

Baylor ProSales

Annual Report 2023-2024



Leading the Pack

Leading the Pack



We select a theme each year to illuminate our strategies and create interest. ***Leading the Pack***, our 2023-2024 ProSales theme, provides perspective on several levels.

Students Leading at Baylor

We challenge ProSales students to be leaders in three key areas. First, they are challenged to be self-led in development and learning. While we provide a well-constructed college-to-career pathway, ProSales students take the lead in networking, job shadows, and pursuing learning outside of coursework. Students become a part of ProSales as early as freshman year, so they engage with executives and compete in sales competitions prior to coursework. Consequently, they engage mentors to help them prepare for the exchanges.

Second, they are challenged to lead everything that happens in ProSales. Upperclassmen serve as Bigs and lead their Littles in learning and development. They serve as student coaches for our internal and external sales competitions. Our ProSales seniors serve as leaders for Top Gun, Awards Celebrations, Student Showcase, and ProSales recruiting. Students also lead event planning, social media, and marketing communications.

Third, ProSales students lead in broader communities, such as fraternal and social organizations, the Hankamer School of Business, and Baylor University. Many ProSales students serve on the Executive Boards or as President of fraternal and social organizations. Another common leadership position our students take is recruitment chair, since they value meeting people and building relationships. ProSales students serve as class officers, as leaders of the Hankamer Student Organization, and as leaders of the Professional Development Program. The strongest stereotype of our ProSales students is “they will step up and lead the way.”

Faculty Leading at Baylor

We challenge ourselves to lead a major worthy of emulation. From having the highest level of experiential curriculum in the business school (as evidenced through the number of exercises involving executives, both within and outside of the classroom) to having one of the strongest approaches to the Assurance of Learning (based on feedback from the university-level assessors), ProSales serves as a role model for other majors, centers, and programs. Colleagues seek our input, practices, or systems as they seek to impact their respective areas.

Baylor ProSales Leading in the Academy

Since Baylor launched the first major in sales in 1985, we have challenged ourselves to stay in a leadership position within the academy. Having both a major and a required program for development makes Baylor ProSales unique in the academy (most sales centers do not feel they can require students to participate in developmental and skill-building experiences). Operating one of the few (if only) majors requiring a separate application and admission process and thereby making the admission process competitive also places Baylor ProSales in a leadership position within the academy. We were the first program to build out a competency model that undergirds the curriculum and co-curricular program. Having a suite of competitions, where each has a unique developmental focus, also puts Baylor ProSales in a leading position in the academy.

Leading Through Intentional Goal Setting

Each year, we publish this Annual Report to hold ourselves accountable, publicly, to our goals, a healthy strategy for maintaining a leadership position. One program goal for 2023-2024 was to grow the ProSales program to 160 students. We are pleased to report that we accomplished the capacity

goal and drove enrollment to 168 ProSales majors (an all-time high, up from 139 last year) while increasing the overall average GPA to 3.64. Adding 29 ProSales students allows our faculty to specialize their teaching to a singular course. Streamlining faculty teaching aligns with Hankamer's focus on supporting excellence among our scholar-teachers as a single-course (multiple sections) assignment allows faculty to strengthen course offerings. The 168 students put ProSales in the top-half of the majors (by enrollment) in the business school.

We also began the planning efforts for our 40th anniversary celebration. The first step toward an academic research symposium requires identifying the leading sales scholars for the invitation process. We have systematically identified scholars who have published extensively in the *Journal of Marketing*, *the Journal of the Academy of Marketing Science*, *Journal of Business Research*, *Journal of Personal Selling & Sales Management*, and *Industrial Marketing Management*. We developed a book proposal that's under review with a major publishing house to serve as an outlet for the research symposium. We are also planning events of interest to corporate leaders and Baylor alumni. Stay tuned!

We continue our efforts to drive diversity through ProSales recruiting. We have maintained a 40% representation of females among our ProSales majors (which aligns with the 41% female representation in the School of Business). Non-white student representation remains an important area of work for us with 13% representation.

Champions by Design for 2024-2025

Designing a winning strategy for 2024-2025, we will work systematically on these key goals:

- Marking the 40th ProSales anniversary in 2025 with events focused on academic research, corporate practice, and alumni collaboration and networking.
- Growing the ProSales program from 168 to 200 students to increase our Corporate Partner recruitment capacity. Reaching that recruiting goal while maintaining the strong focus on academic excellence.
- Launching a new internal sales competition – Baylor Business Capability Competition (BBCC) - so students build skills in positioning an overall sales team's capabilities.

Together, let us continue to lead the pack in building students and impacting the sales profession,



Andrea L. Dixon, PhD
Executive Director, Center for Professional Selling

Vision

Baylor's Center for Professional Selling will transform the sales function around the globe, impacting corporations, customers and our alumni's co-workers for Jesus Christ.

Brand

Baylor's ProSales program has the power and intensity to prepare students for F500 sales roles. The power is in the program, thereby allowing Baylor to provide career-ready students on a consistent basis.

Mission

To achieve excellence in sales education, we will:

Build Students:

Provide premier curriculum and college-to-career development experiences

Inform Industry:

Expand the frontiers of sales knowledge in academic research

Advance the Profession:

Promote professional selling/sales management as vital to industry and society

ProSales Faculty Lead the Pack

Baylor University Outstanding Faculty Teaching Award



Baylor University values teaching, and outstanding faculty are acknowledged at college and university levels. In fact, Baylor also provides a national teaching award with \$250,000 going to a non-Baylor faculty member. Clearly, teaching is important to Baylor University. In ProSales, having faculty who **lead the pack** in teaching propels us forward and our faculty continue to be acknowledged as leaders in the college, across the university and beyond.

This year, Baylor University recognized **Eric Swan, DBA** as one of our Outstanding Teaching Faculty. This award features 12 outstanding professors across the university. Eric joined our ProSales faculty team in 2019 and this is his second teaching award in five years. While there are many deserving faculty at Baylor, being recognized as one of the top 12 for the year is incredibly meaningful.

Eric appreciates the opportunity to teach at Baylor as he states, “Baylor’s foundational Christian mission, combined with an unwavering pursuit of excellence, creates an environment that fosters both academic growth and spiritual development. This unique combination is what sets Baylor apart, and it’s what makes teaching here such a rewarding experience.” Going beyond the academic and spiritual, Eric hopes “that students leave my classes having learned practical business lessons, while also inspired to pursue greater development. I’m driven by the idea that our work developing them now will have a lasting impact on their career decades into the future.”

In Eric’s ProSales 1 courses, he spends significant time writing feedback on their sales role plays. Providing this level of feedback and coaching is uncommon because this type of work is very time consuming. However, for the students, the payoff is significant. “It’s incredibly rewarding to see the students’ improvement as the semester progresses. Their growth and development is the fuel that drives my passion for teaching,” states Swan.



Hankamer School of Business Teaching Excellence Award



Caring about the Baylor University teaching environment is central to **Keith Richards, PhD**. As a 1990 Baylor alumnus, Keith experienced first-hand the value of engaged and caring faculty. After completing his MBA and PhD and serving on the faculty at another university, he returned to his Baylor home in 2015. This year, Keith was awarded the Hankamer School of Business Teaching Excellence Award, which is a recognition bestowed by one's faculty peers. As Keith notes, "Being recognized by your peers makes receiving this award even more impactful for me. We are blessed with great teachers at Baylor, and I am thrilled to be counted among them."

Keith teaches an important junior-level course in the ProSales curriculum – the Marketing Channels course. Developing student understanding of how companies bring products and services from their point-of-origin to consumption allows Baylor ProSales students to recognize and develop the skills

necessary to play key roles in value creation among channel partners. While the content in this course can be challenging, Keith keeps a balanced focus on the content and the students. "I believe that students are the heartbeat of the University. They bring energy and curiosity to the classroom. It's my job to give that a focus and help them develop into professionals," states Keith.

That student focus represents Keith's broader perspective on the role of the university professor, "Teaching gives us the opportunity to do more than transfer knowledge," he said. "Being a university professor gives us the chance to speak into the lives of a whole new generation of young professionals. It gives us the chance to change their futures and the future of our profession." We clearly see the transition and development happening with our ProSales students. As Keith notes, "Nothing is better than seeing students have an 'a ha' moment. It is so gratifying to be a part of those moments!"



Competitions Create Leadership

Baylor Business Business Development (BBBD)



Top Finishers

Trey Walker, Tyler Robinson, Preston Jones, Wilson Feezel, Shane Trevino, Ashley Dohlgan, Tyler Kelly, Kat Vines, Kate Sralla, & Ella Miller (*in order of finish*)

“Sales are won in the preparation. BBBD showcases our creativity as well as our strategic skills in preparing a gameplan for prospecting into key accounts. BBBD challenged me to craft a concise message tailored to each prospect’s needs, skills I will take into my future.” – **Trey Walker**

Baylor Business Ethics Competition (BBEC)



Top Finishers

Chloe Kelly, Ben Montag, Caleb Paschke, & Ethan Wiley

Top Presenters

Preston Jones, Gracie Miller, & Michael Starling

“This 36-hour competition challenges students to deliver on a deadline. We practiced perfecting our presentation so many times that by Friday morning we didn’t need our slides anymore, nervousness was at an all-time low, and we were excited and proud of the work that we had produced.”

– **Caleb Paschke**

Four Annual On-Campus Competitions

Baylor Business Selling Outside (BBSO)



Top Finishers

Ashleigh Stuck, Rocky Holloway, Kate Sralla, Emily Muehl, Cullen Slattery, Benj Nopper, Tyler Robinson, Clay Kellejian, Diego Chavez, & Zach Hills (*in order of finish*)

"I am so grateful to Baylor ProSales and how much the program has grown me personally and professionally in the past year of involvement. Thank you to the alumni, peers, and partners who have helped me refine my skills to be successful!" – **Ashleigh Stuck**

Baylor Business Value Analysis (BBVA)



Top Finishers

Paris Musto, Tatum Reeves, Collin Bass, Benj Nopper, Ashley Dohlman, Trevor Gaswirth, Gracie Miller, Piya Patel, Anthony Amesti, & Grace Jorgensen (*in order of finish*)

"BBVA is my favorite competition because it challenges students to present a compelling message while emphasizing concision and the power behind each word. These skills are crucial for success in the business world!" – **Paris Musto**

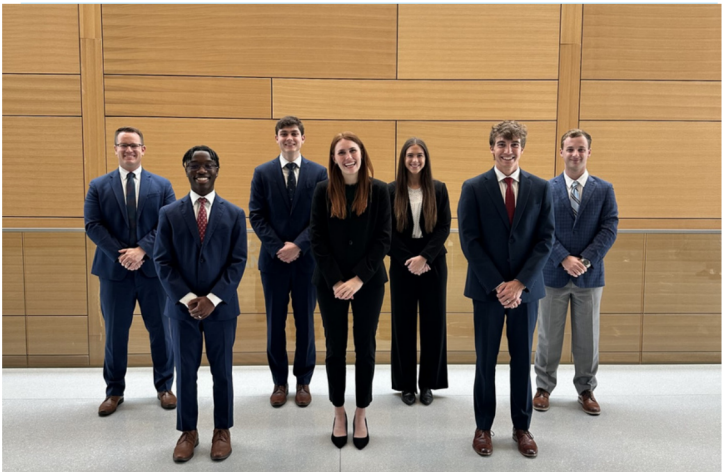
Competitions Create Leadership

Great Northwoods Sales Warm-Up (Wisconsin)



- Competitors**
Simon Harper
Kik Molitor
Tyler Robinson
- Coaches**
Ashley Dohlman
Caleb Pashke
Rachel Smith
Olivia van der Reijden
Grant Winslow
- Faculty Coach**
Andrea Dixon, PhD

National Collegiate Sales Competition (Georgia)



- 14th Place Team (of 70)**
Competitors
Caleb Paschke 17th place
Chloe Kelly 23rd place
- Coaches**
Preston Jones
Benj Nopper
Kate Sralla
Ethan Wiley
- Faculty Coach**
Eric Swan, DBA

National Team Selling Competition (Indiana)

Competitors

Sydney Aguillon
Abigail Hedgecock
Paris Musto
Kat Vines

Coaches

Matea Floryance
Jax Lewis
Shane Trevino

Faculty Coach

Stephanie Mangus, PhD



University of Toledo Invitational Sales Competition (Ohio)

Competitors

Tanner Moore
Grace Simmons

Coaches

Wilson Feezel
Clay Kellejian
Tyler Kelly
Jaden Mazzola
Andrew Richards

Faculty Coach

Keith Richards, PhD
Bree Meadows, MBA



Student Coaches are Pack Leaders

We built a very intentional student coaching model. As a result, ProSales students work very hard to serve and coach one another, especially our seniors who support and prepare our less-experienced students. Underclassmen vote each semester for the outstanding

student coach to acknowledge the impact of their peers.



Our **Fall 2023 Outstanding Student Sales Competition Coach** was **Collin Bass**, who worked

with several new students to help them prepare for the Baylor Business Business Development (BBBD) competition. Since Collin entered ProSales as a freshman, he has a keen awareness of the emotional landscape facing our underclassmen. Collin notes that the coaching and collaborative culture that we've built in ProSales is important, "Being nominated as the Outstanding Student Coach for Baylor University's Professional Selling program is an honor and a testament to the culture of camaraderie within our program! Each day, I am inspired by the dedication and perseverance of my peers, and thankful for all of those who have paved the way in the past. Special shout out to Dr. Dixon for

believing in each of us from day one as well as pouring out her heart and soul into our program! It will be a great joy to come back and visit as an alum and continue to pour back into this wonderful place!"

The students that Collin coaches follow his advice because he's a credible leader. "Everything Collin coaches someone to do, he does himself. Collin is excellent in his own work and is the type of person who practices what he preaches. He is also very approachable. You can tell he wants to help and wants to see others succeed. He doesn't just coach people, he wants to teach others so they can truly learn," according to Jonathan Darrell, a ProSales Junior. Another ProSales Junior, Kik Molitor, also spoke to Collin's authenticity as a coach, "Collin is dedicated and that has rubbed off on his coaching style. I constantly hear his name from other students of how he has helped them in some form."



Our **Spring 2024 Outstanding Student Sales Competition Coach** was **Benj Nopper**, who started ProSales in October of his Freshman year. Benj competed in 15 internal competitions and scored in the top 50% in all 15. He had nine Top-10 finishes and two 1st-place finishes. Benj was on several external sales competition teams. In 2021, he coached our 1st-place team at Indiana University's National Team Selling Competition. Benj also represented Baylor in the sales Super Bowl (the largest sales competition in the world) in 2023 where he placed 12th out of 160 competitors. To be a successful coach, you must have a record of top performance. Benj easily leads the pack on that front.

Of all of Benj's accolades, this honor is special. "To be selected by my peers as student coach of the year is the most meaningful honor I have received. I think back to my four years in the program and all the great coaches and leaders like Josh Palermo, Paige McClelland, and Max Kleiner who went out of their way to have an impact on me. I always strived to model their outstanding leadership. Our program's culture of student leadership is special because we see leadership so clearly modeled by Dr. Dixon. I am looking forward to starting my professional career and seeking out more great coaches in my career," shared Benj.



Protégé Piya Patel notes, "Benj has such an ability to coach effectively! He's an instrumental reason why I'm as connected with the program as I am. I honestly envy those who have benefitted from his leadership for an external competition. He's an invaluable leader!" Another protégé, Ella Miller, agreed, "Benj is an encouraging and helpful student coach. He is always willing to give advice and help out those around me."

Congratulations, Collin and Benj, for leading the pack and helping others achieve success through your coaching!

Leading the Pack at Work and at Home

Sometimes, God orchestrates a student's path and they "find themselves at Baylor." **JR Weaver (ProSales '12)** had such an experience as he recounts, "I'm not quite certain how I ended up at Baylor, but it was certainly the right choice. I wanted an adventure, and ended up with friends for a lifetime, a great run in Baylor sports, and a relevant education I use in my daily work."

After graduating, JR launched his career with VMware, now VMware by Broadcom, to great success. Serving as OEM sales leader, he clearly sees how ProSales set him up to find the right company. "Through ProSales, I met with a variety of companies across industries. Once I decided to focus on tech sales, I interviewed with top tech companies, had multiple offers, and chose VMware as it was growing at a rapid pace. I've been with the company for 12 years in many different roles with the opportunity to continue advancing my career," notes JR.

Baylor ProSales approaches teaching and learning as a partnership between faculty and students. Faculty create strong, relevant content in the classroom while students engage with the curriculum in a much deeper way than other majors. Our goal is to ensure meaningful learning. JR's experience bears this out, "I use my degree on a daily basis more than anyone I know. Asking the right questions to the right people is a skill many people don't learn until much later in life. Right out of college, I was prepared to be in professional meetings asking the right questions to understand the needs and goals of our clients to best position ourselves as a business partner providing unique value."

Having a relevant learning experience sets students up for career success. JR sees his ProSales learning as foundational, "I've progressed my career into sales leadership and grown my skillset into leading larger organizations with relentless customer focus. I look forward to implementing the right people strategy at scale to maximize the impact for our customers, our revenue, and our team and their families."



Building a successful career is meaningful if you can create a strong family along the way. JR knows the importance of family as he and his wife have three children (ages 8, 6, and 3). They love living in their Capitol Hill neighborhood in Washington, DC. "Between the children's sports and activities, we walk everywhere, running into people we know. It's the adults-with-kids version of living near Baylor's campus and we're thankful for it. You can find us water skiing in summer, snow skiing in winter, and busy running around with kid's activities in between." We are proud of JR Weaver's professional and personal accomplishments!

Leading Our Program: Corporate Partners

Since we do not receive funding from Baylor University to support our sales competitions, professional development, or Top Gun programs, our Corporate Partners provide critical support for Baylor ProSales. In addition to their financial support, our Corporate Partners provide a large percentage of the executives who engage with our students. From more than 300 sales competition judges, 130 mentors, and 170 Top Gun coaches, our Corporate Partners fashion ProSales students into leaders of the pack through these intentional development exchanges. This past year, our Corporate Partners conducted close to 700 full-time job and internship interviews with ProSales students. These companies are truly our partners in achieving 100% placement among our students. Thank you, Corporate Partners, for shaping Baylor ProSales into *Leaders of the Pack*!



Recognizing Our Board Members

Advisory Board

Scott Bartell, Adobe
Jessica Booth, Nucor
Gary Buchanan, Million Air
Vince Chapa, Axen
Todd Cione, OpenText
Jenna Colborn, Reynolds & Reynolds
Ace Coustol, Malin USA
Andrea Dixon, PhD, Baylor University
Glenn Gaines, Schneider Electric
David Gibson, Continental
Ashley Henderson, J&J MedTech
Kelli Hunt, Crown
Shirley Hunter, Oracle (retired)
Jeff Klaumann, Collective54
Charlie Latch, PwC
Max Lazovich, Korn Ferry (retired)
Ashley Mayer, Gartner
Mark McCoy, Marcus & Millichap
Nathan McCray, Spectrum Reach
Jerome Rose, Microsoft
Adam Sammons, Marsh McLennan Agency
Jennifer Schwab, Navan
Phil Springer, UiPath
Austin Staats, BMC Software
Lamar Starks, Shaw Industries
Feven Tekie, Yardi
Kirk Townsend, Ariel Corporation
Stephen Weis, Hearst Corporation

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Kim Andereck, Steak N Shake
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Jim Anderson, ETCetera Intern'l
Spencer Anderson, Salesforce
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Rodney Bass, BiWorldwide
Alexa Black, McKinstry
Justin Blalock, Quantum Metric
Collin Brence, Swingle Collins
Colyn Brown, Jll Technologies
Paris Cabrera, Oracle Netsuite
Taylor Caironi, Solventum
William Caironi, Embark Consulting
Ben Christie, Urban Rescue Ranch
Lindsey Cienski, Lockheed Martin
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Tyler Cook, SAP
Clint Corley, Logicmonitor
Amanda Corts, Shaw
Joseph Crump, Gartner
Paschal Curlin, BMC Software
Calvin Dennis, Insperity
Emily Dicioccio, IBM
Alex Dixon, UiPath
Doug Dixon, Texas Life Insurance
Charlie Doebbler, AMD
Cole Edmiston, Venturi Private Wealth
Carroll Fadel, Texas Life (retired)
Johana Favel, IBM
Amanda Fernandez, BMC Software
Sean Fulton, Alliantgroup
Brian Galbraith, Shaw
Matt Galvin, Arch. Lighting Alliance

Ambassador Board

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Daevin Garcia, Salesforce
Beth Gosnell, BMC Software
Dane Harris, Deloitte
Bret Hausmann, Nutanix
Morgan Heeke, ExxonMobil
Ruby Hernandez, Goldman Sachs
Tyler Hewitt, OSU Foundation
Lauren Hills, Straumann Group
Grant Holmes, Toyota
Whitney Johnson, Accenture
Marisa Kahley, CB Apex Realtors
Michael Kahley, United Healthcare
Rob Keeney, Grafton TDS
Connor Kempston, Federated Ins.
Madison Kesler, Patcraft
Tyler Kopas, Embark Consulting
Ashton Kresta, Corteva Agriscience
Islay Lyttle, Goldman Sachs
Megan Macaulay, Shaw
Rebecca Malzahn Mellos, Pepperdine U
Paige McClelland, BMC Software
David McGee, Doximity
Taylor Mills, Cook Medical
Pierce Miner, Obsidian Security
Jay Mitchell, Mereo
Jake Morrow, Texas Life Insurance
Margaret Newton, Texas Life Insurance
Chris Nunn, BMC Software
Matt Ochall, BMC Software
Jim Oltman, US Airforce
Britney Omlor, Patterson Dental
Riley Orred, Shaw Industries

Josh Palermo, Medline
Luke Parazynski, Thoughtspot
Clark Parr, Swingle Collins
Ann Petricca, Avient Distribution
Jeb Phillips, Abbott Labs
Todd Powell, Kofax
Eric Prevatte, PSD
Andrae Rainey, Microsoft
Josh Rocconi, Shaw
Matt Rogers, Twilio
Meagan Rowell, Umbrage Studios
Kevin Rutledge, Clinical Path Labs
Alaynah Schaff, Gartner
Garry Scheufler, Wealth Partners
Olivia Scheyd, Occidental
Lansden Schmidt, Salesforce
Crit Scott, BMC Software
Anthony Segoviano, Snowflake
Stephanie Shull, Gartner
Lily Simeon, Medical School
Tyler Skelton, PwC
Andy Smith, Talkmeup
Ryan Snitzer, E&Y Parthenon
Breanna Starr, Shaw
Mark Tarro, Oracle
Sarah Vaughn, Yardi
Tyler Warner, Oracle Netsuite
Jacob Wassell, J&J MedTech
JR Weaver, VMware
Sandy Weissinger, SalesCoach
Jinohn Wekesser, 3M
Victoria Whitworth, J&J MedTech
Tucker Worster, HearWorks

Baylor's Center for Professional Selling Prepares Students for *Lives of Impact*.

Through a comprehensive sales *Curriculum*,
an intentional *College-to-Career* strategy,
and a unique *Collaborative Culture*,
ProSales students leave campus
ready to make a difference,
wherever they're called to serve.

