cassidy Perkins EU | Mallory Trapini EU |
| Hannah Rickett ISU | Hank Weldon GSU |

Individual Top Bull: First Flight

- | | | |
|----|---------------------|-----|
| 1. | Rylen Meyer | UT |
| 2. | Hannah Rickett | ISU |
| 3. | New Lertsaksereekul | UF |
| 4. | Natalie Mauk | ISU |
| 5. | Hank Weldon | GSU |

Individual Top Bull: Championship Flight

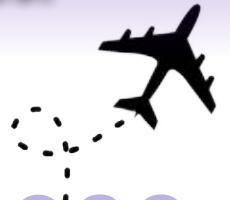
- | | | |
|----|------------------|-----|
| 1. | Shannon Sawtell | UF |
| 2. | Katherine Heinze | FSU |
| 3. | Leah Gafney | PU |
| 4. | Cassidy Perkins | EU |
| 5. | Drake Barbour | UCF |

congratulations

TO THE WINNERS!

USF Sales Team

competes across the states!



2021-2022

at a glance

- USF participated in a total of five sales competitions this past year
- Competitions included teams from across the USA and other countries
- In each competition, the team went up against 30 to 80 other schools

competitions

- Northeast Intercollegiate Sales Competition (hosted virtually by Bryant University, RI)
- International Collegiate Sales Competition (hosted virtually by Florida State University, FL)
- Selling With the Bulls (hosted live by the University of South Florida, FL)
- National Collegiate Sales Competition (hosted live by Kennesaw State University, GA)
- Northern Shores Sales Challenge (hosted live by Salisbury University, MD)

The team took part in four national and international sales competitions this year in addition to 'Selling with the Bulls,' which takes place at the university's Tampa campus. Our school was represented by two members of the USF Sales Club in each competition. The students were given the case scenarios ahead of time to prepare. Case examples include selling technology, insurance, security, and frozen food.

CONTINUE READING ON PAGE 17 >

The students then compete in a role play and speed selling competition. They also attend career fairs with many companies seeking sales positions within their organizations.

The USF sales team performed well at all competitions and were automatically invited to participate in each next year. USF finished within top ten at the Northeast Intercollegiate Sales Competition. They also qualified to compete and finished second in their group in the Sales Management Case at the International Collegiate Sales Competition. In the Northern Shore Sales Competition, the USF team finished 18 of the 40 teams.

All five competition teams were coached by Ed Hoeppner. As coach, his duties included the selection of competitors, assisting in preparation which involved case analysis and role play, and traveling with the team to the live locations.



ABOUT

ed hoeppner



Hoeppner has led Nestle's Sales and Marketing division for 30 years. He is an alum of USF and has received his DBA from Northcentral University. He joined USF in 2015 as an instructor, teaching courses in management, sales, and marketing. Hoeppner is the founder of the Sales Club at USF's St. Petersburg campus, where he acted as faculty advisor. He coached the university's sales team through all of their competitions. As for his teaching approach, he prepares his students for the workforce using realistic cases and scenarios.

What to look forward to in the upcoming year

EVENT	DATE
Sales and Marketing Networking	Oct. 20, 2022
USF Selling with the Bulls	Oct. 21, 2022
Selling with the Bulls Intercollegiate	Feb. 16 - Feb. 17, 2023
Sales and Marketing Networking	March 2, 2023
Selling with the Bulls: Dinner and Discovery	April 6, 2023

LOOKING
AHEAD

fall 2022
AND
spring 2023

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.

contact

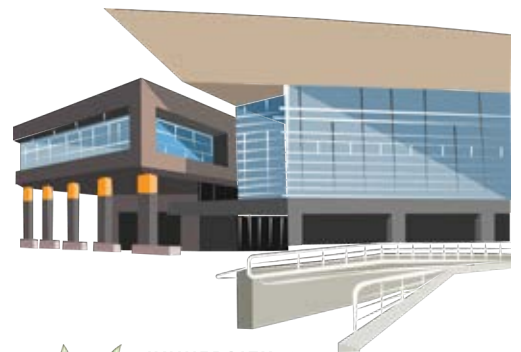


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