

# ANNUAL REPORT 2023-2024



PUBLICATION OF THE NATIONAL STRATEGIC SELLING  
INSTITUTE AT KANSAS STATE UNIVERSITY







## DIRECTOR'S MESSAGE







As we look forward to the 2024-2025 Academic Year, I am thrilled to share our program's incredible progress and achievements over the past year. Our journey continues to be one of dynamic growth and remarkable success. Before the graduation of our spring 2024 class, we had just shy of 500 students enrolled in either the Certificate or Major in Professional Strategic Selling. This explosive growth is a testament to the dedication and hard work of our Sales Ambassador Awareness and Presentation Committees, led by Dr. Mike Krush and assisted by Kellie Jackson and Karah Hildebrand.

Our graduates have made their mark nationwide, with 650 alumni working in 34 states. This widespread impact underscores the strength and reach of our program. We are also immensely proud of the achievements of the NSSI Benefit Auction, which had another record-breaking year. Our students raised over \$186,000 gross toward student merit awards and our charity partner, Coming Together for a Cure.

We owe much of our success to the unwavering support of our 28 Corporate Partners. These partners provide outstanding internships and job opportunities for our students and graduates and contribute significantly to their professional development during school.

I invite you to review the annual report to learn more about our accomplishments during the 2023-2024 Academic Year. Together, we have set the stage for an even more extraordinary future.

Thank you for your continued support and commitment to our program.

TOTAL NUMBER OF GRADUATES WITH THE CERTIFICATE IN PROFESSIONAL STRATEGIC SELLING

**573**

JOB PLACEMENT FOR FULL TIME ROLES FOR 2023-2024 ACADEMIC YEAR

**100%**

TOTAL NUMBER OF GRADUATES WITH THE MAJOR IN PROFESSIONAL STRATEGIC SELLING

**173**





## FACULTY AWARDS

### **Krush named Associate Director**

College of Business Administration announces associate director of the National Strategic Selling Institute (NSSI).

Dr. Mike Krush, Professor in Marketing, Kansas State University College of Business Administration, was announced as Associate Director of the National Strategic Selling Institute effective August 2023. Dr. Krush joined the K-State College of Business Administration in 2018. He earned his doctorate from the University of Nebraska-Lincoln. Krush currently teaches classes that support the National Strategic Selling Institute and its academic programs.

Dr. Dawn Deeter, Director of the NSSI, said, “We are so excited to have Mike join the NSSI leadership team! He brings so much experience and enthusiasm to the role; our program benefits greatly from his guidance.”

As Associate Director, Krush will be responsible for outreach and assisting with corporate partner relationships, curriculum assessment, student scholarships and recruitment, as well as serving as a representative for K-State on USCA (University Sales Center Alliance) committees.

“I’m extremely honored to be part of this Sales program at K-State, and I am excited to continue to be part of its growth,” Krush said. “Having been fortunate enough to have worked for and with a number of corporations, I consistently see how sales skills are applied across different jobs and industries. Most of all, the NSSI is a great team that works really hard to ensure our students have the sales knowledge and tools so that they can be successful wherever their career journey may take them.”



“

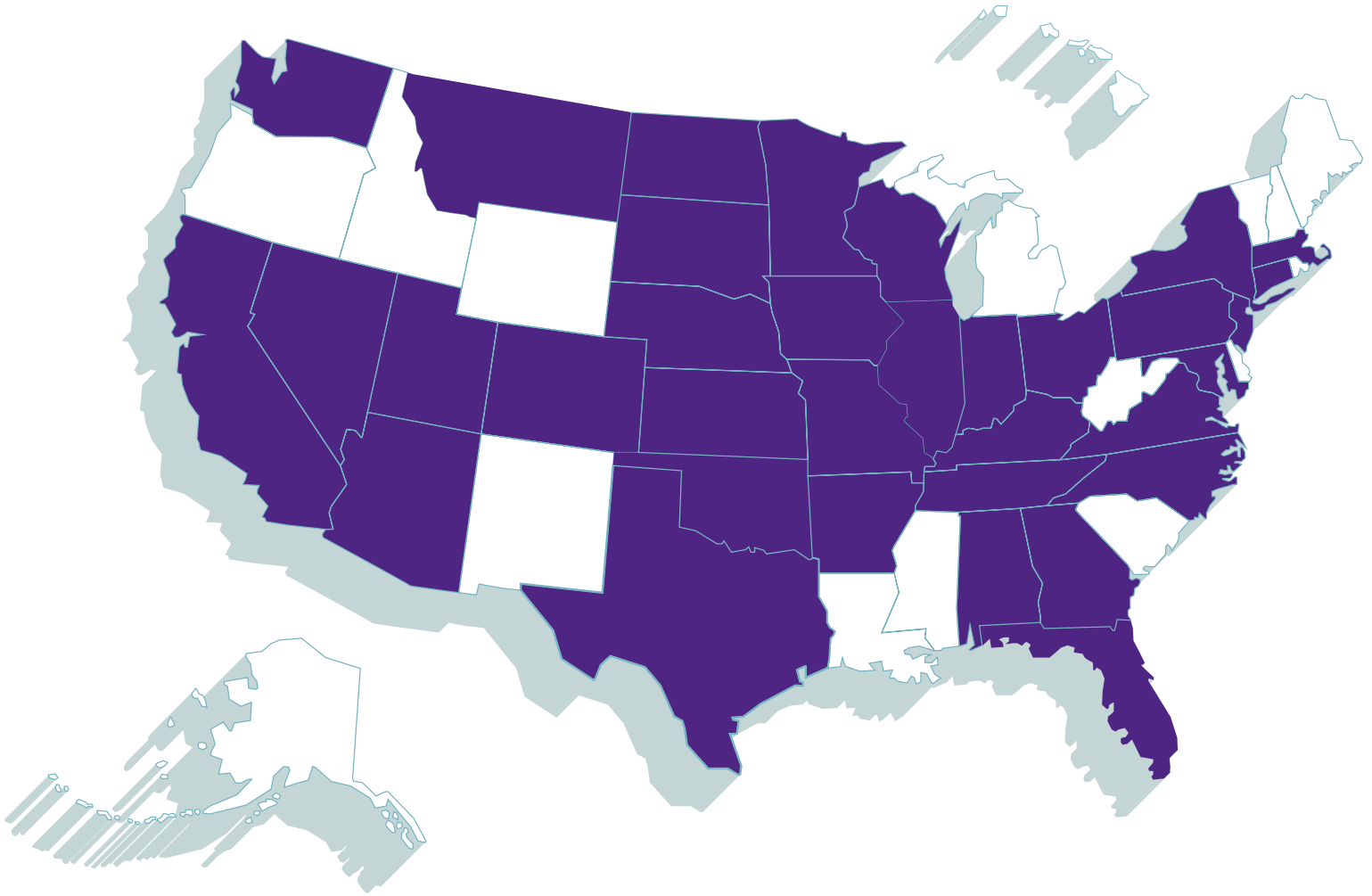
We are so excited to have Mike join the NSSI leadership team! He brings so much experience and enthusiasm to the role; our program benefits greatly from his guidance.

”

— Dr. Dawn Deeter,  
Director of the NSSI



# ALUMNI ACROSS THE NATION



AVERAGE  
STARTING SALARY  
(INCLUDES TOTAL  
COMPENSATION)

**\$61K**

AVERAGE  
STARTING  
BASE SALARY

**\$58K**

STATES  
WHERE OUR  
ALUMNI ARE  
REPRESENTED

**34**







# BASYS ROOM RIBBON CUTTING

## BASYS Names Room in NSSI

The National Strategic Selling Institute is excited to have our corporate partner Basys name a room in the NSSI office. Basys has generously supported the activities of our sales program and to partner with this creative and exciting crowd has been great!



**TOP:** From Left to Right: Front Row: Colton Williams, Brad Oddo, Melissa Lewis Back Row: Jeremy Duane, Jonah Dobson, Quinten Napier, Kirsten Lortscher, Kaitlin Hiestand, Marissa Meis, Annie Harding **BOTTOM LEFT:** Dawn Deeter, NSSI Director and Brad Oddo, Basys CEO.



“Our partnership with the National Strategic Selling Institute (NSSI) is incredibly significant for Basys. It represents a unique opportunity to contribute to the development of future sales leaders. We are excited to continue growing and providing career opportunities to students, helping them achieve their professional goals. This collaboration also supports Basys in our mission to be the best company in our industry. We are proud of our consistent growth, averaging over 20% annually for the last 20 years, and we look forward to sharing our expertise and resources with the talented students at K-State.



— Brad Oddo  
Chief Executive Officer, Basys





# 2023-2024 CORPORATE PARTNER PROGRAM



The National Strategic Selling Institute is extremely fortunate to have corporate partners who generously support the activities of our sales program at various levels. Our students, faculty, and staff sincerely appreciate their efforts and dedication to our program. They provide the National Strategic Selling Institute with generous support, valuable mentors, and countless opportunities for student and program growth. We are grateful for their involvement which continues to allow our program to flourish!

## Executive Partner (\$50,000)



## Managing Partner (\$20,000)



## Senior Partner (\$15,000)



## Partner (\$10,000)



## Associate Partner (\$5,000)







## GIVING BACK TO STUDENTS



### 12th Annual NSSI Benefit Auction

The annual NSSI Benefit Auction is put on by sales students in the Advanced Selling class. The event is designed to allow students to learn about the sales process in a real-world setting. All proceeds from the event (excluding raffle ticket sales) go towards establishing funds for sales student merit awards and scholarships.

The 12th Annual NSSI Benefit Auction, held at the K-State Alumni Center, achieved record-breaking success, surpassing all previous events in both funds raised for our philanthropy, Coming Together for a Cure, and overall contributions. We proudly raised a grand total of \$211,808 in overall contributions and item values and \$18,613.42 for Coming Together for a Cure.

### 2024 Ninja Sales Cat Inductees

The following students were top performers in the Advanced Selling class for the Spring 2024 semester:

**Anders Runyan**  
\$26,260

**Bailey Ballard**  
\$15,380

**Hannah Broyles**  
\$13,668

**James Neis**  
\$10,649

TIE between **Francesca Duntz**- \$9,769 & **Charles Kuenzi**- \$9,712



# \$40K

AMOUNT OF SCHOLARSHIPS AWARDED FROM THE 12TH ANNUAL BENEFIT AUCTION

# \$18.6K

FUNDS RAISED FOR COMING TOGETHER FOR A CURE

# \$186K

GROSS PROCEEDS RAISED THROUGH THE ANNUAL BENEFIT

## Sales Distinction

This prestigious program encourages students to actively participate in NSSI activities and events while enhancing their sales skills through networking and training. Students must earn 400 points per semester to qualify for Sales Distinction. Points can be earned through specified networking and training opportunities offered between the first and last day of each semester. Students earning 400 points for two semesters will receive 25 business cards and a business card holder. Students earning 400 points for three semesters receive honor cords to wear at graduation.

The following students earned honor cords during the 2023-2024 academic year:

**Allie Hafliger**  
**Sophie Hannam**  
**Hunter Hartner**  
**Brooke Hollerich**

**Ashlyn Howard**  
**Scotti Easter**  
**Blaine Kramer**  
**Jack McGuire**

**Delaney Parr**  
**Paige Talken**  
**Amy Whitworth**  
**Halle Zwetow**

## Outstanding Service Award Sean O'Brien

“The K-State Sales Program provides our students with incredible opportunities to learn their craft, network, and make lasting friendships. The immersive experiences that are provided to students are unlike any program in the country. Whether it is sales competitions, ambassadors, or recruitment committees, the lessons you will learn can be applied daily.

Companies from all over actively recruit our students to sell their products due to the hard work and continued success of our program. To current and future students: take advantage of the time you have, attend every event you can, remain involved, and remain connected.”



## Outstanding Senior Award Hunter Hartner

“Reflecting on my journey, I am immensely proud of my personal and professional growth, which has been deeply influenced by the Kansas State Sales Program. Working alongside the best and most dedicated students, faculty, and staff has been a truly rewarding experience. I am thrilled to return as a corporate partner representative, witnessing the continued success and development of K-State sales students. I will continue to support and invest in this vibrant and dynamic community we have with the Kansas State Sales Program, providing invaluable opportunities for all students to succeed.”







# OPPORTUNITIES FOR STUDENTS

## 2023-2024 INTERNAL SALES COMPETITION WINNERS

### Fall 2023 Basys Sales Competition

Bryce Disberger  
Blaine Kramer  
James Neis  
Blake Beashore  
Halle Zwetow



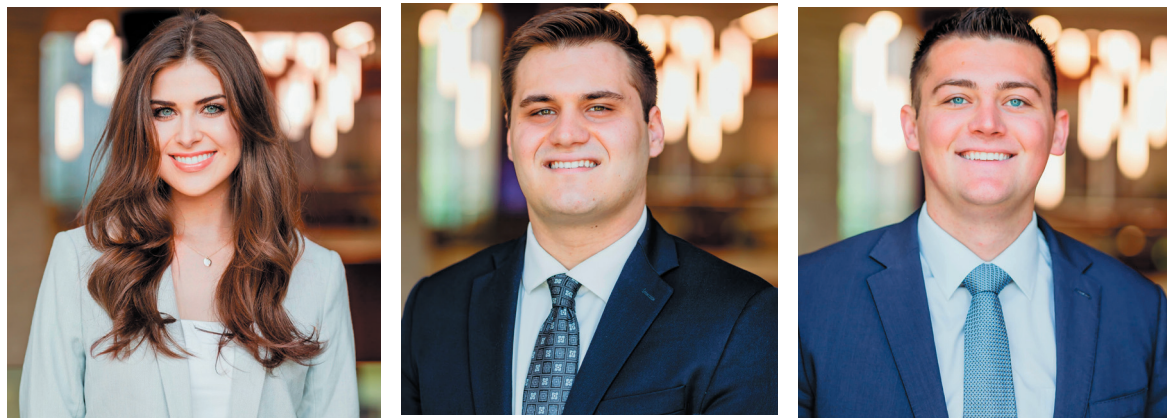
### Fall 2023 Edward Jones Sales Competition

Alyssa Ansay  
Francesca Duntz  
Serenity Holmes  
Blaine Kramer  
Grant Michaelsen  
Paige Talken



### Fall 2023 Mylo Sales Competition

Alyssa Ansay  
Hunter Hartner  
Blaine Kramer



NUMBER OF  
INTERNAL SALES  
COMPETITIONS

**6**

AMOUNT AWARDED IN  
SCHOLARSHIPS FROM  
INTERNAL COMPETITIONS

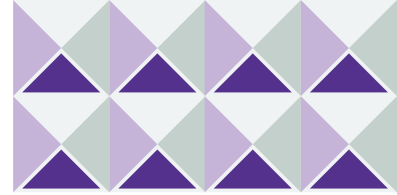
**\$14.5K**

NUMBER OF STUDENT  
COMPETITORS IN  
INTERNAL SALES  
COMPETITIONS

**142**







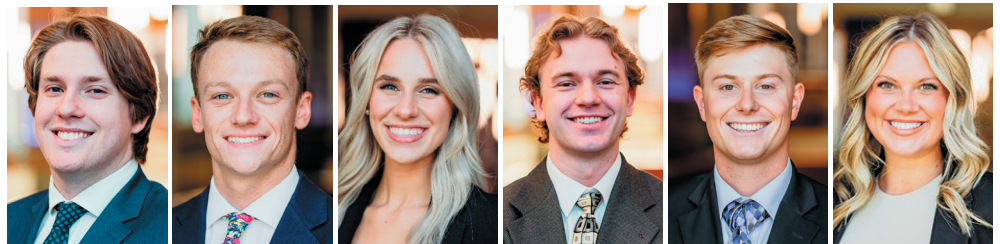
## Shamrock Sales Competition (K-State Sales Team Tryouts)

Bailey Ballard  
Adam Ramirez  
Hailey Rozell  
Jackson Stewart



## Spring 2024 Edward Jones Sales Competition

Blake Beashore  
Jack Johnson  
Bethany Kiekel  
Anders Runyan  
Jared Russell  
Halle Zwetow



### Received Shoutouts

Jonathan Deaver  
Blaine Kramer  
Kiera Rader



## Spring 2024 Huhtamaki Sales Competition

Alyssa Ansay  
Hunter Hartner  
Anders Runyan







# Siblings IN SALES

In NSSI, a tradition has emerged, one that highlights the value of the program, we've had **30** sibling sets throughout the years in the program!



**Katy Fernandes,**  
**Class of 2018,**  
*Account Executive at Dell Technologies*

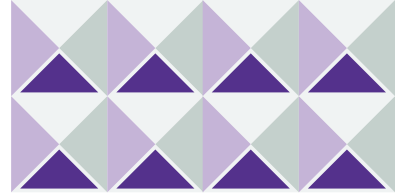
**What drew you to a career in sales, and why did you choose the NSSI at K-State?**

Growing up, I was inspired by my mother's career in sales and my father's work in IT. I admired the variety in my mother's daily experiences and her ability to connect with new people. Over time, I witnessed her build genuine friendships with her customers, and she always seemed to find joy in her work. This led me to recognize that a similar career path was what I aspired to pursue. From my father's perspective, I also saw the potential in the dynamic and ever-evolving IT industry, which further influenced my decision. Consequently, I chose to pursue a career in IT sales. Knowing I wanted to work in sales since high school, I actively engaged with the business school and its sales program upon enrolling at K-State.



**In what ways did having a sibling at K-State impact your college experience?**

As the oldest sibling, I was the first to leave home for college. While facing the unknown brought a degree of uncertainty, I couldn't have navigated this transition without the unwavering support of my brother and parents. My college experience was filled with unforgettable moments, although I encountered challenges, particularly as an out-of-state student, which often felt isolating. Fortunately, my brother and parents were always there for me, offering support during difficult times and celebrating my achievements during the more rewarding moments. I recognize that my college experience would have been vastly different without CJ and my parents by my side.



“ ... We are an encouraging yet competitive family and seeing how she is able to make a name for herself has given me a drive to become better.

— C.J. Fernandes

”

**Did you influence or encourage your sibling to pursue a path in sales?**

I wanted CJ to explore and choose a career path that would bring him happiness. However, I naturally encouraged him to consider sales based on the incredible experiences I have had in the field. I appreciate the work-life balance, the compensation, the variety in daily activities, and the long-lasting relationships that are built in sales. I believed CJ would thrive in such an environment, so I certainly encouraged his interest. That said, I didn't pressure him; I allowed CJ to observe my experiences, and if he found them appealing, then that was an added bonus.

**Where are you now in your professional journey?**

I currently serve as an Account Executive at Dell Technologies, where I sell storage appliances to enterprise companies in the Dallas/Fort Worth area. I have been with Dell Technologies for nearly seven years, and I can genuinely say that I love my work. I am especially grateful to the National Strategic Selling Institute (NSSI) and Dr. Deeter for connecting me with Dell Technologies during my senior year of college. My life would be significantly different without the support of the NSSI program and Dr. Deeter, for which I will always be extremely appreciative. Go Cats!



**CJ Fernandes,  
Class of 2025,  
Majoring in  
Professional  
Strategic Selling**

**What drew you to a career in sales, and why did you choose the NSSI at K-State?**

I grew up with a mother in sales, so I already knew the work ethic and personality it took to be a seller. Fortunately for me, Katy introduced me to the NSSI and the professors. During my High School visit to K-State, I was able to meet Dawn and Kellie. After I met them, I quickly fell in love with the school and was able to compete in the High School Sales competition. After placing first in the competition, I knew selling and Kansas State was the path for me.

**In what ways did having a sibling at K-State impact your college experience?**

Having an older sibling graduate provided a lot of confidence

for me. As an out of state student it can be difficult to feel comfortable in an unknown area however, knowing that Katy was able to navigate K-State allowed for me to be assured that I was making the right decision to move here.

**Did your sibling influence or encourage you to pursue a path in sales? If so, how?**

Katy was a major influence in my decision in choosing sales. I saw how successful and fulfilled she was in her career, and it gave me a blueprint on how I want to end up. Also, we are an encouraging yet competitive family and seeing how she is able to make a name for herself has given me a drive to become better.

**Where are you now in your professional journey?**

Prior to the start of my senior year, I accepted a full time offer with ServiceNow. I will begin my journey in tech sales as a Sales Development Representative in the San Diego location. I credit this opportunity to Katy as she is consistently a role model that I look up to and Dr. Deeter for this amazing program. Thank you for the past four years here in Manhattan!





## **Kasey Kowalski Schonwetter, Class of 2016, Owner, Rhea Lana's of Lawrence**

**What drew you to a career in sales, and why did you choose the NSSI at K-State?** I was drawn to a career in sales through the influence of my father, who built a successful career in tech sales. Growing up, I admired how he traveled, experienced exciting opportunities, and cultivated meaningful relationships with his clients, genuinely supporting them in managing their accounts. I've always appreciated that sales offers a level of control over your success—where effort directly impacts earnings and achievements. During my time in school, I felt uncertain about my major and considered making a change but wasn't sure which direction to take. A close friend, already in the sales program, invited me to help him prepare for a competition. After that experience, he encouraged me to audition with Dr. Deeter—and the rest is history.

**In what ways did having a sibling at K-State impact your college experience?** Having a sibling in college with me was an incredible experience. We shared countless memories during our time at school, which made the college journey even more meaningful for our entire family. With season tickets to



**TOP** Kasey (left) married Mike Schonwetter ('16) and Cali (right) married Bret Cook ('17), each of them were also students in the K-State Sales Program. **BELOW** Kasey (left) at the International Collegiate Sales Competition in 2015.

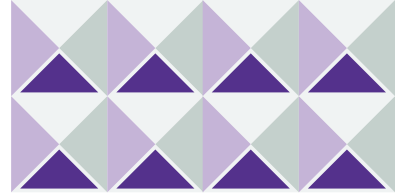
football games, some of our favorite memories revolve around game days, bringing everyone together. Introducing my sister to the sales program and witnessing her growth and the relationships she built within it was especially rewarding. We also had the opportunity to travel together for a few sales competitions. While we enjoyed the competitive aspect, the chance to explore new cities and connect with people from across the country made the experience truly unforgettable.

**Did you influence or encourage your sibling to pursue a path in sales? If so, how?** I'm confident I had some influence on my sister joining the program—after all, doesn't the older sibling always leave an impression? We've often followed similar paths, from our first jobs at Chuck E. Cheese to lifeguarding, and now both being part of the sales program. I believe she saw the friendships I developed and the opportunities



I gained through the program and the sales team, which inspired her to get involved as well.

**Where are you now in your professional journey?** After the birth of my son, I transitioned to a more entrepreneurial path. I own a children's consignment event business, Rhea Lana's of Lawrence, and my husband and I recently launched a freight brokerage, USA Prime Freight. Sales plays a pivotal role in all of my ventures, but managing multiple responsibilities simultaneously has been both demanding and rewarding.



## SIBLINGS IN SALES

- Lauren Ansay and Alyssa Ansay
- Abbi Barron and Grace Barron
- Dylan Brock and Hannah Brock
- Paige Brummer and Brooke Brummer
- Harrison Carney and Olivia Carney
- Cameron Cox and Brett Cox and Brady Cox
- Ryan and Jonathan Deaver
- Madeline Dercher and Matthew Dercher
- Colton Donahue and Keegan Donahue
- Francesca Duntz and Chandler Duntz
- Sophie Easter and Scotti Easter
- CJ Fernandes and Katy Fernandes
- Brandon Fullington and Alyssa Fullington
- Hunter Hartner and Halle Hartner
- Kasey Kowalski Schonwetter and Cali Kowalski Cook
- Isaac Lee and Simon Lee
- Carter McEntee and Cole McEntee
- Zac Oakes and Jay Oakes
- Megan Plattner and Courtney Plattner
- Taylor Popp and Lucas Popp
- Nathan Power and Ben Power
- Henry Roth and Kate Roth
- Lucas Roth and Ben Roth
- Cade Scherzer and Alexis Scherzer
- Dylan Splichal and Megan Splichal
- Pierce Stephens and Parker Stephens
- Drake Thatcher and Mercer Thatcher
- Brett White and Kylee White
- Luke White and Caleb White
- Maddie Whitehead and Katie Whitehead

## Cali Kowalski Cook, Class of 2018, *Pursuing Masters Degree in Elementary School Counseling*

### **What drew you to a career in sales, and why did you choose the NSSI at K-State?**

I chose a career in sales because of the diverse opportunities the industry offers. The National Strategic Selling Institute (NSSI) was the clear choice for me, as its faculty and resources were instrumental in my personal and professional development. I am deeply grateful for everything the K-State sales program has contributed to my growth.

Following in my sister's footsteps came naturally to me, and choosing a career path was no exception. Kasey shared how profoundly the teachers and sales program at K-State had impacted her, which made it clear that I should take advantage of the incredible opportunities the program offers. Having my sister alongside me in college was an unforgettable experience. Coming from a family with a deep love for K-State, some of my favorite memories are of everyone gathering for game days. I also had the privilege of joining my sister on several sales team trips, experiences that I will always cherish.

### **In what ways did having a sibling at K-State impact your college experience?**

Like most little sisters do I followed my sister's footsteps in almost everything, career field being no different. Kasey told me about how much of an impact the teachers and sales program had made on her and it just made sense for me to take advantage of the amazing program K-State had to offer as well!

Having a sister in college with me was a blast. We have always been a K-State family so having the whole coming down for game days is one of my favorite memories. I was also lucky enough to go on some sales team's trips with my sister which is something I'll always remember.





## SALES TEAM



**FRONT ROW, LEFT TO RIGHT:** James Neis, Junior; Halle Hartner, Sophomore; Halle Zwetow, Senior; Adam Ramirez, Junior; Hunter Hartner, Senior

**BACK ROW, LEFT TO RIGHT:** Bryce Disberger, Sophomore; Blaine Kramer, Senior; Jack McGuire, Senior; Simon Lee, Sophomore; Taylor Moorman, Junior

12

ACADEMIC  
YEARS WITH A  
K-STATE SALES  
TEAM

4

TOP-TEN TEAM  
FINISHES DURING  
THE 2023 - 2024  
ACADEMIC YEAR

4

4 TOP-TEN  
INDIVIDUAL FINISHES  
DURING THE 2023-  
2024 ACADEMIC YEAR

26

TOP-FIVE  
FINISHES K-STATE  
SALES TEAM  
ALL-TIME



## 2023 – 2024 SALES COMPETITION SCHEDULE



### Rocky Mountain Madness

**Participating Students** Bryce Disberger, Halle Hartner, Simon Lee, Adam Ramirez



### International Collegiate Sales Competition

**Participating Students** Hunter Hartner, Blaine Kramer, Jack McGuire, James Neis  
**Highlights** 17th place team (role-play); 27th place team (overall)

### University of Toledo Invitational Sales Competition

**Participating Students** Bryce Disberger, Adam Ramirez  
**Peer Coach:** Jack McGuire



**Highlights** Bryce Disberger, second place individual, Adam Ramirez, third place individual; First place team



### Twin Cities Collegiate Sales Team Championship

**Participating Students** Hunter Hartner, Simon Lee, James Neis, Halle Zwetow  
**Peer Coach:** Blaine Kramer  
**Highlights** Third place team



### Great Northwoods Sales Warm-up

**Participating Students** Halle Hartner, Hunter Hartner, Blaine Kramer, Halle Zwetow

**Highlights** Hunter Hartner, third place individual



### Redbird National Sales Competition

**Participating Students** Halle Hartner, Simon Lee, Taylor Moorman  
**Peer Coach:** Hunter Hartner  
**Highlights** Ninth place team.



### National Collegiate Sales Competition

**Participating Students** Halle Hartner, Simon Lee, Taylor Moorman  
**Highlights** Halle Hartner, ninth place individual; 11th place team

### ROCKY MOUNTAIN MADNESS

Metropolitan State University of Denver

### GREAT NORTHWOODS SALES WARM-UP

University of Wisconsin Eau Claire

### INTERNATIONAL COLLEGIATE SALES COMPETITION

Florida State University

### REDBIRD NATIONAL SALES COMPETITION

Illinois State University

### UNIVERSITY OF TOLEDO INVITATIONAL SALES COMPETITION

University of Toledo

### NATIONAL COLLEGIATE SALES COMPETITION

Kennesaw State University

### TWIN CITIES COLLEGIATE SALES TEAM CHAMPIONSHIP

University of Minnesota



# SALES AMBASSADORS



## Sales Ambassadors

The Sales Ambassador organization is a group of students selected to serve the National Strategic Selling Institute. Their primary responsibilities are to assist in retaining current students and recruiting prospective students into the Major or Certificate in Professional Strategic Selling. They also volunteer at events and activities hosted on campus by the National Strategic Selling Institute.

## Professional Development

One of the unique aspects of the Sales Ambassador organization is the interaction with the sales community and sales leaders. This past academic year, the Sales Ambassadors hit the road to visit NSSI Corporate Partner Textron Aviation in Wichita, Kansas. Textron treated the Ambassadors to lunch and allowed the students to tour and sit in the pilot seats of three different aircraft. After an interesting panel discussion with several key Textron leaders, including some K-State NSSI alumni, the students had the opportunity to tour the factory floor and see how airplanes are built.

## SALES AMBASSADORS 2023-2024

<b>Spencer Allen</b>	S	<b>Francesca Duntz</b>	F/S	<b>Blaine Kramer</b>	F/S	<b>Anders Runyan</b>	F/S
<b>Alyssa Ansay</b>	F/S	<b>Libby Farrell</b>	F/S	<b>Grace LaSala</b>	F/S	<b>Jared Russell</b>	F/S
<b>Savannah Bahr</b>	F	<b>CJ Fernandes</b>	F	<b>Simon Lee</b>	F/S	<b>Sam Schlote</b>	F/S
<b>Sophie Baker</b>	F/S	<b>Meredith Ford</b>	F/S	<b>Emily Lierz</b>	F/S	<b>Abe Siebenmorgen</b>	F
<b>Bailey Ballard</b>	F/S	<b>Tatum Gentry</b>	F/S	<b>Ryan Lipp</b>	F	<b>Gavin Smith</b>	F/S
<b>Blake Beashore</b>	F/S	<b>Halle Hartner</b>	F/S	<b>Aubri Markham</b>	F/S	<b>David Sommers</b>	F/S
<b>Mikala Bourquin</b>	F	<b>Hunter Hartner</b>	F/S	<b>Jackson McCall</b>	F	<b>Paige Talken</b>	F
<b>Emily Bowman</b>	F/S	<b>Jonathan Hensley</b>	F/S	<b>Drew McGinn</b>	F/S	<b>Madeline Thompson</b>	F/S
<b>Tate Brungardt</b>	F/S	<b>Kyndal Holland</b>	F/S	<b>Taylor Moorman</b>	F/S	<b>Carter Tos</b>	F/S
<b>Allie Burns</b>	F/S	<b>Ashlyn Howard</b>	F	<b>Sean O'Brien</b>	F/S	<b>Andrew Tucker</b>	F/S
<b>Karlee Chase</b>	F	<b>Carlie Johansen</b>	F/S	<b>Delaney Parr</b>	F	<b>Kaleb Wagner</b>	F/S
<b>Leo Clennan</b>	F/S	<b>Brady Kappelmann</b>	F/S	<b>Breanna Paschke</b>	F/S	<b>Mena Walker</b>	F/S
<b>Sammy Coffman</b>	F/S	<b>Jake Keller</b>	F	<b>Jack Pearson</b>	F/S	<b>Sam Wright</b>	F
<b>Logan Cone</b>	F	<b>Parker Kenney</b>	F/S	<b>Zoey Pudenz</b>	F/S	<b>Halle Zwetow</b>	F/S
<b>Brady Cox</b>	F	<b>Caleb Kern</b>	F	<b>Kiera Rader</b>	F/S		
<b>Chandler Duntz</b>	F/S	<b>Cuyler Kietzmann</b>	F/S	<b>Hailey Rozell</b>	F/S		

F: Fall Semester S: Spring Semester



## Executive Committee

The Executive Committee includes the officers leading the organization and the advisor. They are elected each fall and lead the organization for a full calendar year. The executive committee for the 2024 calendar year includes:

<b>President:</b> Alyssa Ansay	<b>Vice President of Recruitment:</b> Kiera Rader	<b>Vice President of Student Engagement:</b> Libby Farrell	<b>Secretary:</b> Madeline Thompson	<b>Advisor:</b> Dawn Deeter
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For the first time in the history of the K-State’s Sales Ambassador program, a unique milestone unfolded: an all-female executive leadership team was elected. They had not set out to make history, but when they found themselves leading together, it felt like fate. They were a group bonded by their shared values and drive to impact the National Strategic Selling Institute (NSSI) in meaningful ways. As Alyssa reflected, “Our leadership isn’t defined by gender, but by our passion, commitment, and a relentless drive to make a lasting impact.” And a lasting impact was exactly what they were after.

One of the most noticeable impacts was the organization’s record-breaking recruitment. **Kiera**, the driving force behind these efforts, developed strategies that reached students from diverse majors across the entire campus, ensuring that the Sales Ambassadors reflected the broad spectrum of K-State.

Meanwhile, **Alyssa** was trailblazing in a niche area by creating the Medical Sales Scholars Special Interest Group. Her vision? To help students bridge the gap between curiosity and career readiness in the medical sales field, hoping to foster a community where future medical sales professionals can learn and grow together.

**Libby’s** focus on mentorship changed the Sales Ambassadors’ culture. Inspired by her own experiences as a freshman—when upperclassmen had offered her guidance—she wanted to ensure that new sales students had a mentor to help them navigate the challenges ahead.

And **Madeline** was the glue that held everything together. Her role in managing the organization’s structure ensured everyone stayed on track. Her initiative to implement a new communication platform streamlined their operations and allowed the team to focus on what mattered most—making a lasting impact.





# CAT COMMUNITY



## Sales Expert in Progress CAT Community

Funded by Tony Dosien & family, this classroom setting allows students to see the business world through the eyes of a salesperson. Together they explore the sales profession, including how to effectively create value for customers throughout the sales process. Coupled with mock sales role-plays to gain real-world experience, students will have demonstrated the ability to have an initial sales conversation by understanding how to ask effective questions and utilizing their active listening skills at the end of the semester.

## Connection Courses

- MKTG 400** Introduction to Marketing
- SALES 542** Fundamentals of Professional Selling
- GENBA 195** CAT Community Connections

Connecting Across Topics (CAT) Communities are a set of learning communities specifically designed for first-year students. With up to 22 students per CAT Community, the students enroll in two regular courses taken together and another one-hour opportunity to discover course connections. The CAT Communities are designed around student interests and offer mentoring opportunities from a professor and an advanced undergraduate Learning Assistant who shares the students' interests.

## FALL 2023 CAT COMMUNITY STUDENTS

Henry Anderson  
 Luke Brickei  
 Ely Burroughs  
 Brett Cox  
 Alyssa Haug  
 Gavin Hottovy

Luke Marriott  
 Drew S. McGinn  
 Grant Michaelsen  
 Andrew Nichols  
 Jack Otto  
 Caeden Owens

Jett Osbern  
 JW Perry  
 Evan Schneider  
 Ty Schroeder  
 Christian Simonetti  
 Tyson Snyder  
 Henry Stadler



# SALES WEEK



## Fall Sales Week

- **Keynote Speaker**  
Jamie Oakes, Chief Revenue Officer, Sentrics
- **2-day Career Fair**  
30+ companies in attendance
- **Corporate Partner Networking Event**  
Invite Only
- **Alumni Panel**  
Jenn Kabler, Cribl  
Whitney Smith, SS&C Market Services  
Curtis Wendling, CivicPlus  
Justine Moore, Multivac, USA



## Spring Sales Week

- **Keynote Speaker**  
Katie Isadore, Vice President Data Center & Cloud Sales for Commercial & SLED Business Central & West
- **1-day Career Fair with**  
30+ companies in attendance
- **Corporate Partner Networking Event**  
Open to all PSS Students
- **Executive Discussion Panel Topic:** How to Accept & Reject Jobs and Internships
- **Spring 2024 Edward Jones Sales Competition**







## FACULTY & CLASSES

### Faculty Areas of Expertise

**Dr. Dawn Deeter-Schmelz** | Director; Professor  
Fundamentals of Professional Selling,  
Cooperation Selling, Advanced Selling

**Dr. Michael Krush** | Associate Director; Professor  
Salesforce Leadership

**Dr. Edward Nowlin** | Professor  
Fundamentals of Professional Selling

**Rebecca Adams** | Instructor  
542 and Sales CAT Community

**Kellie Jackson** | Instructor  
Sales Technology, K-State Sales Team Coach

**Jo Lynne Stalnaker** | Instructor  
Customer Relation Management

**Tom Clark** | Part-Time Faculty  
Fundamentals of Professional Selling,  
Key Account Management

**Tim Lauer** | Part-Time Faculty  
International Business Development

**Mac Lewison** | Part-Time Faculty  
Sales Negotiations

### Sales Class Offerings

#### Fall 2022

**SALES 498:** Independent Study (K-State Sales Team)

**SALES 542:** Fundamentals of Professional Selling

**SALES 555:** Sales Technology

**SALES 560:** Sales Force Leadership

**SALES 562:** Key Account Management

**SALES 565:** Customer Relationship Management

**GENBA 195:** Tony Dosien & Family Sales Expert in Progress (CAT Community)

#### Spring 2024

**MKTG 496:** International Business Development

**SALES 498:** Independent Study (K-State Sales Team)

**SALES 542:** Fundamentals of Professional Selling

**SALES 555:** Sales Technology

**SALES 561:** Sales Negotiation

**SALES 563:** Cooperation Selling

**SALES 565:** Customer Relationship Management

**SALES 570:** Advanced Selling

#### Summer 2024

**SALES 499:** Sales Practicum

**SALES 542:** Fundamentals of Professional Selling

PART TIME  
FACULTY

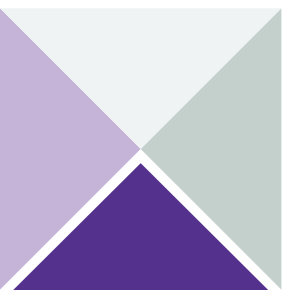
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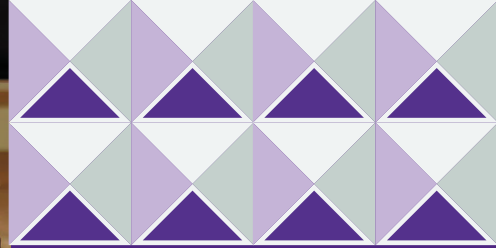
SALES  
CLASSES

17

FULL TIME  
FACULTY

5





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sales journey.



### Contact Us

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K-State Sales Program



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Selling Institute

## USCA

UNIVERSITY SALES CENTER ALLIANCE  
Advancing the Sales Profession Through Teaching, Research and Outreach

The National Strategic Selling Institute is proud to be a full member of the prestigious University Sales Center Alliance (USCA), a consortium of sales centers established in 2002 and devoted to quality and innovation in sales education and the advancement of the sales profession.

## AACSB

K-State College of Business Administration is among less than 5 percent of institutions worldwide to hold the prestigious Association to Advance Collegiate Schools of Business (AACSB) accreditation.