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Celebrating 10 Years of Selling Success
Welcome to the Winter 2022 newsletter from the National Strategic Selling Institute (NSSI)! Fall 2021 was one of our best semesters. Students were back on campus and highly engaged. We recruited our largest class of sales students to date thanks to the hard work of our Sales Ambassadors. In addition, the K-State Sales Team scored amazing wins, and we are excited to be celebrating a huge milestone – the 10th Anniversary of the NSSI!

Other things you can read about in this issue include our Alumni Spotlight featuring 2016 NSSI Grad Armani Williams and our Fall Graduate Spotlight highlighting Calvin Congleton. We will update you on events held last fall and provide a preview of our Spring 2022 events.

You’ll want to mark your calendars for Friday, May 6, 2022, as we host our 10th Annual NSSI Benefit Auction at the K-State Alumni Center. We have some fun events in store for decennial anniversary celebration – you can read more in later pages.

Finally, I’d like to thank Dana Parker for her outstanding efforts on behalf of the NSSI these past two years. Dana has accepted a new job in the College of Health and Human Sciences running their Career Development program. We all wish Dana the best with her exciting new challenge!

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. Please let me know if you have story ideas or suggestions.

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**Graduation Date:** Spring 2016  
**Major:** Marketing  
**Minor:** Economics  
**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?**

The thing I used most from the sales program was not a specific topic we learned in class or a club. It was the preparation and execution of role-plays. This repeated motion on preparing for potential objections and creating a compelling story has been huge in my success in my sales career.

**What do you find most rewarding about your position?**

The money! The journey of finding a net new customer or increasing the annual contract value (ACV) of a current customer is great but we are all in this career for the money. If you aren’t here for the money, there are much less stressful jobs that still pay well.

**How has a mentor impacted your career? What role did they play?**

I have had all sorts of mentors during my career that have helped in many ways, too many to count. I believe it is crucial to find different types of mentors to help sponsor your career, help you become better for your current role, as well as some that are outside of your department and company. Getting different perspectives can help you formulate an idea and plan that is best for you.

**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?**

Enterprise Sales motion, and specifically the multi-threaded sales. Many role-plays in college were for smaller companies with one decision-maker. I think that getting more exposure to an enterprise-size sale with multiple decision-makers and using a methodology like MEDDICC would have helped as I transitioned to Cisco and now Tableau/Salesforce.
Graduation Date: Fall 2021
Major: Professional Strategic Selling

Why did you choose a major in Professional Strategic Selling?
When I switched from Construction Science & Management to Professional Strategic Selling, I talked with a lot of people about where I would fit best in the College of Business. It was nothing against my original degree, as it was an amazing program, however, it did not resonate with what I wanted to accomplish. I spoke with Bryanna Williams, who would later become my advisor, and was instantly persuaded to change my major to Professional Strategic Selling. With all the resources provided and opportunities provided to me, it felt right, and I do not regret my decision at all.

What did you value most from your time at K-State?
The relationships created. That is the best way to put it, whether they be professional or social relationships. As I progressed through my curriculum it was evident that I became more comfortable in creating and maintaining relationships. Looking back on my time in college, this is the characteristic that I value the most.

Where do you hope to see your career take you in the next three to five years?
I hope to keep creating relationships and developing my network to create a solid foundation moving forward in my career. I am thankful to the K-State Sales Program for allowing me to progress my social skills to the level they are at now. It will only benefit me, and I hope will lead to recognition and promotions. It is very common for employees to be promoted quickly through the training program I will be starting at the end of this January. If I take advantage of the skills given to me through the K-State Sales Program, I am optimistic that I will see growth and get more responsibilities with Dell Technologies in the next three to five years.
K-State Sales Team Places First in 2021 Collegiate World Cup of Sales

The Kansas State University Sales Team is the 2021 Collegiate World Cup of Sales university champion, winning the International Collegiate Sales Competition (ICSC). The competition was hosted virtually by Florida State University, November 9-13, 2021.

Members of the championship-winning team include Hunter Hartner, sophomore in professional strategic selling and marketing, Belleville; Colton Williams, junior in professional strategic selling, Osage City; Cameron Pavelschak, junior in professional strategic selling, Mascoutah, Illinois; Lydia Johnson, junior in professional strategic selling and Spanish, Prior Lake, Minnesota; and Jacqueline Anzalone, senior in marketing and supply chain management, Kansas City, Missouri.

The Collegiate World Cup of Sales is the ultimate measure of a university sales program's focus on overall business revenue-generating skills, including strategic decision making, relationship development, sales management, problem solving, and presentation and speech skills. Eighty universities competed in various events as part of competition, including a sales management simulation, role-play, sales management case competition and speed selling event.

The sales management simulation was conducted during spring 2021 as a qualifying event for the sales management case competition, which took place at the International Collegiate Sales Competition. The sales management simulation mirrored the decision-making process of a sales manager. The K-State Sales Team placed third in its flight, qualifying as one of the 32 university teams competing in the sales management case competition. During the onsite sales management case competition, Anzalone and Pavelschak represented the K-State Sales Team, advancing to the final round of six teams and placing fifth.

The role-play competition had 160 student competitors competing in the event. This four-round, tournament-style role-play scenario is similar to a real complex selling situation where needs are developed in early meetings leading to a solution presentation and final purchase decision. Johnson and Williams represented the K-State Sales Team in this event, with Johnson placing first and Williams placing second out of 160 student competitors.

The speed selling competition had 145 student competitors. This competition consisted of speed interviewing to demonstrate professional and presentation skills in an elevator pitch format. Anzalone, Hartner and Pavelschak represented the K-State Sales Team in the event. Anzalone placed first out of 145 student competitors.

The competition also included a Set Sale on Your Career event where students could earn points and prizes by participating in the career fair. All five members of the K-State Sales Team competed in this event, attending virtual sessions with up to 32 sponsor employers. Pavelschak tied for first place out of more than 250-plus student competitors in participation, attending 31 virtual sponsor sessions.

“This team and these five students went in with a goal, put in the work at practices and came out on top,” said Kellie Jackson, managing director of K-State’s National Strategic Selling Institute and sales team coach. “To have representation in the finals for the role-play competition, speed selling competition, and the sales management case competition is a huge accomplishment.”

The K-State Sales Team will be competing in several competitions throughout the school year across the country. For more information on the K-State Sales Team, please contact Kellie Jackson, sales team coach, at kelliejackson@ksu.edu.
This past fall, we introduced a fun new event for Sales Week: The Corporate Partner Awards Dinner. The purpose of this dinner is to provide a more in-depth opportunity for our Corporate Partners to interact with sales students, and at the same time recognize the incredible contribution of our partners. The event was a huge success with 11 corporate partner representatives, 38 students, and 9 faculty in attendance. Everyone enjoyed the opportunity to spend more time in conversations over a delicious dinner.

We are pleased to recognize the following Corporate Partners for their contributions to our program:

**Lockton Companies, “Making A Difference” Award Recipient**
In recognition of their comprehensive involvement, ranging from hosting and judging a three-round sales competition for sales team tryouts, funding a faculty stipend to help expand internships, and delivering excellent branded events and classroom speaking.

**Security Benefit, “Most Involved Partner” Award Recipient**
In recognition of their commitment to the NSSI since its inception, including a three-round sales competition in Advanced Selling that involves employees listening to voicemails, role-playing phone calls, and role-playing in-person visits. Security Benefit has also supported the annual NSSI Benefit Auction each of the last 10 years.

**Paycom, “Newcomer of the Year” Award Recipient**
In recognition of extensive help buying and judging role plays, both virtual and in-person, and holding an excellent branded event.

Congratulations to the winners! We plan to hold this event annually during Fall Sales Week.
One hundred-two high school students competed in the second annual High School Elevator Pitch Competition hosted by the National Strategic Selling Institute, a part of the Kansas State University College of Business. The Elevator Pitch Competition was hosted virtually and required students to submit a one-minute video pitching themselves.

The event was designed to prepare high school students for their future by developing the skills necessary to introduce themselves and their idea in a clear, concise, and comfortable manner. This was such a great opportunity for high school students to showcase their creative abilities in a virtual event and gain experience on how to sell themselves based on their current involvement and skillset. Having planned and executed a successful elevator pitch provides an incredibly powerful gateway for many situations in the students’ collegiate and professional future.

Competitors were evaluated on their achievement, involvement, delivery of their ideas, and closing. All students who competed received a K-State Sales Program T-Shirt. In addition, the top three winners from each division received Visa gift cards. In the freshman/sophomore division: Rose Dersch, Blue Valley High School, placed first; Catherine Li, Blue Valley High School, placed second; and Aryan Chaudhary, Blue Valley High School, placed third. In the junior/senior division: Evanna Dominic, Blue Valley Southwest High School, placed first; Jackson Somerhalder, Blue Valley High School, placed second; and Abby Taylor, Blue Valley High School, placed third.

Joining Blue Valley High School and Blue Valley Southwest High School in the competition were Colegio Mater Salvatoris, Shawnee Mission East High School, The Independent School, Washington County High School, and Wichita East High School.

Spring 2022 High School Sales Competition

This spring, we are hosting our third annual High School Sales Competition. The High School Sales Competition will be held in person at the College of Business at Kansas State University on Wednesday, April 6, 2022. This competition is designed to be a learning experience and spark a student’s interest in pursuing a career in sales.

Students will be provided with a role-play scenario at the beginning of the year to begin preparation for the event. Through the course of three rounds, students will be able to showcase and demonstrate their skills in an event very similar to that in which college students participate. In addition, they will begin to gain an understanding of the sales process and how to have an effective sales conversation. As part of the registration, each high school can bring up to five students to compete, with preference given to juniors and seniors. Registration is limited to Kansas high schools and the students must be accompanied by an educator that will handle the students’ registration.

As one of the top sales programs in the country, we look forward to hosting other similar events in the future to help prepare high school students for college success. If you know of any students interested in a career in sales or participating in the events above, please email kstatesalesprogram@k-state.edu so they can learn more about our program and opportunities for both high school and undergraduate students.

LinkedIn Outreach

We are on LinkedIn! Follow the National Strategic Selling Institute LinkedIn page to ...  
• Stay updated on the latest NSSI news.  
• Learn about opportunities with the K-State Sales Program.  
• Be in the know about NSSI events and activities.

Are you an alum of the program? Make sure to join our K-State Sales Program Alumni Group to ... 
• Share job opportunities with sales professionals.  
• Find out about open sales positions.  
• Connect with other K-State Sales Program Alumni.
This fall we introduced a new program designed to recognize sales students delivering top performance inside and outside the classroom. All students enrolled in the Certificate or Major in Professional Strategic Selling can participate in the NSSI Sales Distinction through an application process.

To earn their sales distinction, students must earn 400 points per semester to qualify. Points are earned through a variety of networking events, including attending speaker events, the Sales Career Fair, and our Corporate Partner Branded Events, among other things. Students must also participate in online training opportunities through HubSpot Academy, Salesforce Trailhead, and LinkedIn Learning Courses. These opportunities allow students to earn certifications that can be used throughout their careers.

After completing two semesters in the NSSI Sales Distinction Program and earning 400 points per semester, the student receives 25 business cards and a business card holder. Students who complete four semesters in the NSSI Sales Distinction program are eligible for honor cords to be worn at graduation.

We are pleased to announce that the following students earned NSSI Sales Distinction status for the Fall 2021 semester:
Jacqueline Anzalone, senior in marketing with a certificate in professional strategic selling, Kansas City, Missouri
Julia Brincks, senior in professional strategic selling, Overland Park
Scotti Easter, sophomore in business administration with a certificate in professional strategic selling, Wichita
Cody Ely, senior in entrepreneurship with a certificate in professional strategic selling, Hutchinson
Alyssa Fullington, senior in mass communications with a certificate in professional strategic selling, Wichita
Kaitlin Hiestand, senior in finance with a certificate in professional strategic selling, Topeka
Lydia Johnson, senior in professional strategic selling, Prior Lake, Minnesota
Cameron Jones, senior in professional strategic selling, Lenexa
Grace Langdon, senior in professional strategic selling, Leawood
Kathryn Lee, junior in professional strategic selling, Onland Park
Jack McGuire, sophomore in finance with a certificate in professional strategic selling, Shawnee
Cashe McVey, junior in professional strategic selling, St. John
Zac Oakes, senior in professional strategic selling, Onland Park
Cameron Pavelschak, junior in professional strategic selling, Mascoutah, Illinois
Cole Pierce, senior in professional strategic selling, Lacrosse
Matthew Schneider, junior in professional strategic selling, Olathe
Aliza Swan, senior in professional strategic selling, Olathe
Jake Swickard, senior in professional strategic selling, Stilwell
Collin Thompson, senior in professional strategic selling, Olathe
Emma Tibbetts, senior in professional strategic selling, Shawnee
Morgan Waterman, senior in marketing with a certificate in professional strategic selling, Ottawa
Anna Weigel, senior in marketing with a certificate in professional strategic selling, Overland Park
Tanner Zink, senior in kinesiology with a certificate in professional strategic selling, Mclouth

Congratulations to these hard-working students!

#PlaceYourBets

This year, we are Off to the Races at the 10th Annual NSSI Benefit Auction celebrating ten years. Mark your calendars for Friday, May 6, 2022 at 5:30 p.m. and make sure to wear your best hat in recognition of the Triple Crown horse races. Join emcee Stan Weber and our NSSI faculty, staff, and students in the K-State Alumni Center for a fun night of food, drinks, entertainment, and auctions (silent and live) as we applaud the efforts of our Advanced Selling students.
Ten Years of Selling Success

In the past 10 years, the National Strategic Selling Institute (NSSI) has grown to be a vital program in Kansas State University’s College of Business Administration. Beginning as a one-class program, the NSSI now offers a full major and certificate, widely considered among the top sales programs in the nation. As a part of the Department of Marketing, the NSSI is a point of pride for both the College of Business and Kansas State University. As the only university in Kansas offering a major in professional strategic selling, K-State is able to recruit top sales talent through its selective application, innovative curriculum, nationally ranked faculty, and unique extracurricular enrichment opportunities.

Since the launch of the major in professional strategic selling in 2018, enrollment has grown 16.5% each year. Graduates from the NSSI find 99% full-time job placement and an average starting salary of $56,000. Within the sales curriculum, students are taught the fundamental skills that ultimately make them successful in the industry. Among these skills are the ability to coach and be coached, how to score prospects and customers, how to manage a sales pipeline, and how to maximize return on investment for time and resources. The use of role-plays allows students to practice their skills in a realistic setting and directly apply what they are learning in the classroom.

Timeline of the NSSI

August 2011: Dr. Dawn Deeter is hired in the College of Business Administration to develop and lead the National Strategic Selling Institute.

October 2011: The first K-State Sales Team is established. Three students participate in the Great Northwoods Sales Warm-Up at the University of Wisconsin-Eau Claire.

March 2012: The first Sales Week takes place with five companies attending the Sales Career Fair.

August 2013: The certificate in Professional Strategic Selling launches, bringing two new courses: Sales Management and Advanced Selling.

August 2013: The Corporate Partner Program is established.

December 2013: The first student to earn a Professional Strategic Selling certificate graduates.

August 2018: The major in professional strategic selling is established, just one of 19 in the United States at the time.

October 2021: 253 students are enrolled in the professional strategic selling certificate or major, with nine faculty and staff members.

May 2013: The first NSSI Benefit Auction takes place, led by 15 students in the Advanced Selling course, raising $11,000.

November 2014: The Sales Team wins its first competition at the RBI Sales Challenge, followed by many more wins.

November 2021: K-State Sales Team places first in 2021 Collegiate World Cup of Sales.

UPCOMING EVENTS

➔ First Day of Spring Classes
   January 18, 2022

➔ Spring 2022 Sales Week
   February 7-11, 2022

➔ Certificate and Major in PSS
   Applications Due
   March 1, 2022

➔ NSSI Advisory Board Meeting
   April 1, 2022

➔ 10th Anniversary Celebration
   April 1, 2022

➔ 10th Annual Benefit Auction
   May 6, 2022

➔ Spring Commencement
   May 14, 2022

CONTACT US

Follow us to read the latest NSSI news!

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