

## Center/Institute/Collaborative Unit (CICU) Registration Form

Name of CICU

Center for Professional Sales

The unit is proposed to be a:

- [Center or Institute](#)
- [Collaborative Unit](#)

### Director of Center/Institute

LAST NAME	FIRST NAME	WSU ID #	E-MAIL	PHONE #
Pimentel	Ronald	9946057	ron.pimentel@wsu.edu	360-546-9788

What is the desired unit email address to be used (if different from above)?

Is this a new or existing WSU Center/Institute?

- New
- Existing

This C/I is a

- [College level C/I](#)
- [University level C/I](#)

Does this proposed unit have a current website address?

- Yes  No

Website URL (please update to reflect accurate information):

<https://business.vancouver.wsu.edu/professional-sales>

What is your cost center number?

Where will the unit be administratively housed (e.g., college(s), Office of Research)

Area/College/Campus 1

CARSON COLLEGE OF BUSINESS

Area/College/Campus 2

WASHINGTON ST UNIV-VANCOUVER

Other participating areas/colleges/campuses (if applicable):

What is the **primary** mission of the proposed unit?

- [Research](#)
- [Teaching, Service, and/or Outreach](#)
- Both (uncommon – neither research nor teaching/service outreach is primary but both are equally weighted)

Preference for annual and five-year review due dates (please choose one):

- Annual report submission due August 1; five-year review submission due November 1
- Annual report submission due December 1; five-year review submission due March 1

Last 5-year Review Date (admin only)

month/day/year 

[Save Reporting Date](#)

Mission statement, including specific goals (no more than a paragraph is expected):

The Professional sales program at WSU Vancouver was created in 2006. Since then, the program has developed a strong regional and national reputation, being recognized by the Sales Education Foundation (<https://salesfoundation.org/>) as one of the top universities for Professional Sales Education. Our students have consistently performed well at national sales competitions, including a first place at the prestigious NCSC competition in 2007. Student placement rates have been high and many of our students have enjoyed successful careers at prestigious employers. The program has generated many community sponsorships that have allowed us to offer (1-3, \$1,500 yearly) scholarships to our top students. Our alumni and community partners are highly engaged in numerous program activities such as guest speaker visits, participating as judges for our local sales competitions, hosting a table at our annual career fair in sales, hosting student job shadows and mentoring our students.

Recently, the hiring of two new faculty in Pullman with expertise in Professional Sales offers a unique opportunity to significantly increase the size of the program and promote cross-campus collaborations to improve the local and national recognition of the program. Thus, the primary mission of the center will be on outreach. Creating a Sales center will allow us to apply for membership of the University Sales Alliance, (<https://www.universitiesalescenteralliance.org/>), the national accreditation agency for sales programs. Ultimately, this should further enhance our regional and national reputation, leading to:

- 1) Advancing WSU's outreach mission by connecting students, faculty, and staff with the greater Pacific Northwest business community to create a more positive business environment.
- 2) Providing a vehicle through which we coordinate our cultivation and management of strategic partnerships with the local community across campuses.
- 3) Higher awareness and engagement of WSU students across Colleges and majors in the field of sales.
- 4) Advancing WSU's scholarly mission by generating additional funds to support high quality research in the field of sales and create unique research-based insights and critical thinking about business for business communities in the Pacific Northwest, ultimately enhancing our recognition among aspirational peers as a regular contributor of rigorous and influential research.
- 5) Attracting more PhD students interested in the field of sales and improving their placement at peer universities.

Our objective is to ultimately be recognized as the top sales program in the Pacific Northwest and be the first-choice for students considering a career in sales, as captured by the number of students in the program, number of sponsors to the program and sponsor contributions, and research output as measured by the number of sales-related publications by the faculty and PhD students involved in the program.

Brief description of major focus areas (100 words or less is expected):

The Sales Center at WSU will achieve three primary goals through its activities, with a primary focus on outreach to stakeholders:

- Partnership development and outreach: Create greater visibility of the WSU Sales program and CCB regionally and nationally by building strong relationships with regional organizations. The result will be increased donations and local sales community involvement through active engagement between Sales Center students, faculty and staff and our business partners.
- Promote our excellence in sales education: Promote internally and externally our world class sales education and facilitate connections between our pool of highly qualified and motivated young sales professionals with businesses in the Northwest and beyond.
- Develop leading sales research: Foster leading research in the area of sales and sales management that provides insight to leading sales organizations.

Keywords for major focus areas (list two to six):

sales education          sales research          professional selling          experiential learning          sales excellence

Value added by creation of the unit (consider all aspects of a land-grant university mission - no more than a paragraph is expected):

The Professional Sales Center priorities are well aligned with WSU's strategic goals and mission. Specifically, the center will contribute to the University's land-grant mission by:

#### Outreach, Extension, Service, and Engagement

The partnerships created by this community engagement should develop deep relationships and create recognition which generates support for the program. Partnerships are relatively easy to develop in the context of a sales program. A symbiotic relationship develops between the program and the companies that recruit the program's graduates, or have current employees trained. Having a recognized sales center enhances the credibility of the sales program allowing us to strengthen our partner relationships.

The sales program can assist businesses with a pool of talent from which to recruit "performance-ready" business professionals, decreasing training costs and increasing retention for all businesses, and benefiting small businesses that often do not have in-house training for sales personnel. The sales certificate program can provide sales training without requiring these employees to enter a degree-seeking program. Companies with more effective sales forces are more likely to grow and contribute to the local economy.

#### Promoting excellence in sales education

Role playing, sales competitions, and other exercises are key experiential learning experiences for the sales program, enhancing the quality of the undergraduate academic experience. Community-based learning experiences depend on partnering with professionals from the local business community for guest speakers, ride-alongs, role playing, internships, etc. By having a center, we will elevate visibility of the Professional Sales Program, thereby attracting more students from across Colleges and locations and increasing student engagement. The partnerships created by community engagement should develop deep relationships and create recognition which generates support for the program, allowing us to offer student scholarships and enhancing career opportunities for our students. The existence of a Center and a physical space signals prominence and will have an influential effect on students' choice to study the sales curriculum.

#### Contribute to research, innovation, and creativity

The sales center aims to promote and encourage high quality research in the areas of sales, sales management, and pedagogical and applied research that supports the sales program and aims to provide relevant insights for businesses and the sales profession. Having a mix of tenure and non-tenure track faculty allows the program to contribute insights that improve both sales practice and sales teaching performance and effectiveness. The sales center will generate resources to support this research and allow us to recruit PhD students to work in the area. Our applied research will also enhance our ability to highlight WSU's contributions to the business community. The additional resources will enhance our ability to pursue and retain and reward exceptional faculty and PhD talent interested in sales research. Other nationally recognized programs have sales centers. A sales center elevates our status among peer institutions.

#### Institutional Effectiveness and Infrastructure

The center will aspire to coordinate resources across campuses to create meaningful and engagement between students, faculty, staff, and the business community. It involves cross-campus collaborations among faculty and students, and aspires to communicate a consistent and coherent single image to the community in the Pacific Northwest. The integrated planning of current educational programs and research efforts, with opportunities and resources shared across the system, will allow us to offer a better experience to students across the system and strengthen the quality of our research efforts. Corporate sponsorships will also allow us to invest in cutting-edge supporting infrastructure and technologies to provide quality sales education. In essence, we aim to capitalize on potential synergies across campuses while acknowledging the unique characteristics and situation of each campus.

Associated members and their department/school affiliation:

Dr. Ron Pimentel (Scholarly Associate Professor of Marketing, Faculty Director - Professional Sales, Carson College of Business, WSU Vancouver)  
 Dr. Alberto Sa Vinhas (Associate Professor of Marketing, Carson College of Business, WSU Vancouver)  
 Dr. Bity Balducci (Assistant Professor of Marketing, Carson College of Business, WSU Pullman)  
 Dr. Kevin Chase (Assistant Professor of Marketing, Carson College of Business, WSU Pullman)

Criteria for membership:

Any WSU faculty member or PhD student with research / teaching interests in the area of Professional Sales and Sales Management is welcome to be affiliated with the center. Affiliated members are expected to contribute to center activities, including active promotion of the program and involvement with the main stakeholders.

Does this CICU have an Advisory Board?

Yes  No

Please list Board members:

An advisory board of advisors already exists for the Sales Program. A new board is being formed to advise us in the formation of the center and moving forward, comprising representatives of the current sponsors of the sales program and alumni of our sales program.

Are there external funding possibilities related to this CICU?

Yes  No

Please list (be as specific as possible, e.g., listing example RFAs):

The Sales Program at WSU Vancouver has an established sponsor program and has received numerous sponsor contributions to the sales program over the last 10 years, with annual sponsor contributions frequently exceeding \$10,000. The creation of the sales center will enhance the program's regional and

national reputation, leading to an increase in contributions to the program that can be allocated to student support and scholarships, as well as research support to interested faculty. We also plan to attract a donation from a major sponsor for the creation of a "Named" sales center – following the lead of the most successful sales programs in the nation.

Does a similar unit exist within WSU?

Yes

No

Will the establishment of this unit impact the University Libraries beyond the impact already in place from the individual participating unit(s) (e.g., increased journal subscription needs)?

Yes

No

List specific [metrics](#) for evaluation and review (must be coordinated with goals and agreed upon by oversight authority/authorities; it is important that there be common themes to metrics across C/Is):

The program will gather information about the following KPIs and annually measure performance against these indicators:

- Number of students enrolled in Professional Sales Classes across campuses
- Number of students completing sales certificate requirements across campuses
- Number of contributing partners / sponsors
- Total partner / sponsor contributions
- Partner / sponsor retention
- Research publications that received grants and/or awards from the center
- Ranking as one of the top sales programs in the nation by the University Sales Alliance
- Number of PhD students working in the field of sales and PhD student placement

Please upload the most recent organization chart (include leadership structure, faculty, staff, and advisory units as applicable; be sure to include oversight authority/authorities):

Org Chart: [organization chart 2020.docx](#)

This attachment is part of the application document (see below).

**Budget overview**, showing revenue (e.g., central funding, endowments, external funding, indirect cost recovery, projected income from service centers, tuition) and expenses (e.g., salaries, tuition, equipment purchase and upkeep, licenses, operational expenses, outreach activities), with evidence of approval at the appropriate level. If the C/I includes service centers, a **description** of services and revenue and expenses **analysis**

Budget Overview (Note: You cannot edit this without re-uploading a new file): [Budget overview.docx](#)

This attachment is part of the application document (see below).

Support letter(s) from proposed line(s) of authority (e.g., Dean, Chancellor, VPR, Provost). In addition to providing support and rationale for the overall establishment of the C/I, the oversight authority/authorities must address approval of the allocated budget, if applicable, in the support letter.

Support Letter: [Center for Professional Sales Memo.pdf](#)

These attachments are part of the application document (see below).

Support Letter: [Dean's Letter of Support for Professional Sales Center.pdf](#)

Support Letter:

<b>Created</b>	Pimentel, Ronald on Jan 22, 2021,	<b>Last</b>	Pimentel, Ronald on Jan 22, 2021,
<b>By</b>	1:47:01 PM	<b>Modified</b>	1:47:01 PM
		<b>By</b>	

### Oversight Authority/Authorities

**Oversight Authority/Authorities** Note: must be at the college Dean level or higher.

LAST NAME	FIRST NAME	WSU ID #	E-MAIL
Hunter	Larry	11494694	chip.hunter@wsu.edu
Christopher	Renny	11409073	renny.christopher@wsu.edu

Make Editable

December 3, 2020

Research and Arts Committee  
Washington State University Faculty Senate

I write in support of the proposal for the creation of a Center for Professional Sales at the Carson College of Business. The proposal has its roots in the successful sales program on the Vancouver campus. This program has developed a strong presence in the Vancouver/Portland metro area over the last decade through strategic partnerships with the business community. The center is a natural next step in the development of a nationally prominent sales program for the college, and will enable us to capitalize on the reputation of the program by serving the needs of students across campuses and the business community in the Pacific Northwest. Its establishment will also allow us to apply for membership in the University Sales Alliance, the recognized accreditor for the nation's top sales programs.

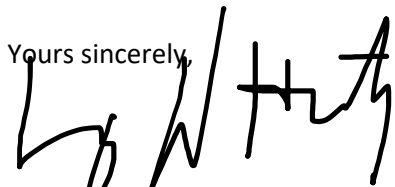
The center will build upon the success of the current, popular Sales Certificate to allow WSU students more access to innovative research and contemporary practice, hallmarks of what will be a world-class business education. Further, the center will enable opportunities to pursue rigorous scholarly research with application to the sales domain, enhancing WSU's reputation with peers and aspirants. The center will also lead in bringing research-based insight to the business community of the Pacific Northwest, and catalyze collaboration between WSU students, faculty, and staff and the greater business community. Each aspect of the center's mission is tightly aligned with the strategic plans of the Carson College and WSU.

Sales Centers are common among leading business schools, and the establishment of this center in the Carson College signals our commitment to high-quality sales education and research. The center's success will further enhance our regional and national reputation, attracting attention from more prospective students with benefits to multiple campuses. We also expect that the engagement of the center with the community will yield financial contributions through gifts and grants.

No additional resources are necessary to create the Center beyond the current resources allocated to supporting our program activities. Four energetic faculty members at the Vancouver and Pullman campuses are highly committed to supporting the activities of the sales program and launching the Sales Center. We have also identified two allocated spaces in Vancouver and Pullman that can be used to support Center activities. The proposed center will provide an innovative vehicle through which we can manage funds raised through strategic partnerships in a coordinated way across campuses.


Given the success of the Sales Program to date, I am confident that the Center for Professional Sales will follow suit and enable the Carson College of Business to strengthen its reputation in sales excellence among our aspirational peers and the Pacific Northwest business community.

Yours sincerely,



Larry W. (Chip) Hunter  
Dean

MEMORANDUM

TO: Research and Arts Committee, Washington State University Faculty Senate  
FROM: Renny Christopher, Vice Chancellor of Academic Affairs   
DATE: September 30, 2020  
SUBJECT: Support for the creation of a Center for Professional Sales

---

I am writing in support of the proposal for the creation of a Center for Professional Sales, to be administratively housed on the Vancouver campus.

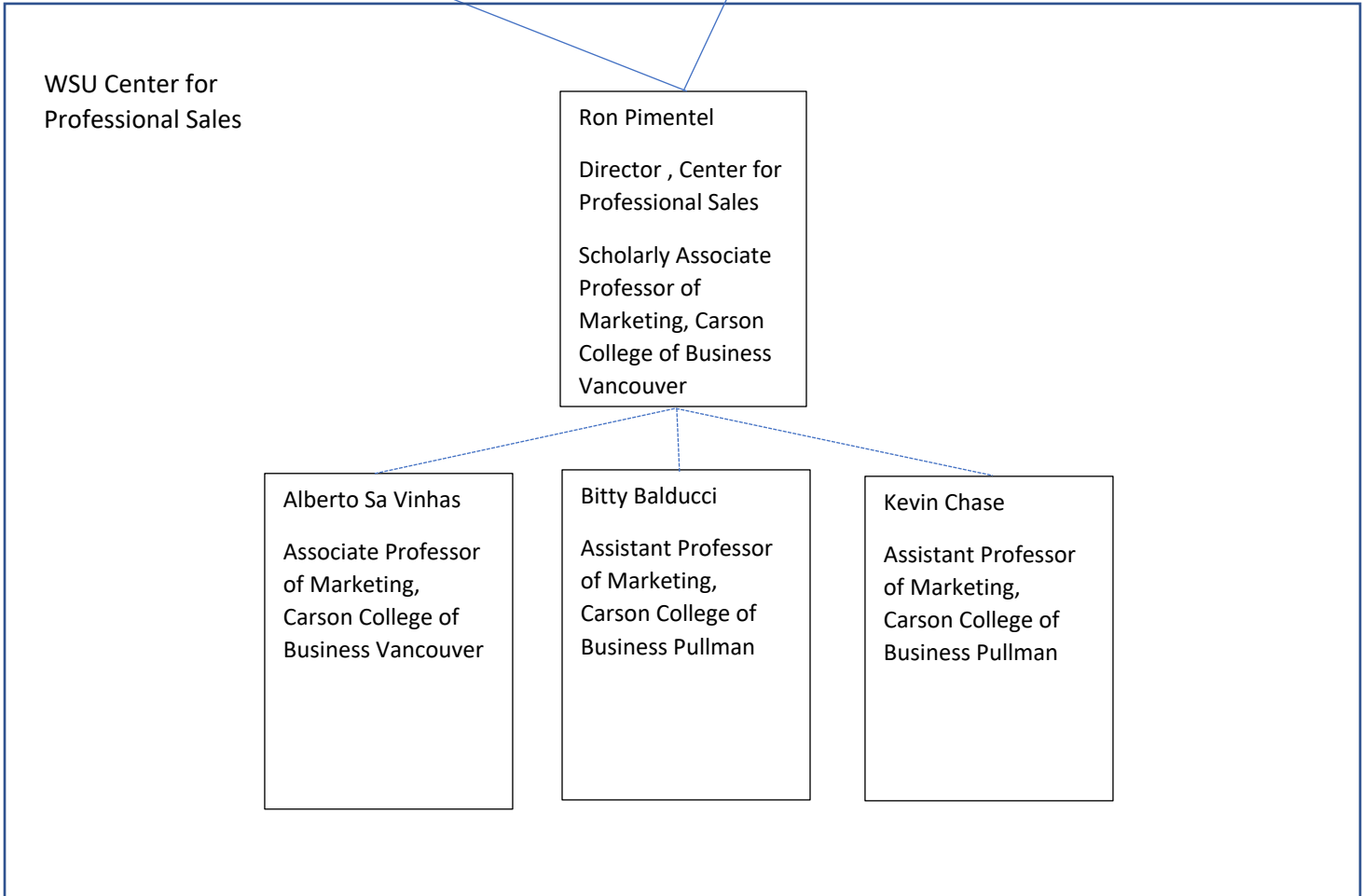
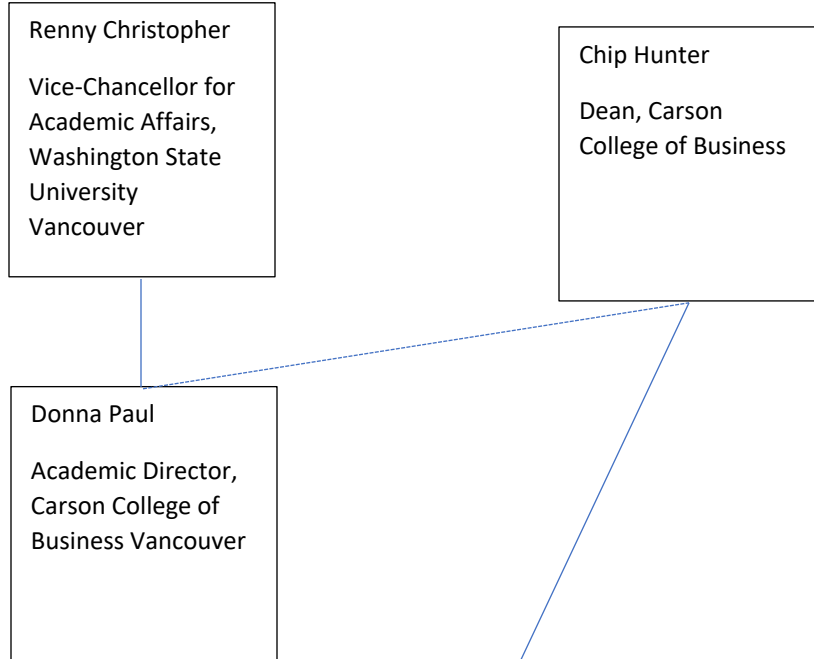
The Professional Sales program at WSU Vancouver was created in 2006 and has been very successful in terms of student interest, placement, community involvement and generating program sponsorships. The program offers a Certificate in Professional Sales. The recent hiring of two new faculty in Pullman with expertise in Professional Sales offers a unique opportunity to promote cross-campus collaborations to improve regional and national recognition of the program.

The Professional Sales Center priorities, as defined in the proposal, are well aligned with WSU's strategic goals and mission. Having a Center will elevate the visibility of the Professional Sales Program at WSU, thereby attracting more students from across Colleges and locations to the Certificate program and increasing student engagement. The program has developed close relationships with the local business community and there is significant demand for our students. Having a recognized sales center will enhance the credibility of the sales program, allowing us to strengthen our partner relationships and likely leading to increased community support. This will increase our ability to offer student scholarships and enhance career opportunities for our graduates. The Professional Sales Center will also likely generate resources to support research of relevance to the business community in the Pacific Northwest, elevating our status among peer institutions. Finally, this Center is a great opportunity to capitalize on cross-campus synergies to create meaningful engagement among students, faculty, staff, and the business community, while acknowledging the unique characteristics and situation of each campus. We have a strong program in Vancouver and now have the possibility to better serve our students across campuses, meet community needs, and enhance our reputation in the Pacific Northwest.

In terms of resources, we have two faculty in the College of Business in Vancouver dedicated to teaching in the program. They have developed close relationships with the business community over the years. Under their leadership, the program has achieved national recognition in professional sales competitions. The sales program has been successful in fundraising to support its activities; the creation of the Center should enhance that success. I don't expect the Center to require additional resources from our campus, beyond the current resources allocated to the program.

The establishment of the center will not require additional university resources. The Carson College of Business already has four faculty associated with the sales program (three tenure-track and one non-tenure track) and no additional faculty are needed to support expected educational and research needs. The center should be self-sufficient and funded by sponsor donations.

## Organization chart



## CICU Form Comments



Name	Comment	Submitted
Wolf, Melanie Angela	No Comment	2/9/21, 1:35 PM
Trevisan, Michael Steven	There's alot to like in this center proposal. It meets unit, campuses, and university strategic priorities. There are resources in place. My one recommendation is to perhaps to consider resources needed within the next 5 years, to grow the program. Support staff help, comes to mind. I suspect there are other things that could help centers like this. Beyond that, I enthusiastically support the center. The center idea dovetails nicely with the WSU land-grant mission.	2/9/21, 3:08 PM

Close



## RAC Checklist for Establishing a New Center/Institute

Name of Center/Institute: Center for Professional Sales  
 Director of Center/Institute: Ronald Pimentel  
 Oversight Authority/Authorities: Carson College of Business

Reviewer from RAC: Kira Carbonneau

Criterion:	Criterion Met:	Notes:
Request form to establish a C/I completed	<input checked="" type="radio"/> Yes <input type="radio"/> No	Date received: 1/22/21
Request form reviewed and approved by all oversight authorities with approval letter(s)	<input checked="" type="radio"/> Yes <input type="radio"/> No	
Clearly identifies oversight authority, which appears appropriate given the proposal	<input checked="" type="radio"/> Yes <input type="radio"/> No	
Includes organization chart	<input checked="" type="radio"/> Yes <input type="radio"/> No	
Includes detailed budget or statement that no resources are needed	<input checked="" type="radio"/> Yes <input type="radio"/> No	
No apparent significant duplication with existing C/Is, per RAC review	<input checked="" type="radio"/> Yes <input type="radio"/> No	
Sent to stakeholders for review and comment	<input checked="" type="radio"/> Yes <input type="radio"/> No	Date sent: 2/20/21
Stakeholder comments sent to C/I director and response received <b>Not applicable</b>	<input checked="" type="radio"/> Yes <input type="radio"/> No	Date sent: <b>Not applicable</b>
No comments in 10 business days or comments are addressed	<input checked="" type="radio"/> Yes <input type="radio"/> No	NA not comments really needed to be addressed. 🚩
If applicable, any issues raised by the Library Committee are resolved	<input type="radio"/> Yes <input type="radio"/> No <input checked="" type="radio"/> NA	
If applicable, any issues noted by RAC are addressed	<input type="radio"/> Yes <input type="radio"/> No <input checked="" type="radio"/> NA	

Notes: Support letters and stakeholder comment all are in favor of center- no duplication and good alignment to WSU mission.

Approved by RAC and sent of Faculty Senate on 3/25/21 as a Discussion item (for eventual vote).

Attach additional page(s) as needed to provide any suggestions for potential coordination among C/Is or any feedback toward improvement.

## RAC Checklist for Establishing a New Center/Institute

Name of Center/Institute: WSU Center for Professional Sales

Director of Center/Institute: Ron Pimentel

Oversight Authority/Authorities: Larry Hunter, Renny Christopher

Reviewer from RAC: Nikayla Strauss

Criterion:	Criterion Met:	Notes:
Request form to establish a C/I completed	<input checked="" type="radio"/> Yes <input type="radio"/> No	Date received: 2/9/21
Request form reviewed and approved by all oversight authorities with approval letter(s)	<input checked="" type="radio"/> Yes <input type="radio"/> No	
Clearly identifies oversight authority, which appears appropriate given the proposal	<input checked="" type="radio"/> Yes <input type="radio"/> No	
Includes organization chart	<input checked="" type="radio"/> Yes <input type="radio"/> No	
Includes detailed budget or statement that no resources are needed	<input checked="" type="radio"/> Yes <input type="radio"/> No	Statement included but more details would be better
No apparent significant duplication with existing C/Is, per RAC review	<input checked="" type="radio"/> Yes <input type="radio"/> No	
Sent to stakeholders for review and comment	<input checked="" type="radio"/> Yes <input type="radio"/> No	Date sent: 2/9/21
Stakeholder comments sent to C/I director and response received <b>Not applicable</b>	<input checked="" type="radio"/> Yes <input type="radio"/> No	Date sent:
No comments in 10 business days or comments are addressed <b>Not applicable</b>	<input checked="" type="radio"/> Yes <input type="radio"/> No	
If applicable, any issues raised by the Library Committee are resolved	<input type="radio"/> Yes <input type="radio"/> No <input checked="" type="radio"/> NA	
If applicable, any issues noted by RAC are addressed	<input type="radio"/> Yes <input type="radio"/> No <input checked="" type="radio"/> NA	

Notes: Stakeholder comments were not addressed but the RAC decided that was not necessary.

Approved by RAC and sent of Faculty Senate on 3/10/21 as a Discussion item (for eventual vote).

Attach additional page(s) as needed to provide any suggestions for potential coordination among C/Is or any feedback toward improvement.