Action Item

Request to Establish the North Carolina Sales Institute  BOT-2

Background Information

Based on research and discussions with sales executives and trainers in the Piedmont Triad and elsewhere, the Bryan School of Business and Economics has identified the need for ongoing executive education programs and research for both current and aspiring sales professionals and sales managers. The School is requesting to establish a research center entitled the North Carolina Sales Institute (NCSI) housed within the Bryan School of Business. There are currently no existing structures within the School or UNCG that focus on sales and there is no comparable center or institute in the UNC System.

The NCSI will provide world-class sales education and research. The target audiences are undergraduate and graduate students, current or aspiring sales professionals, and organizations in the private, public, and non-profit sectors, in the Piedmont Triad Region, the state of North Carolina, and beyond. The mission of the NCSI will be carried out by two separate entities in the Bryan School: the Department of Marketing, Entrepreneurship, Hospitality & Tourism (MEHT) and the Office of Executive Education. The NCSI will be a coordinating mechanism that works actively to integrate the elements of credit- and non-credit teaching, as well as research focused on sales. The combination of undergraduate and graduate education and ongoing faculty scholarship, in conjunction with the membership opportunities for executive education through the Bryan School Office of Executive Education and the NCSI Sales Leadership Roundtable will be unequaled by anything currently in existence in the state.

NCSI’s educational mission involves developing a multi-course sales program that draws on the best practices from successful sales programs at other major universities. Courses will be designed with few, if any, pre-requisites and will be open to students from all disciplines at UNCG. Having this program open to all disciplines is important because research suggests that, regardless of major, many students begin their work careers in sales positions. NCSI will provide students with a sound background regarding how to sell in business-to-business settings and high level business-to-consumer sales, allowing them to pursue sales positions with major employers locally and worldwide. It is not uncommon for such programs to have job placement rates as high as 100 percent. A recent article from the Sales Education Foundation found that graduates from these programs often had multiple job offers from which to choose when they graduated.

In addition, there is an ongoing need for non-credit executive education programs for both current and aspiring sales professionals and sales managers. These ongoing professional education programs will benefit organizations by enhancing their sales function and sales
leadership team, thereby making both individuals and organizations more effective. By offering these programs regionally, and eventually nationally, the local economy will be enhanced by employees coming to the Piedmont Triad to take part in these executive education programs.

The NCSI’s research mission will focus primarily on applied research studies for, and to, NCSI partners and over time to a much wider audience. Data from these studies can be used for academic research and development of state-of-the-art instructional materials in addition to targeting the training efforts for the sponsoring organizations.

The NCSI will be run out of the MEHT Department with the department head, Dr. James Boles, appointed as the director. The MEHT Department will be responsible for delivering any credit-based instruction at the undergraduate or graduate levels. Non-credit instruction will be through the Bryan School Office of Executive Education, which reports to the Dean of the School.

There will be some initial funding needs to launch the NCSI. To address these, the School has acquired sponsorship via the MEHT Department. In addition, the Dean’s Office is providing a suite of two offices and a common reception/meeting area in the Bryan Building to establish the NCSI video-taping/sales role playing center. Adjacent space can be appropriated when demand warrants. A sales education fund of $30,000 donated several years ago by a successful executive in sales has, with permission of the donor and the Dean, been earmarked for start-up costs associated with development of the NCSI.

**Recommended Action**

That the Board of Trustees of The University of North Carolina at Greensboro approve the establishment of the North Carolina Sales Institute.

[Signature]

Dana Dunn
Provost and Executive Vice Chancellor