

CMSI connect NEWSLETTER

SPRING 2023



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SELLING
WITH THE
BULLS

Hosted By:


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

MESSAGE FROM THE DIRECTOR!



Robert Hammond giving awards at the Intercollegiate Sales Competition.

Sales Education Leads to Social Mobility!

Spring '23 was another busy semester for research and student engagement. In February we hosted the inaugural Affective(ly) Research conference and “The Toughest Test in Sales Education”, Selling with the Bulls Intercollegiate. In addition, the center has published research related to engaging students.

More than 100 students from 21 schools and 15 states competed in the 5th annual Selling with the Bulls, that spanned the entire sales process (networking, prospecting, discovery, and sales meetings). Our USF sales students and businesses partners also connected

this semester at the American Marketing Association national conference in New Orleans, at the National Collegiate Sales Competition in Kennesaw, GA, the National Shores Sales Challenge in Salisbury, MD, in our sales classes, at weekly Business Development Club meetings, and other networking opportunities. Other events that brought students and partners together for one-on-one conversations about sales capabilities and careers included our “Dinner and Discovery” and “Coffee, Conversations, and Careers” events.

Why so many events?

The answer is simple. We believe a career in selling enables significant social mobility. With near market saturation and consolidation in historically high earning careers like physician, pharmacy, law, and real estate, a career in sales is unique in both its achievable path and earning potential. The US Bureau of Labor Statistics expects 1.9 million sales openings per year over the next decade (www.bls.gov/ooh/sales/home.htm) with starting salaries in many roles well above \$50,000 per year. Combine the number of sales job openings with the diversity of jobs, objective evaluation of performance, ability to earn more by working more, and sales represents a tremendous opportunity to enable social mobility.



Robert Hammond and Chris Huber at the Intercollegiate Sales Competition.

One of the center’s publications researched student preconceptions about careers in sales and found USF students had established opinions about a sales career based on their own lived experiences with transactional sales engagements (<https://doi.org/10.1177/0273475320925876>). It is through engagement with business partners that we create the cognitive dissonance needed to change perspectives and open student interest to the possibilities of a professional sales career.

The data is clear – sales programs have a strong return on investment. The Sales Education Foundation notes that students that come from sales programs ramp-up 50% faster, turnover 30% less, and can save a company over \$180,000 in training costs (www.salesfoundation.org). Connecting with students through sales events and internships are two common methods to engage with students. Check out the future events section of the newsletter for next year’s events. You may also want to review a paper that was published earlier this year on internships (<https://doi.org/10.28945/5001>). The paper includes a list of internship recommendations along with student internship priorities.



Robert Hammond

Director
Center for Marketing and Sales Innovation



“Toughest Test in Sales Education”



Selling With The Bulls

SPRING 2023



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

Interesting Facts!

-  The event hosted more than 200 people.
-  More than 100 students participated on the competition.
-  21 schools from 15 states.
-  100 business professionals from 24 companies judged the competition.
-  300 role plays.
-  600 scheduled networking conversations happened.

All in 28 hours!

16 - 17 February 2023

For the **Spring 2023**

Intercollegiate Sales Competition, our proud sponsor was **BKS - Partners.**

In the fifth annual competition, students competed in sales skills challenges that spanned the entire sales process (**networking, prospecting, discovery, and sales meetings**). This year's case subject was a Chief Financial Officer who had challenges with the firm's employee benefits program due the company's work from anywhere program. At the end, there was a twist: a major flood!

Sales Competitions

NSSC - Salisbury, MD



The 2023 National Shore Sales Challenge was sponsored by Perdue Chicken and challenged the students to sell frozen chicken tots to a grocery store buyer. The students learned to sell the packaged goods and also, how to position products in a retail space.

NCSC - Kennesaw, GA



The 2023 National Collegiate Sales Competition focused on selling professional services for Gartner in multiple rounds of roleplays. In addition to the competition, a career fair was provided for the students and several members of the USF Sales Competition Team met with potential employers.

AMA - New Orleans, LA



The Sales Competition Team attended the AMA International Collegiate Conference Perfect Pitch Competition. Like an elevator pitch competition, the goal was to provide two to three key selling points for why the student was an ideal candidate and then support these qualifications with examples.

Dinner and Discovery



In this novel student – business partner engagement event, students conducted two discovery meetings and received feedback from business partners after each meeting. At the end, everyone had dinner together to continue the discussions. This year's event included over 20 students and 20 business leaders.



Affective(ly) Research is an annual gathering where researchers working with biometrics and emotional insights gather to collaborate and exchange best practices. This event was hosted by the Center for Marketing and Sales Innovation on **February 23 and 24, 2023**. Over 40 researchers from 21 institutions traveled to the Muma College of Business for the inaugural event.



The conference included material for both researchers and lab leaders during the two-day event. The CMSI Customer Experience Lab technology partner, **iMotions**, was event's **platinum sponsor**. Mark your calendar! Affective(ly) Research '24 is 2/28 - 3/01 at the St. Petersburg USF Campus.

FACULTY SPOTLIGHT

Meet Philip Trocchia



Trocchia found inspiration to become a professor while teaching a class at Michigan State as a teaching assistant. He enjoyed interacting with students, helping them gain knowledge that would be useful in their future careers and personal lives. He is **passionate about marketing** and its power to persuade people to purchase goods and services. In his free time, he enjoys doing improv comedy and playing trivia.



“Phil Trocchia, a professor at the University of South Florida (USF), was born in New Jersey and has Italian heritage. He completed his undergraduate studies at General Motors Institute in Michigan, with a focus on the automotive industry, and went on to earn an MBA in Marketing from Michigan State University. He later obtained a PhD in Marketing from the University of Alabama. Trocchia has been teaching at USF for **20 years**, and teaches classes in Marketing Research, Marketing Strategy, and Retail Management at both graduate and undergraduate levels.



Currently, Trocchia is the **director** of the customer experience lab at St. Pete, where he is conducting focus groups with industry leaders to determine the skills and competencies needed to enter the workforce. He also conducts surveys and academic research studies, such as investigating **safety issues** in sit-down restaurants post-Covid and recently wrote a paper on **“Transitory Bias”** with Mike Luccket.”

A Wonderful Experience

at ZooTampa at Lowry Park



The **USF Business Development Club** had a blast teaming up with Gamma Iota Sigma for an exciting afternoon at the Zoo Tampa.

BKS, generously arranged this visit for the students, and needless to say, it was an adventure they won't soon forget. The students got to learn about sales, marketing, and risk management while interacting with the animals. Overall, it was a **unique, hands-on experience** that left a lasting impression on the students and reinforced the relevance of these business skills in the real world.

Alumni Spotlight

Alec Morozovich



HIS WORK AT KnowBe4

Alec secured a job as a full-time Regional Account Manager at KnowBe4 about six months before he graduated from USF. He was recruited directly from the sales club. He got introduced to business partners through sales events and eventually landed the job with KnowBe4. Despite having no prior experience, the company combined with the sales club provided him with the necessary tools to start his career. As a result, Alec became the top representative out of 150. One year ago, he was promoted

to Reginal Sales Director. In Alec's new role, he oversees 10 account executives who are responsible for full-cycle sales. He actively coaches, mentors, and leads his team to achieve their revenue goals, as well as assists in closing deals and negotiating complex contracts. At KnowBe4, Alec wears multiple hats to ensure the success of the team.

About Alec!

Alec was born and raised in St. Louis, Missouri. He is 25 years old. Several years ago, he relocated to Tampa to pursue his degree in Marketing with a concentration in Sales from the University of South Florida, which he successfully completed in 2020. His current professional role is as Regional Sales Director at KnowBe4.

USF Experience!

When Alec was at USF, he was a full-time student and held the position of key account manager for the Professional Sales Club, now known as the Business Development Club. Additionally, he volunteered for career fairs, sales competitions, and networking events, which played a significant role during his time at the university.



Professional growth

Alec highly recommends looking for a mentor and advisor to help with career decisions. Dr. Hammond helped Alec determine his interests and goals. Alec credits the sales club for teaching him important skills such as selling, networking, and negotiation, and for providing opportunities to compete in intercollegiate sales competitions, which led to valuable connections and experiences.

Alec believes that stepping out of one's comfort zone is essential for growth and development, and he shares his own experience of bombing his first sales competition but persevering to become a top-ranked seller. He attributes his success to his willingness to take on challenges and his participation in the sales club and competitions, which helped him improve his skills and expand his network.

Advice for students!

Alec advises being intentional when choosing a career path and finding a place where you can learn and earn. Prioritize building your skill set and finding great mentors, as they will provide value and help you stand out among your peers. Alec recommends trying different career paths while you're young and being able to pivot if necessary, but don't give up too soon because there will always be a learning curve. To set yourself apart, think about how you can provide value and stand out. Good management and leadership can help you succeed in any field.

- Alec Morozovich



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RICHARD A. CORETT DIGITAL WALL



TRANSPORTATION INDUSTRY PANEL

On March 03, the Center for Marketing and Sales Innovation hosted transportation industry panel in the Muma College of Business. The conference was presided over by four industry experts. We had the pleasure of hearing from Chris Huber of **BKS**, Steve Radulovich of **Lithia Motors**, and Chris Harris and Debie Hall of **Sun State International**. This event provided a unique opportunity for students to engage in dialogue with seasoned professionals and expand their professional networks.



FUTURE EVENTS



Selling with the Bulls USF ↔ **9/27- 9/28, 10/20/23**

Selling with the Bulls Intercollegiate ↔ **02/15 - 02/16/24**

Affective(ly) Research ↔ **02/29 - 03/01/24**

Dinner and Discovery ↔ **04/04/24**

Contact!



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