

MTSU

CENTER for PROFESSIONAL SELLING



2024-25

ANNUAL REPORT

Executive Summary

The 2024–2025 academic year marked a period of exceptional growth and achievement for the MTSU Center for Professional Selling. With the steadfast support of our dedicated faculty and 21 engaged corporate partners, we delivered high-impact, real-world experiences that empowered our students to grow into confident professionals and future sales leaders.

Through a dynamic blend of competitions, mentorships, and career-building events, the Center provided students with unparalleled opportunities to develop their skills, expand their networks, and gain exposure to the demands of the modern sales profession. Our commitment to bridging the gap between classroom learning and career readiness was evident in every initiative we undertook.

Key accomplishments this year include:

- 5 signature events per semester, each designed to foster professional development and industry engagement
- 10 internal sales competitions, judged by sponsoring companies who provided real-time coaching and feedback
- 5 intercollegiate competitions, with a 23-member student sales team proudly representing MTSU
- 1 national competition hosted on campus—the National Tech-Sales Competition, welcoming students from 11 universities nationwide
- 1 sponsored award—the Top Tech Sales Executive Award, presented at the Nashville Technology Council Awards Gala

From networking breakfasts and etiquette dinners to high-stakes competitions and mentorship programs, the Center continues to elevate student readiness and strengthen MTSU's reputation as a leader in sales education.

Together, we are building something powerful at MTSU.



Message from the Director

Dear Friends and Supporters,

As we reflect on the 2024–2025 academic year, I am filled with pride and gratitude for the incredible strides we've made at the MTSU Center for Professional Selling. This year has been a testament to what's possible when passionate students, dedicated faculty, and engaged industry partners come together with a shared vision: to transform education into opportunity.

Our students have risen to every challenge—competing, networking, and growing into confident professionals ready to lead in the evolving world of sales. With 10 internal competitions, 5 intercollegiate events, and the honor of hosting a national competition right here on campus, we've created a vibrant ecosystem where learning is hands-on, feedback is immediate, and growth is exponential.

But our success is not measured by numbers alone. It's seen in the confidence of a student after their first pitch, the mentorships that turn into job offers, and the partnerships that continue to deepen year after year. Together, we are not only preparing students for their first job—we are preparing them for lifelong careers in sales leadership.

To our corporate partners, thank you for your unwavering support and belief in our mission. To our faculty and staff, thank you for your tireless dedication. And to our students—you are the reason we do this work, and your success is our greatest reward.

As we look ahead, we remain committed to innovation, excellence, and impact. The future of sales is bright, and I'm proud to say it's being shaped right here at MTSU.

With gratitude,

Thom Coats
Director, Center for Professional Selling
Middle Tennessee State University



Year in Review 2024-2025

The 2024–2025 academic year was a landmark period for the MTSU Center for Professional Selling—defined by innovation, engagement, and measurable student success. With a focus on experiential learning and industry collaboration, the Center continued to expand its reach and deepen its impact across campus and beyond.

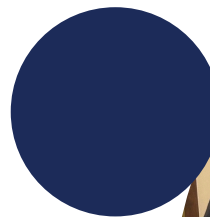
● Expanding Experiential Learning

This year, we delivered a robust calendar of high-impact programming that brought the sales profession to life for our students. Through 10 internal sales competitions and 5 intercollegiate events, students had the opportunity to apply classroom knowledge in real-world scenarios, receive direct feedback from industry professionals, and sharpen their communication, negotiation, and problem-solving skills.

Our 23-member student sales team represented MTSU with distinction at regional and national competitions, demonstrating not only technical proficiency but also the professionalism and poise that define our program.

● Hosting a National Stage

A major highlight of the year was hosting the National Tech-Sales Competition on campus. This prestigious event brought together top sales students from 11 universities across the country, positioning MTSU as a national leader in sales education and innovation. The competition fostered cross-institutional collaboration, elevated our students' exposure to national recruiters, and showcased the strength of our program to a broader audience.



Year in Review 2024-2025

● Strengthening Industry Partnerships

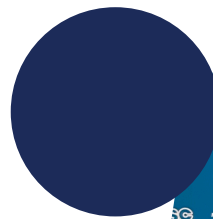
Our 21 corporate partners played a pivotal role in shaping the student experience. From judging competitions and leading workshops to offering mentorship and career opportunities, these partners provided the real-world context and professional insight that are essential to our mission. Their involvement ensures that our curriculum remains aligned with industry needs and that our students are prepared to meet the demands of today's sales landscape.

● Recognizing Excellence

We were proud to present the Top Tech Sales Executive Award for the second consecutive year at the Nashville Technology Council Awards Gala. This recognition not only honors outstanding leadership in the tech-sales space but also reinforces our commitment to celebrating excellence and innovation in the profession.

● Building Confidence and Career Readiness

Beyond competitions and awards, the Center hosted a variety of signature events—including networking breakfasts, etiquette dinners, and professional development workshops—each designed to build confidence, enhance communication skills, and prepare students for successful careers. These experiences helped bridge the gap between academic theory and professional practice, ensuring our graduates are ready to contribute from day one.



Signature Events

Throughout the 2024–2025 academic year, the Center for Professional Selling hosted a series of 25 Partner Participation Events, each designed to immerse students in real-world sales experiences, build professional confidence, and foster meaningful industry connections. These events were made possible through the active involvement of our 21 corporate partners and the enthusiastic participation of our students.



Blue Raider Phone Blitz

Held in the MTSU football stadium press box, this high-energy event brought together students from the Professional Selling and Advanced Selling classes for a live calling session. Each partner representative coached a small team of students, offering real-time feedback and motivation in a fast-paced sales environment.



Morning Networking Event

Hosted in the SunTrust Room of the BAS, this event gave students the opportunity to practice professional networking with guidance from our partners. With over 40 students in attendance, it served as a valuable platform for building confidence and making early career connections.



Mentorship Kickoff Event

At Main Event in Murfreesboro, students were paired with partner mentors for a semester-long experience that included two sales meetings and a job shadow. This program fostered deep, one-on-one learning and helped students gain insight into the day-to-day realities of a sales career.





Business Etiquette Dinner



One of the most popular events of the year, this formal dinner began with a networking session followed by a multi-course meal. Each partner served as a table host, guiding students through the nuances of professional dining and conversation. The event drew 154 attendees and left a lasting impression on all involved.



Professional Selling Event

A cornerstone of the curriculum, this full-day event featured structured 15-minute interviews between students and corporate partners. Each student completed at least eight interviews, gaining valuable practice and often securing internship or job opportunities as a result.



Center for Professional Selling Awards Ceremony

This celebratory evening honored students who excelled in internal competitions, represented MTSU at intercollegiate events, earned professional certifications, and received the prestigious Professional Selling Stole. Partners joined students and their families to recognize these achievements and reflect on a year of growth and success.



Sales Competitions

Internal Sales Competitions

The Center hosted 10 internal competitions throughout the academic year, each designed to simulate real-world sales scenarios and provide students with personalized coaching from corporate partners. These competitions served as a training ground for skill development and a launchpad for intercollegiate success.

Internal Competition Winners:

- NovaTech Sales Challenge
 - Ella Connor, Lydia Evans, Daniel Anger
- 60-Second Spotlight Pitch
 - Riley Hooser, Sam Meyer, Ella Connor
- Spanish Round Spotlight
 - Yessica Vilchiz
- Enterprise Sales Challenge
 - Andrew Priest, Claire Rondolet, Morgan Rueff
- Dale Carnegie Sales Challenge
 - Ella Connor
- State Farm Sales Challenge
 - Shady Abdeimalak

These competitions not only recognized top performers but also helped all participants build confidence, refine their messaging, and prepare for external events.



Intercollegiate Competitions

MTSU's 23-member student sales team proudly represented the university at five major intercollegiate competitions, earning national recognition and showcasing the strength of our program.

Competition Highlights:

- National Collegiate Sports Sales Championship
 - Briggs Rutter ranked #6 in the nation
- Selling with the Bulls
 - MTSU team placed 3rd overall in the top two tiers
- Northeast Intercollegiate Sales Competition
 - MTSU earned 5th place
- Great Northwoods Sales Warm-Up
 - Lauran Mask named Top Salesperson on the MTSU team
- Global Bilingual Sales Competition
 - Both MTSU competitors ranked top in their divisions
- Fastenal Sales Competition
 - Ryan Conger ranked 2nd in the nation

MTSU Intercollegiate Sales Team Members:

Ella Albert, Daniel Anger, Peyton Brown, Madison Burrei, Leland Coleman, Brandon King, Lauren Mask, Sam Meyer, Mia Panzella, Ethan Roy, Briggs Rutter, Halli Smith, Emma Spurlock, Macee Vincent

These students demonstrated professionalism, adaptability, and excellence—earning accolades and building relationships with recruiters from across the country.



National Tech-Sales Competition (Hosted at MTSU)

A major milestone this year was hosting the National Tech-Sales Competition on campus. This event brought together students from 11 universities nationwide, offering a unique opportunity for MTSU to lead on a national stage. The competition featured real-world sales scenarios, cutting-edge technology solutions, and direct engagement with industry leaders.



Corporate Partnerships

The Center for Professional Selling thrives because of the unwavering support and active engagement of our 21 corporate partners. These organizations are more than sponsors—they are mentors, coaches, judges, and champions of our students' success. Their involvement ensures that our curriculum remains aligned with industry needs and that our students graduate with the skills, confidence, and connections to thrive in the workforce.

Partner Engagement by the Numbers

- 25 Partner Participation Events throughout the academic year
- 10 Internal Sales Competitions judged and coached by partner representatives
- 8+ Interviews per student during the Professional Selling Event
- 1:1 Mentorships pairing students with industry professionals
- 1 National Competition hosted on campus with partner sponsorship and involvement

Ways Our Partners Contribute

- Competition Judges & Coaches
- Partners provide real-time feedback and coaching during internal and external sales competitions, helping students refine their techniques and build confidence.
- Mentorship & Job Shadowing
- Through our structured mentorship program, partners guide students through mock sales meetings, job shadowing experiences, and career planning conversations.
- Professional Development Events
- From etiquette dinners to networking breakfasts, partners serve as table hosts, panelists, and workshop leaders—bringing real-world insight into every interaction.
- Recruitment & Hiring
- Many of our partners actively recruit from the Center, offering internships and full-time roles to students they've mentored and evaluated throughout the year.



Our 2024–2025 Corporate Partners

These partnerships are mutually beneficial: students gain access to invaluable industry experience, while companies connect with a pipeline of well-prepared, high-potential sales talent.

- Bedroc
- Boston Scientific
- United Rentals
- Dale Carnegie
- Enterprise
- ECT Fire and Security
- RTS
- Fastenal
- Federated Insurance
- Jackson
- LGFG Fashion House
- Medix
- Novatech
- Oracle
- Preventia
- Rush Enterprises
- Shamrock Trading Corporation
- PLS Logistic Services
- Silo
- State Farm
- Talestry
- WireMasters



Student Development

At the Center for Professional Selling, student development is more than a goal—it's a mission. Our approach is holistic, combining technical training with personal growth, professional polish, and leadership development. This year, we continued to invest in programs that prepare students not just for their first job, but for long-term success in the sales profession.

Mentorship & Job Shadowing

Through our structured mentorship program, students were paired with corporate partners for a semester-long experience that included:

- Two guided sales meetings
- A job shadowing opportunity
- Ongoing career coaching and feedback

This one-on-one engagement gave students a behind-the-scenes look at the sales profession and helped them build lasting relationships with industry mentors.

Professional Certifications

To further enhance their marketability, students had the opportunity to earn industry-recognized credentials, including:

- Certified Business Relationship Builder (CBRB)
 - Recognizes students who demonstrate excellence in relationship-building, communication, and consultative selling.
- Certified Professional Student (CPS)
 - Awarded to students who consistently exhibit professionalism, leadership, and a commitment to continuous improvement.

These certifications signal to employers that MTSU students are not only prepared—they're polished, proactive, and ready to lead.

Career Readiness Initiatives

In addition to competitions and mentorships, the Center offered a range of career-building experiences, including:

- Mock interviews with corporate recruiters
- Resume and LinkedIn workshops
- Sales technology training (CRM, data analytics, and virtual selling tools)
- Personal branding sessions to help students articulate their value in the job market

These initiatives helped students refine their professional presence and secure internships and full-time roles with top employers.

Acknowledgments

The success of the MTSU Center for Professional Selling is built on a foundation of collaboration, generosity, and shared purpose. As we close out another remarkable academic year, we extend our deepest gratitude to the individuals and organizations who made this journey possible.

To Our Corporate Partners

Thank you for your unwavering support, your time, and your belief in our students. Whether you served as a mentor, judge, panelist, or recruiter, your involvement brought real-world relevance to our classrooms and real opportunity to our students. Your partnership is the bridge between education and career success.

To Our Faculty and Staff

Your dedication, creativity, and mentorship are the heartbeat of the Center. You challenge students to grow, support them through every stage of their journey, and model the professionalism we aim to instill. Your work behind the scenes—coaching, planning, and innovating—makes everything we do possible.

To Our Students

Thank you for showing up with curiosity, courage, and commitment. You are the reason we do this work, and your growth this year has been nothing short of inspiring. You've proven that with the right support and the right mindset, anything is possible.

To Our Supporters and Friends

Whether you attended an event, shared a kind word, or helped spread the word about our mission, your encouragement fuels our momentum. We are grateful for your continued belief in the power of sales education to transform lives and careers.

