The Center for Sales Excellence & Customer Delight in the UNCW Cameron School of Business serves as a nexus for students, faculty and professionals to address current and future challenges facing the sales profession.

Launched in 2018, the center provides opportunities for mentorships and collaborations among faculty, students and sales professionals to review best practices and develop innovative research-based solutions for the industry, emphasizing leadership development for tomorrow’s sales experts.

**BECOME A PARTNER**

By partnering with the Center for Sales Excellence & Customer Delight at UNCW, your company is participating in the education process of future sales professionals. Your support allows companies to engage directly with students in sales competitions, classroom presentations and mentoring. Additionally, as companies face challenges in the sales area, they can seek insight through joint research projects.

Partner companies help to train students and gain access to recruit “best-fit” individuals for internships and full-time employment. Sales Advisory Board members review best sales practices and new technology and help cast vision for future curriculum matters.

Companies can choose from three levels of partnership.

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To learn more about partnership opportunities, contact

**John P. Reed**

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uncw.edu/sales-center

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The Center for Sales Excellence & Customer Delight is a member of the University Sales Center Alliance, a consortium of sales centers connecting University faculty members with many different backgrounds and areas of expertise in the field of professional sales.

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The Center for Sales Excellence & Customer Delight

UNCW

University of North Carolina Wilmington

Cameron School of Business

601 South College Road
Wilmington, NC 28403-5680
### Value/Benefits

<table>
<thead>
<tr>
<th>Value/Benefits</th>
<th>TEAL Partner ($25,000 per year)</th>
<th>GOLD Partner ($10,000 per year)</th>
<th>BLUE Partner ($5,000 per year)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resume Book and Visumes</td>
<td>●</td>
<td>●</td>
<td>●</td>
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<tr>
<td>Job openings posted on Sales Center website</td>
<td>●</td>
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<td>●</td>
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<tr>
<td>Listing and Link on Sales Center website and logo display in Sales Lab</td>
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<tr>
<td>Booth at Sales Center Career Fairs and inclusion in related promotional materials</td>
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<tr>
<td>Opportunities to take part in Sales role plays in Professional Selling and/or Sales Management classes*</td>
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<tr>
<td>Invitation to Annual Partners and Students Reception</td>
<td>●</td>
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<tr>
<td>Speaker Slots in select sales courses</td>
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<td>●</td>
<td>●</td>
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<tr>
<td>Named departmental award for Professional Sales-Track students</td>
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<tr>
<td>Invitation to take part in one of our annual external sales competitions</td>
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<tr>
<td>Named and hosted internal student sales competition</td>
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<tr>
<td>Recognition as Business Week Sponsor</td>
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<td>Option of exclusivity by industry</td>
<td>●</td>
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<td>Named Faculty Fellowship</td>
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<tr>
<td>Special ‘customized’ partner benefits developed uniquely for the partner</td>
<td>●</td>
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</tbody>
</table>

*Please note that The Center for Sales Excellence & Customer Delight agrees to work to facilitate access to classroom-related interactions with students. Such interactions, however, are at the discretion of the teaching faculty and are subject to change.
Blue Level Partners

- Resume Book and Visumes – Each semester, we assemble an updated file containing resumes of Sales Concentration students. The resumes are in two groups: students seeking full-time positions and students seeking internships. The Resume Book allows our partners to identify students interested in professional sales careers and contact those whom they believe represent the best fit with their organization.

- Sales Center Website & Sales Lab - A special section on our website is dedicated to posting job openings with our Partners. Additionally, Partners have a section devoted to descriptions of their organization and a direct link to their website. Our state-of-the-art Sales Lab is utilized for student competitions and role plays and Partners’ names and logos are prominently featured. This ensures Partners receive widespread exposure to CSB students.

- Career Fairs - Each semester, we host a Career Fair event for our students who want to pursue a career in professional sales. Partners have their own booths, advance resumes of student attendees, and their company information is included in all of our promotional materials announcing the event. This optimizes the opportunity for Partners to find the students best suited to their hiring needs.

- Role Play Opportunities* - Our sales courses – Professional Selling, Sales Strategy and Technology, Sales Management, Advanced Sales – currently utilize various ‘role plays’ for students. Partners are invited to participate by having an employee or employees take part. This facilitates first-hand engagement with and exposure to our sales students. And, it gives students the opportunity to gain experience with the Partner organizations.

- Annual Partners and Students Reception - Each spring, we host a reception for our Partners and Sales Concentration students. This is a unique opportunity for Partners and students to engage in a social and stress-free environment.

These special Key Blue Level Partner Benefits are included with all Partnership levels.

Gold Level Partners

- Named and Hosted Internal Sales Competition – Partners work with us to develop an internal sales competition (held on campus). Student competitors (normally 15 students who have advanced through a qualification process) do a role play of selling the Partner’s product or service to a buyer. The role play scenario, buyer and judges come from the Partner organization. This is an incredible opportunity to interact with our students, as well as provide campus-wide exposure.

- External Sales Competitions - An invitation to take part in one or our external sales competitions. You’ll be involved in helping to coach and mentor our team. Then, at the Partner’s option and expense, they may accompany the team to the off-site competition. There, you’ll have the opportunity to engage with other competing teams from across the U.S. as well as sales faculty and organizations sponsoring other Sales Centers.

- Speaker Slots* - We open a session of one of our Sales Courses each year for a Partner presentation on the topic of their choice. This facilitates a more personal and specialized engagement with students.

- Named Departmental Award – A named financial contribution, which the Partner may present, to one of our Sales Concentration students.

- Business Week Sponsorship – Business Week is one of the highlights of the Cameron School of Business each spring. You’ll meet top business leaders, local and national, and be involved in a range of activities. Your organization will receive recognition as a Sponsor of this important event.

Teal Level Partners

At the Teal Level we customize a Partnership experience based on your individual needs and priorities. While a named Faculty Fellowship is included, we can also tailor a number of other opportunities to engage with Sales and Marketing Faculty and our top Sales Students. It also includes research opportunities. (Please note that a Teal Level Partnership entails a two-year commitment.)

* (Note: While these opportunities currently exist and we anticipate their continuance, individual professors may or may not choose to participate. Consequently, we cannot guarantee their continued availability.)