
THE SALES & BUSINESS MARKETING PROGRAM

Should Anyone Buy
What We Are Selling?

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Why Do This Study?

- The SBM Program has many success indicators
 - Great popularity and student satisfaction
 - Strong Alumni involvement
 - Strong placement and employer support
 - Strong national recognition: top 5 at NCSC
- This study was done to take another, alumni focused look, and see if that success would be validated or questioned.

Methodology of the Study

- **THE EASY PART**: an online survey was designed and distributed using SurveyMonkey.com and emailed to 454 alumni. 60.6% of alumni responded giving us 275 usable surveys.
- **THE HARD PART**: Having the working email list and the personal relationship with the alumni that creates 60% response rates.
 - Personal Connections
 - Early Expectations
 - Consistent System of Contact

THE RESULTS: What do our Alumni Look Like?

They are who we designed them to be.

■ **Demographic Profile**

- 80% of SBM graduates are in sales
- SBM Alumni work in 20 different states, although 57% have remained in Michigan.
- 63% of SBM Alumni are employed in B2B sales, while another 26% do B2C sales.
- 71% of our graduates are in outside sales, while the other 29% do inside sales.

■ **Job Task Profile**

- Of the seven key selling tasks that we teach in the SBM Program, 88.1% of the alumni rated these as either “most critical” (43.3%), “very important” (30.7%) or “important” (14.1%) to their current job success.

■ **Industry Profile**

- 10 different industry categories employed SBM alumni, with the top three being Financial/Insurance at 15.9%, Pharmaceutical/Medical at 11%, and Communications/Technology at 10.2%

THE RESULTS: Hindsight is 20/20

The View is Mostly Positive.

■ Satisfied

- Across 4 key SBM Program elements (faculty, facilities, course work, & career services) **91.25%** report being satisfied (27%) or highly satisfied (64.25%) with their SBM Program experience

■ Prepared

- **95%** of alumni felt that they were either “highly prepared” (59%) or “adequately prepared” (36%) to succeed in an entry level sales position at the time of graduation.
- Across a range of 11 key selling activities, **79.1%** considered themselves adequately prepared (42.7%) or highly prepared (36.4%) for success when they left the SBM Program.

■ Competent

- Across a range of key business competencies, **92.5%** considered that they were competent (37.25%) or highly competent (55.25%) when they left the SBM Program

THE NEXT STEPS:

Action to Description.

■ **Content Analysis**

- We have 2 key open ended questions that still need to be formally content analyzed.
 - The informal conclusion could be summarized as a “do more” mandate by the Alumni

■ **Data Mine**

- We have the ability to take many sub-group looks at the data (gender, GPA, industry, year of graduation).
 - These views can help us understand if our overall success is consistent. Should be able to help with recruitment and retention efforts.

THE NEXT STEPS:

Description to Action.

■ Communicate with Stakeholders

- Multiple report formats for multiple audiences
 - Students
 - Alumni
 - Employers
 - University Community
 - Business Community

■ Initiate Change

- Let data suggest and defend change
 - Course
 - Curriculum
 - Program changes
- Resource Allocation **MUST** be part of that conversation



Questions?
Comments?



Thanks for your time and your feedback