



MONDAY MORNING MEMO

from Dean Avi Mukherjee



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Spring 2021 Sales Networking Day from the Transformative Sales and Service Excellence Center

MARSHALL UNIVERSITY SALES CENTER

SALES NETWORKING DAY

Hear from high-performance sales professionals!



THURSDAY, MARCH 11TH, 2021
10:00AM-12:00PM EST
VIRTUAL

Speakers from:



Techtronic Industries



In Fall 2020, Marshall University's Lewis College of Business announced the launch of a new center called the Transformative Sales and Service Excellence Center ("The Sales Center"), a dream and vision nurtured for long within the marketing department but brought into reality and championed in its current form by Marketing professor Dr. Monica Wei and student leader Kane Morrone.



The primary objective of the Sales Center is to transform the region by preparing the next generation of sales and service leaders. The Center focuses on preparing students for a career in one of the largest job fields – sales and service – by providing realistic sales role-play training and hosting sales competitions. The Center also works closely with corporations to help them gain access to the talent pools as well as assist their corporate growth through providing workshops and training on the latest sales and service techniques and technology.

On March 11th of the 2021 spring semester, The Sales Center conducted its second Sales Networking Day. The Sales Networking Day event allows students and other members of the audience to hear from a high-power panel of sales professionals from different industries. The companies that the audience members got to hear from this event were HubSpot, Realty Exchange, Techtronic Industries, and Northwestern Mutual.

The panel was made up of four speakers: Leigh Brown, Principal Sales Manager for Corporate Sales at HubSpot; W.G. Bunch, Associate Broker at Realty Exchange; Cole Thomson, Territory Manager at Techtronic Industries; and Wesley Sears, Senior Financial Advisor at Northwestern Mutual. The panelists answered questions regarding what it's like to be in sales, and how to be successful in this growing field. Students were also given tips on how to stand out in the job market, how to overcome objections and rejections in sales, and how to maintain a positive attitude toward pursuing a career in sales. "The Sales Networking Day event does a great job of connecting academia and industry. When you get to hear from a panel of sales professionals from different industries, you're bound to take home a few lessons and helpful tips for developing a career in sales," said Kane Morrone, Sales Associate for The Sales Center.

Dr. Monica Wei, Director of The Sales Center, said: "We at The Sales Center equip students with one of the most important life skills – selling value and building long-lasting relationships with others. When students work with the Sales Center, they gain experience, exposure, and connections that lead to opportunities." This event has not only been informative in its nature, but also has helped develop a network of sales professionals that now have access to Marshall University's business schools' talent. Students from the Lewis College of Business that attend Sales Networking Day get the opportunity to not only hear from these sales professionals, but they also receive job opportunities from the panelists. One of the companies from Sales Networking Day, Techtronic Industries (TTI) has recruited handful of students from Marshall University. Some of the employees that have been recruited by TTI can also be directly linked to the Sales Networking Day Event.

The Sales Center also innovated the Sales Networking Day Event this year to allow breakout sessions for the audience and panelists to interact. This represents the innovative experience The Sales Center offers – continuing to develop and try new things allows the center to test new ways to connect in the virtual setting. The Sales Center will continue to conduct events to connect academia and industry, while also preparing students for a job in the biggest job field: sales and service.



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Marshall University Sales Networking Day Companies & Speakers

Leigh Brown
Principal Sales Manager
HubSpot



HubSpot

HubSpot is a leading developer and marketer of software products for inbound marketing, sales, and customer service. HubSpot makes it easy for your entire company to work together.

Cole Thomson
Territory Manager
TTi



Techtronic Industries (TTi)

Techtronic Industries (TTi) is a consumer products company that has grown from \$2.3 billion to over \$7 billion in just 12 years. TTI has become dominant in the marketplace with world class brands such as HART, Hoover, Milwaukee and Ryobi.

W.G. Bunch
Associate Broker
Realty Exchange



Realty Exchange

Realty Exchange is the Tri-State's Premier Real estate agency dealing in both commercial and residential real estate. It currently has 6 offices in 4 states with over 70 agents.

Wesley Sears
Senior Financial Advisor
Northwestern Mutual



Northwestern Mutual

Northwestern Mutual is a financial services company dedicated to providing long-term financial security to clients. Northwestern Mutual financial advisors design a personalized financial plan for each client with the right insurance and investment strategies needed to achieve their goals.