

**EXPERIENTIAL
CURRICULUM**

**CORPORATE
ENGAGEMENT**

BAYLOR PROSALES

2024-2025 PARTNERSHIP BROCHURE

Leading the Pack

HIGH PERFORMING CANDIDATE POOL

Selective Program



- Application and multiple interviews results in **3.63** GPA (average)
- Models selection process among high-performance sales organizations

Concierge Interview Service



Full-service: scheduling, hosting, meals, in-person, virtual or both

Placement Data



	Full Time	Internships
Placement	100%	100%
Compensation	\$102K	\$27/hour

Our Competency Model

Communication	Time Management	Industry Knowledge	Technological Orientation
Teamwork/Fellowship	Selling Skills	Planning	Problem Solving
Customer Orientation	Consultative Selling	Analytical Skills	Authentically Professional

Competency-based model (12 competencies mapped to 50 specific skills)
Driven through curricular and co-curricular learning and development

HOW YOU WILL GAIN VISIBILITY

Executive-in-Class



Coach junior-level students in class. Share expertise and strengthen relationships



Video Interview Series

Highlight your expertise in a format that is viewed by sales and marketing students

Mentoring



Serve as a virtual mentor and have a bio on the Board Webpage

Top Gun Training Programs

Coach ProSales students during programs that maximize your campus visits



Student Showcase



Engage ProSales students (virtually) in a reverse career fair model

Sales Competitions



Evaluate talent (5 sales competitions) from the comfort of your office and 1 sales competition on campus (Silver+)

Logo Showcased



All Partners	Sales Lab, Website
Silver+	Newsletter, Class Materials
Gold+	Spring Top Gun
Platinum+	Fall Top Gun

Champions Dinner

Invite preferred students to private dinner and create an exclusive aura for preferred students (Silver+)



2024-2025 Partnership Packages

Bronze

<i>Full Concierge Interview Service</i>	<i>Interview top sales talent</i>
<i>Fall Top Gun Executive Coach</i>	<i>Coach students face-to-face</i>
<i>Main Event</i>	<i>Network with students in a casual environment</i>
<i>Student Showcase</i>	<i>Visit with ProSales students & listen to their elevator pitches</i>
<i>Partner Presentation</i>	<i>Present your company's opportunities</i>
<i>Podcast/Video Interviews</i>	<i>Highlight your executives in our classroom video series</i>
<i>Executive-in-class</i>	<i>Coach Junior students in the classroom</i>
<i>Access to Students' Digital Content</i>	<i>Virtual Interviews, e-Portfolios, ProSalesTalks</i>
<i>Competition Judge</i>	<i>Judge 4 internal sales competitions</i>
<i>Advisory Board Membership</i>	<i>Shape the Professional Selling program strategy</i>
<i>Recognition</i>	<i>Create brand visibility (Sales Lab & Sales Center)</i>

Silver

<i>Champions Dinner</i>	<i>Invite preferred students to a private dinner</i>
<i>Keynote Speaker</i>	<i>Feature senior-level executive</i>
<i>BBEC Judges</i>	<i>Serve as an on-site judge for our internal ethics competition</i>
<i>Recognition</i>	<i>Bi-weekly newsletter & class material</i>

Gold

<i>Co-Sponsor: Spring Top Gun</i>	<i>Additional positioning among students, faculty & corporate partners</i>
<i>Class Speaker: Sales Management</i>	<i>Highlight senior-level executive in the classroom</i>
<i>Customized Engagement Strategy</i>	<i>Strategize with ProSales staff for best engagement opportunities</i>

Platinum

<i>Co-Sponsor: Fall Top Gun</i>	<i>Additional positioning among students, faculty & corporate partners</i>
<i>Co-Sponsor: BBSO or BBVA</i>	<i>Your product featured in internal sales competition case</i>
<i>Customized Research</i>	<i>Collaborate with ProSales faculty for mutually-beneficial research</i>

Platinum Elite

<i>Featured Product in ProSales 1 Course</i>	<i>Your product featured in ProSales 1 roleplay scenario</i>
<i>Executive Sales Competition Coaches</i>	<i>Provide executive coaches for 5 external sales competition teams</i>

Platinum Elite \$100,000 (limited to 1)	Platinum \$50,000 (limited to 2)	Gold \$20,000 (limited to 4)	Silver \$12,000 (limited to 6)	Bronze \$6,000 (limited to 25)
1st choice	2nd choice	3rd choice	4th choice	5th choice
12 participants	10 participants	8 participants	6 participants	4 participants
12 participants	10 participants	8 participants	6 participants	4 participants
16 participants	14 participants	12 participants	10 participants	8 participants
Aug 22	Aug 22	Aug 22	Aug 22	Aug 20
8 interviews	6 interviews	4 interviews	2 interviews	1 interviews
✓	✓	✓	✓	✓
✓	✓	✓	✓	✓
✓	✓	✓	✓	✓
✓	✓	✓	✓	✓
✓	✓	✓	✓	✓
28 Students 4 Executives	21 Students 3 Executives	14 Students 2 Executives	7 Students 1 Executives	
✓	✓	✓	✓	
✓	✓	✓	✓	
✓	✓	✓	✓	
✓	✓	✓		
✓	✓	✓		
✓	✓	✓		
✓	✓			
✓	✓			
✓	✓			
✓	✓			
✓				
✓				

All partnerships priced on a per-year basis and require a two-year commitment.
The Platinum Elite partnership requires a three-year commitment.

Ready to Partner with Us
Professional_Selling@baylor.edu

New Partners must be paid by June 15



@baylor_prosales

sites.baylor.edu/prosales



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