



**UNC  
GREENSBORO**  
Bryan School of  
Business and Economics

# NORTH CAROLINA SALES INSTITUTE

## Overview

The North Carolina Sales Institute (NCSI) promotes sales education and develops sales leaders through research, educational programs, and corporate partnerships. The institute was created to address the demand for well-trained sales talent who can work within the global marketplace. It has been recognized as one of the 2019 Top Universities for Professional Sales Education by the Sales Education Foundation. The institute provides sales education to both UNC Greensboro students and members of the professional community.

## Program Elements

- Undergraduate curriculum offering a sales minor or certificate
- Executive education programs for businesses seeking to enhance their sales force effectiveness or internal selling capabilities
- Sales research to help discover new techniques to solve sales-related business problems
- Partnerships with leading corporations to provide access to student talent, peer-based discussion groups, and customized research to address issues specific to member firms

**“When students come out of sales programs, they’re not just finding jobs, they’re balancing five to seven job offers.”**

– Jeanne Frawley, former executive director of the Sales Education Foundation



## Benefits for Corporate Partners

- Access to top sales and business students through exclusive networking events and classroom involvement
- Opportunities to help design sales curriculum
- Executive education program discounts
- Customized research aimed at solving a firm’s key business problems

Surveys show students with a sales education ramp up 50% faster and turn over 30% less than their non-sales education peers. (Sales Education Foundation)



## Institute Leadership



**Dr. James Boles**  
*Director of Research for NSCI; Professor*  
336.334.4413  
jsboles@uncg.edu

Jim received the American Marketing Association's Sales Special Interest Group's

Lifetime Achievement Award in 2014 for outstanding contributions to sales education and research. He is the former editor of The Journal of Personal Selling and Sales Management, and has taught and consulted in the sales field for the past 20 years.



**John Chapman**  
*Director of Business Development for NSCI; Adjunct Professor*  
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John is a proven sales leader with over 25 years of experience with major firms, including Coca Cola, Stanley Works, and Kennametal. He uses his knowledge and experience to lead the Institute's training and outreach efforts.

## 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;
- presentation skills;
- strong verbal communication skills;
- resilience and persistence;
- high degree of self-motivation; and
- goal-setting.

### Employability

Sales positions provide the single most common opportunity for undergraduates, and positions are plentiful. As of October 2018, there were over 3,500 job postings involving sales in the Piedmont Triad. (indeed.com)

### Networking

Students in Sales Institute classes have the opportunity to network with top employers seeking sales talent.

### How it Works

Undergraduates who take three sales courses will receive a certificate of completion, while students who complete five courses earn a minor in sales. Students from any major can earn this minor.

MKT 320	Principles of Sales and Marketing
MKT/ENT 324	Professional Selling
MKT/ENT 328	Sales Leadership
STH 401	Hotel and Travel Services Sales and Marketing
MKT 420	Key Account Selling
MKT 427	Sales Internship
MKT 444	Sales Effectiveness

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### Current Partners

3M	Insteel
Atlantic Coast ToyotaLift	Marriott
Allegacy Federal Credit Union	Paychex
Bill Black Chevrolet Cadillac	Pepsi
Carolina Material Handling	State Farm Insurance
Charles Aris	The Sales Factory
Craft Insurance	Vastdas
Fastenal	