



CENTER FOR SALES EXCELLENCE

Developing A Pipeline For Students To Move Into Advanced Sales Positions, Gain Funding From Partner Companies, And To Provide Training To Sales Employees For Executive Education.

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In order to develop a quality sales program, we are looking to create a link between the university and the local and national business community. Initially, we will seek out these relationships to create internship and career opportunities with these firms. We will then seek to expand on this relationship by providing opportunities for sales managers to observe and suggest improvements for our sales course offerings to ensure that our students are receiving quality sales education.

Additionally, we will enlist corporate help in preparing students to compete in university sales competitions. These competitions will help promote Marquette as a top program for sales education. Success in these competitions should spur investment from companies for a sales competition on Marquette's campus. While we are building the sales program's reputation, we will build an advanced sales curriculum for on-site corporate training and development, leading to an executive training program as well as a certificate in Professional Selling through the business school.

ABOUT OUR TEAM

Dr. Alex Milovic: Sales Center Director

Responding to a call from companies to increase the number of sales graduates, many top universities have started to develop sales programs to provide students with the education and experience necessary to succeed upon graduation. Building on the success of these university programs, we are looking to develop and promote our program both internally (among our students and students who are applying for admission to the university) and to regional and national companies.

Dr. Alex Milovic was hired to begin a sales program within the marketing department. Prior to entering academia, Dr. Milovic spent eight years in various sales, marketing, and IT roles for Black and Decker, Weaver Partners, and Goldman Sachs. He understands the need to train students for careers in sales in an ethical manner, focusing on developing long-term relationships in order to maximize the benefits for both buyers and sellers.

BEYOND BOUNDARIES Pursuit of Academic Excellence for Human Well-being

Our students and parents seek a return for their time and money, and developing a top-tier sales program that provides strong sales education within our ethical framework will allow both stakeholders to see the benefit of selecting Marquette University when compared to other top universities. Our mission as business educators is to provide students with opportunities to succeed beyond the classroom. Students who have sales training will be more attractive on the job market, increasing the reputation of Marquette graduates to the business community.

Firms have high expectations for Marquette business graduates; allowing these organizations to assist in curriculum development will help bridge the gap for our students between college and careers (Excellence and Leadership). Sales skills are also essential to non-profit employers, who often require well-trained salespeople for fundraising activities (Service). Most importantly, we are teaching professional selling skills within a strong ethical framework; having the ability to demonstrate our ethical sales techniques to employers in sales competitions will benefit students during the interview process and companies through the execution of strong corporate social responsibility.

MILESTONES

