



North Carolina SALES INSTITUTE

at the Bryan School of Business and Economics

What is the NCSI?

The North Carolina Sales Institute (NCSI) promotes sales education and develops sales leaders through research, educational programs, and corporate partnerships. The Sales Institute was created to address the demand for well-trained sales talent who can work within the global marketplace. Courses are taught by experienced sales professionals.

NCSI has been recognized as one of the 2016 Top Universities for Professional Sales Education by the Sales Education Foundation. The institute provides sales education to both UNCG students and members of the professional community.



How can students participate?

Undergraduates who take the three sales courses will receive a certificate of completion. Beginning in spring 2018, students can earn a minor in professional sales by completing these five classes. Students from any major can earn this sales minor.

- MKT 324: Professional Selling
- MKT 328: Sales Management
- MKT 420: Key Account Selling
- MKT 427: Sales Internship
- MKT 444: Effective Selling

How can I learn more?

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Bryan School of Business and Economics
We develop exceptional problem solvers.

Why students of any major should participate in the sales program!

Skill Development

Sales skills are necessary in most fields. The skills include:

- active listening;
- strong verbal communication and presentation skills;
- a high degree of self-motivation;
- resilience and persistence; and
- setting and attaining goals.



Employability

Over 50% of business graduates entering the workforce, regardless of their major,

find professional selling as their first career (*Florida State University Sales Institute Executive Summary*).



Networking & Jobs

Students in Sales Institute classes will have the opportunity to network with top employers seeking sales talent. Companies are looking for students to fill internships and jobs. Current NCSI partners include 3M, Atlantic Coast ToyotaLift, Allegacy Federal Credit Union, Bill Black Chevrolet Cadillac, Carolina Material Handling, Charles Aris, Greensboro Swarm, Mac Tools, Marriott, Martinsville Speedway, Pepsi Bottling Ventures, State Farm Insurance, and The Sales Factory.



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