NEWSLETTER

Summer 2021

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NSSI Update

Welcome to the Summer 2021 newsletter from the National Strategic Selling Institute (NSSI)! As fall approaches, we are eager to return to campus with in-person classes and events. The members of the Sales Team are excited to travel to competitions again. We are coming out of the pandemic stronger and prepared for a bright future.

This spring, sixteen students earned the Major in Professional Strategic Selling and 51 students earned the Certificate in Professional Strategic Selling, for a total of 67 spring graduates. As the perfect cap on a strange year, the graduates walked across the stage in the pouring rain to receive their diplomas, with Kellie and me cheering from the stands of Bill Snyder Family Stadium. Nothing can stop our sales students from achieving their goals!

Sales Team tryouts also took place this spring, and we welcomed a new group of Sales Ambassadors to the NSSI. The spring semester ended with a celebration as the 9th Annual NSSI Benefit Auction on May 7th was held at the Hilton Garden Inn. It was our most successful auction ever; you can read more about the event in this issue.

As always, we appreciate the ongoing support from our Corporate Partners, alumni, and friends of the NSSI. Our successes would not be possible without your help. I hope you enjoy this edition of our newsletter and we look forward to seeing many of you back on campus in the upcoming year. If you have any story ideas or suggestions please let me know.

Dawn Deeter
Director, National Strategic Selling Institute

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Dylan Brock - Spring 2018
P1 Group, Inc.
Proactive Solutions Consultant
Lenexa, Kansas

Major: Marketing
Minor: Leadership
Certificate: Professional Strategic Selling

What was the most applicable thing you learned from the K-State Sales Program that you find yourself using in your professional career?
I wish there was a simple answer to this because there are countless things I use daily. The best way I can put it is by listening to the client and understanding their actual needs that benefit their business rather than pushing your sale onto them. If you can solve their problem, you will have a customer for life. Be genuine in your sales process and the client will value that more than anything you sell them.

What do you find most rewarding about your position at P1 Group, Inc.?
The most rewarding part about my position is finding a solution that truly works for my customer. If we cannot find a way to lower their yearly owning and operating costs of their building, we do not push them to buy. We can offer a solution that benefits their company as a whole and I take pride in being able to do so.

How has a mentor impacted your career? What role did they play?
I have had many mentors impact my career in a very positive way. I plan to continue using mentors for the rest of my professional and personal life. They have played the role of networker, counselor, coach, trainer, etc. Even being a mentor can help you learn about yourself.

What is one thing you wish you would have known while you were in college that would have helped you transition to your professional career?
Do not be afraid to fail. Your first job out of college is important, but there are very few things that cannot be fixed if you make a mistake. Take calculated risks when you know you can make a positive impact in your position. Companies hire directly out of college to have fresh, new ideas. Take advantage of being the 'young dumb one in the room' while you can and do not be afraid to trust yourself. Every CEO started their career as a recent grad, so set your goals high. The only thing stopping you is you.
Major: Professional Strategic Selling
Minor: Leadership
Certificate: Data Analytics

**Why did you choose a major in PSS?**
I chose to major in professional strategic selling because I wanted the opportunity to work with others to solve their problems.

**What did you value most from your time at K-State?**
I value most the time that I spent with the sales program. Getting to know everyone in the program was an honor and I am so thankful for the time there.

**Where do you hope to see your career take you in the next three to five years?**
I hope to see myself growing into a sales management role or a training role within a technology company.
The NSSI recognizes two sales students each academic year to be recipients of the Outstanding Senior Award and the Service Award. These awards go to two students that exemplify the hard-working and talented students in the sales program as determined by the faculty. This year, the two students recognized are Cecilia Nancarrow, senior in professional strategic selling, Overland Park, and Katie Horton, senior in marketing and professional strategic selling, Overland Park. Both students received a trophy and a $1,000 student merit award for their recognition.

Cecilia Nancarrow is the recipient of the Outstanding Senior Award. This award recognizes a student in high academic standing who is actively involved with the NSSI. She was also selected for the CBA Outstanding Senior Award. Nancarrow has competed with the sales team since her sophomore year. During her time on the sales team, she competed in seven competitions across the United States, placing first individually in four of these competitions. She also is the only student from a university to win both the International Collegiate Sales Competition (ICSC) and the National Collegiate Sales Competition (NCSC) in the same academic year. Nancarrow served as a teaching assistant helping younger students by conducting role-plays in introductory sales classes. She was also involved with the Sales Ambassadors organization serving as president during 2020. After graduation, Nancarrow will be working as a Sales Representative for Becton Dickinson (BD).

Katie Horton is the recipient of the Service Award. This award is given to a student who always goes above and beyond to help volunteer at events and make a positive impact on the NSSI. Horton has been very active with the sales program since her freshman year. During her academic career, she transitioned from being an involved student to a student leader and role model for students to look up to while helping pave the way for future sales students. She has served the NSSI as a sales ambassador, sales team member, and teaching assistant. Horton's friendliness and passion for sales while helping others have made an impact on numerous other students as well as the program for years to come. After graduation, she will be working for Mylo, a Lockton Company, as a Licensed Insurance Agent.

“I’m so proud of Cecilia and Katie,” said Dawn Deeter, director of the NSSI. “They have not only performed well during our program and experienced great success, but also have truly given back to help other sales students experience similar success. I am excited to watch them excel in their careers and in life!”

The NSSI announced the winners of the Spring 2021 Sales Cup Tournament. The Sales Cup Tournament recognizes students for exceptional involvement with the NSSI. Colton Williams, sophomore in professional strategic selling, was the winner of the Tier 1 division which included Sales Ambassadors and Sales Team members. Jacqueline Anzalone, junior in marketing, was the winner of the Tier 2 division which included students who were majoring or earning a certificate in professional strategic selling.
The NSSI hosted virtual tryouts for the 2021-2022 K-State Sales Team. The tryouts were sponsored by Lockton and consisted of three rounds which allowed for 17 students to compete against each other.

The following students were selected to serve on the K-State Sales Team for the upcoming academic year and will be representing K-State at various events throughout the nation.

Jacqueline Anzalone
Senior

Natalie Beck
Sophomore

Blake Bontrager
Senior

Kaley Coffman
Junior

Hunter Hartner
Sophomore

Kaitlin Hiestand
Senior

Lydia Johnson
Junior

Jack McGuire
Sophomore

Lucas Oliver
Junior

Cameron Pavelschak
Junior

Collin Thompson
Senior

Colton Williams
Junior
The Sales Ambassador organization is a group of students who are selected to serve the NSSI. These students are a diverse group of seniors, juniors, sophomores, and freshmen selected on a semester basis. The students help advance the program but also gain unmatched professional development opportunities.

This past spring, the Sales Ambassador Organization accepted applications, with 30 sales students applying. The following students were selected to serve as Sales Ambassadors for the upcoming fall semester and will be representing the NSSI at various events. Their primary responsibilities will be to assist in the retention of current students and the recruitment of prospective students into the K-State Sales Program, help manage relationships with our Corporate Partners and prospect companies, and volunteer at events and activities hosted on campus by the program.
The National Strategic Selling Institute hosted its ninth annual Benefit Auction on Friday, May 7, at the Hilton Garden Inn in Manhattan. Put on every year by students in the Advanced Selling class, this experience allows students to learn about the sales process in a real-world setting. The funds raised through the NSSI Benefit Auction go straight back to students in the form of merit awards and scholarships.

This year, the class raised more than $108,000, which is the best auction to date. Stan Weber, an alumnus of the K-State College of Business Administration, served as emcee of the event. Weber was a quarterback for the K-State football team and holds the longest tenure for a K-State radio broadcaster. Lynn Langvardt oversaw the auction portion of the evening. Langvardt and his family own the Clay Center and Junction City sale barns and he has been named the top livestock auctioneer in Kansas and the Midwest.

During the auction, students were presented Student Merit Awards. These awards are based on students’ participation and performance in the Advanced Selling classes. The five top-performing students earned the Ninja Sales Cat Award in recognition of class performance.

Earning top performer in the Ninja Sales Cat Award, along with $2,000, was Wade Heller, junior in professional strategic selling, Manhattan. Additional winners of the Ninja Sales Cat Award included Landry Brewton, senior in professional strategic selling, Amarillo, Texas, $1,500; Keegan Donahue, senior in professional strategic selling, Stilwell, $1,000; Zac Oakes, junior in professional strategic selling and modern languages, Overland Park, $750; and Lauren Greenstreet, junior in professional strategic selling, Overland Park, $500. These awards were sponsored by Edward Jones: Doug and Vicki Hill, Kasa Companies and Stifel.

Students in the Advanced Selling Class raised $10,000 for Coming Together for a Cure, Wichita, which was the selected charity partner for the auction. The raffle sales for a K-State-themed golf cart directly support the mission of Coming Together for a Cure, which is education for adult stem cell therapy and helping fund treatments for people with Muscular Dystrophy.

Coming Together for a Cure is a nonprofit organization started by two recent K-State graduates, siblings Lauren and Blake Benton. Their brother, Ryan, has Duchenne Muscular Dystrophy, a disease that becomes fatal in late teens to early 20s and impacts more than 30,000 boys in the U.S. When Ryan was 22, he was given a chance to participate in a research study using adult stem cells. The treatments worked, allowing him to grow muscle for the first time and reversing the progression of his disease. This feat made Ryan the first person in the world with his disease to be successfully treated with adult stem cells.

The winner of the K-State-themed golf cart was Cassie Pawlowski, Tulsa, Oklahoma. Pawlowski is a K-State alumna who earned a certificate in professional strategic selling and graduated in 2018. She also served as a teaching assistant for the sixth annual NSSI Benefit Auction.

To help underwrite the cost of the golf cart, students asked for financial support from companies to allow more money to be given back to the charity partner. Sponsors for the golf cart were Elite Concrete, Stifel and Mike Weinberg.
The National Strategic Selling Institute (NSSI) was recently recognized by the Sales Education Foundation (SEF) magazine as a top program for sales education for the tenth year in a row. To be considered for this honor, the program must offer a minimum of three sales-specific courses, receive accreditation from an external source and have university recognition of the program.

“We are honored to once again be recognized by the Sales Education Foundation (SEF) as a top university for sales,” said Dawn Deeter, director of the NSSI. “Companies are eager to hire graduates of university sales programs because these students achieve success faster and are better-prepared for the sales role. This recognition from the SEF provides our students with even more opportunities.”

The NSSI has 131 students enrolled in the certificate in professional strategic selling and 43 students enrolled in the major for professional strategic selling. The program has continued to grow since its inception in 2011 and currently has a 25% yearly growth rate. Students within the program are invited to a variety of sales-related activities throughout the year, including the Fall and Spring Sales week where they can participate in keynote speaker events, guest speaker discussion panels, and attend a sales career fair where companies are looking to fill internships and full-time positions.

The program has partnered with 18 companies to provide students with professional development events and networking opportunities to help prepare them for a career in sales. They also host an annual benefit auction where students raise money for student merit awards and get hands-on experience with prospecting, managing a sales funnel, and learning how to use a customer relationship management system. The award-winning K-State Sales Team participates in various competitions across the country. These sales competitions allow students to broaden their skills outside of the classroom while competing against other universities’ sales students.

Calling all Sales Program Alumni!

Hiring? Job Searching? Just want to connect with other alumni?

Join our K-State Sales Program Alumni Group on LinkedIn!
- Share job opportunities
- Find out about open positions
- Connect with other K-State Sales Program Alumni

IT’S EASY
Give to the NSSI to help advance the future of our sales program.

DONATE ONLINE
ksufoundation.org/give/nssi
K-State Sports Sales Team finishes in fourth place at National Collegiate Sports Sales Competition

The Kansas State University Sports Sales Team finished in fourth place at the National Collegiate Sports Sales Competition hosted by Baylor University’s Center for Sports Strategy and Sales, the University of North Georgia’s Mike Cottrell College of Business and the Atlanta Hawks. Thirty universities and 120 students competed in the event. The competition consisted of a role-play competition where students had to sell ticketing packages to potential buyers.

The team included Jack Boedeker, senior in marketing and professional strategic selling, Overland Park; Bailey Short, senior in marketing and mass communications, Abilene; Kylee Stec, senior in marketing, Atchison; and Katherine Trumble, senior in marketing and professional strategic selling, Wichita. Each member of the team is also part of the business of sports and entertainment certificate program. Student coach Katie Horton, senior in marketing and professional strategic selling, Overland Park, helped prepare the team for the competition.

Team members competed in the role-plays virtually during the competition. Short reached the finals and placed seventh out of 120 students.

“This group has a passion for both sports and sales — they were perfect for this competition,” said Doug Walker, associate professor in marketing and founder of the business of sports and entertainment certificate program. “The buyers for the competition included sales managers from major sports organizations. The role-plays were authentic and the experience for our students invaluable. Bailey, Katherine, Jack, and Kylee really rose to the challenge. Student Coach Katie Horton had them ready to compete. What a great way to combine the best our National Strategic Selling Institute and business of sports and entertainment programs have to offer.”

Returning to Normalcy

Article by Colton Williams, Junior in Professional Strategic Selling

This past year has been hard on us all. As an incoming junior at Kansas State University, I have spent the majority of my undergraduate career learning remotely. I could never have imagined coming in two years ago as a young freshman, excited for what was to come, and that my “live” college experience after one semester would come to a pause and not be resumed until my junior year.

This time has presented its fair share of obstacles, but like anything else in life, we learned to adapt. As a student in the K-State Sales Program, I was exposed to just how vast of a connected universe we live in today and the many tools available to succeed within our world. The dedicated Sales Program faculty and staff did an exceptional job working with students to make sure we had adequate resources and the necessary knowledge to continue our educational development in this new learning environment. From competing in virtual sales competitions and participating in Zoom networking events to attending online classes and coaching sessions, I got the opportunity to receive a sales experience like no other thanks to the K-State Sales Program.

In reflection, I am thankful to have had the ability to continue my education during such a trying time. Though this past year taught us many things, I could not be ready more to return to in-person classes and social events. As a student looking to soon enter the job market, I am eager to have the opportunity to meet with recruiters and companies in person. I am also looking forward to returning to the classroom, traveling with the K-State Sales Team, and finally getting to gather with groups in person.

This upcoming year will be very exciting as we all begin to work our way back to what we once knew to be societal norms. I know there are a lot of great events and opportunities planned for this next school year, especially with the K-State Sales Program, and I could not be more honored to be a Wildcat in this ever-changing time. We can’t wait to see everyone back on campus this fall. EMAW!
Doug Walker, associate professor of marketing, was recently announced to serve as the Robin Hagans Maupin Faculty Fellow. Doug came to K-State in Fall 2015. During his tenure at K-State, he has developed an outstanding record of achievement. He founded the Business of Sports and Entertainment Certificate program, the second-largest and fastest-growing certificate in the College of Business. Founding this program involved him developing multiple new courses, initiating a speaker series, and introducing an analytics contest. His innovation in the classroom results in high TEVAL scores ranging from 4.8 to 5.0. Doug has also produced an impressive research record with 14 peer-reviewed journal articles publishes since 2016 including two on the marketing department’s Elite list and seven on the department’s top-tier list, demonstrating the impact his scholarship is having on the discipline. Doug’s innovation and focus on engaging students in the classroom and beyond as well as his outstanding research record demonstrates his commitment to student success, academic collaboration, and applied scholarship.

Sales Program brings in renowned speakers during spring semester

One of the unique aspects of the K-State NSSI is the interaction with the sales community and sales leaders. This past spring, three well-known sales leaders and book authors generously contributed to the Sales Program by helping to develop students’ skills.

Long-time NSSI friend Mike Weinberg (mikeweinberg.com) is a consultant, speaker, and best-selling author of three books: New Sales. Simplified, Sales Management. Simplified, and #SalesTruth. NSSI students are very familiar with New Sales. Simplified as it is the primary book used in SALES 570 Advanced Selling. Moreover, Mike wrote part of #SalesTruth while sitting in the NSSI office in the College of Business and devoted part of Chapter 11 to the K-State Sales Program! This spring, Mike spoke to the Sales Ambassador organization about the book #SalesTruth and discussed how students could earn that next promotion in their first job.

Jeb Blount is an internationally-known keynote speaker, executive adviser, and the bestselling author of several classic sales books, including Sales EQ, People Buy You, Fanatical Prospecting, Inked, and Virtual Selling. He is also the founder of Sales Gravy, a training and coaching company. Jeb spoke to Kellie Jackson’s SALES 555 Sales Technology about his book Fanatical Prospecting and how to effectively prospect in today’s digital age. He also discussed his previous experience and gave career advice to the students.

Sales Ambassadors also hosted Jeff Bajorek (www.jeffbajorek.com) this spring. Co-host of the popular podcast The Why and the Buy (https://www.thewhyandthebuy.com/) and a seasoned sales professional, Jeff has written three books, including When It Goes Sideways, Fundamentals of Prospecting, and Rethink the Way You Sell. Jeff participated in a Q&A with our Sales Ambassadors and addressed various topics ranging from starting your career to selling in uncertain times. He also coached students in the SALES 570 Advanced Selling class as they made phone calls for the annual NSSI Benefit Auction.

All three of these sales leaders made a tremendous impact on students by providing expert advice and coaching on sales skills and sales career success. The NSSI is grateful to have such good friends helping students and supporting the program!
WE'RE ON LINKEDIN!

- Stay updated on the latest NSSI News.
- Learn about opportunities with the Sales Program.
- Be in the know about NSSI Events.

UPCOMING EVENTS

- First Day of Fall Classes
  August 23, 2021
- Fall Sales Week
  September 13-17, 2021
- NSSI Alumni Tailgate
  K-State vs. Nevada
  September 18, 2021
- Fall Advisory Board Meeting
  October 29, 2021
- Fall Commencement
  December 11, 2021
- 10th Annual Benefit Auction
  May 6, 2022

CONTACT US

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