The 13ᵗʰ Sales Educators' Academy

Sponsored by Florida State University, Crummer School of Business, Aston University, and the Sales Education Foundation.

June 9ᵗʰ-12ᵗʰ, 2025

Premier Corporate Partner - Gartner

*Please note that the SEA program is meant to be a hands-on learning experience. It is not like other conferences where participants pick and choose sessions to attend (or not attend). We encourage participants to be at all sessions and to stay for the entire conference that concludes with a session on teaching that relies on your participation. We look forward to seeing you on Jekyll Island, GA!

Agenda for 2025 Sales Educators Academy (SEA)

Travel day for participants. Shuttles will run hourly (starting at noon) from Jacksonville International Airport to the conference hotel which is:

Courtyard Jekyll Island

178 S Beachview Dr, Jekyll Island, GA 31527

Please feel free to join us at the pre-conference reception from 6:30 to 8:00 pm. The location is the lobby bar located in the main foyer of the hotel. SEA Attendees will be able to check-in for the SEA conference at this welcome reception as well.

Day 1: Tuesday, June 10th, 2025 – Courtyard Jekyll Island

**8:00 – 8:30 – Registration SEA Main Conference Room
(Coffee, Drinks & Light Pastries provided)**

8:30 – 8:45 – Welcome Message from SEA Planning Chairs
The SEA Organizers and Sponsors will welcome the participants to the 13th Sales Educators event.

8:45– 10:00 – The Evolution of Sales: How Technology and Changing Buyer Behavior Are Reshaping Sales Organizations – Gartner Research and Insights Team Followed by Reactions from Panel of Corporate Chief Sales Officers.
The nature of sales is evolving faster than ever, driven by advancements in technology, shifts in buyer expectations, and the growing role of data-driven decision-making. This session will take a corporate perspective on how leading sales organizations are adapting to these changes. From AI-driven sales enablement and automation to the increasing importance of multi-channel engagement and value-based selling, we will explore the trends shaping the future of sales. In this session, attendees will hear from the Gartner Insights and Research Team that presents research about the evolving nature of sales and sales enablement. Then, we will have a panel of Chief Sales Officers from 3 different industries comment on how these trends are playing out in their sales organizations.

10:00 – 10:45 – The Changing Role of Salespeople from the Sales Education Perspective – Howard Dover, University of Texas Dallas

As sales technology continues to advance at a rapid pace, the role of the modern salesperson is being redefined. In this forward-thinking session, Dr. Howard Dover from UT-Dallas will explore the latest innovations in sales technology—from AI-powered sales assistants and automation tools to data-driven decision-making and digital engagement platforms. Dr. Dover will lead a discussion how these advancements are reshaping the responsibilities and skill sets required of today's sales professionals. More importantly, he will help attendees understand the critical implications for sales education. How should sales programs evolve to prepare students for a tech-driven sales environment? What emerging competencies should professors be integrating into their curriculum?

10:45-11:00 - Coffee Break

11:00 -11:40 – The Evolution of Sales Skills: A 20-Year Meta-Analysis and Implications for Sales Education – Peter Kerr, University of New Brunswick (Canada)

What are the most critical sales skills for success in today's marketplace—and how have they evolved over time? This presentation will review findings from a comprehensive meta-analysis of research on sales skills over the past decade, identifying the competencies most valued by employers and most predictive of sales performance. Additionally, we will explore how these essential skills have shifted over the past 20 years, reflecting changes in technology, buyer behavior, and sales strategy. The session will conclude with an interactive discussion on what these findings mean for sales educators. Are we equipping students with the right skills to meet current industry demands? Should curriculum, training methodologies, or experiential learning approaches be adjusted to keep pace with evolving expectations?

11:40 – 12:10 - How to Train Your AI Dragon: Evaluating AI Tools for Grading Sales Role-Plays – Anita Dale, UT Dallas

Can AI accurately evaluate sales role-plays the way human sales leaders do? This session will present groundbreaking research from the Florida State University Sales Institute on the use of AI tools, such as ChatGPT, to assess student sales role-plays. Using data from hundreds of role-plays at the International Collegiate Sales Competition, the FSU team has trained AI models to generate scores and feedback that closely align with how sales leaders evaluate real-world sales performance. The presentation will explore key findings on AI's accuracy, consistency, and potential biases, while also addressing best practices for integrating AI-based scoring into sales education. Professors looking to leverage AI in their courses will gain practical insights on setup, training, and implementation strategies.

12:10 - 1:00 – Lunch

1:00 – 1:45 – What Are Companies Looking for in the Next Generation of Sales Student – Gartner Collegiate Recruitment Team

As the sales landscape evolves, so do the skills and attributes that companies seek in new hires. In this session, the Gartner Collegiate Recruitment Team will provide valuable insights into what employers are looking for in the next generation of sales professionals. From technical proficiency with sales technology to emotional intelligence, adaptability, and strategic thinking, attendees will gain a clearer understanding of the competencies that set top candidates apart.

The discussion will also cover how universities can better prepare students to meet these expectations, ensuring that sales programs align with real-world hiring needs. Whether you're an educator looking to refine your curriculum or a career services professional helping students navigate the job market, this session will offer actionable takeaways on bridging the gap between academia and industry expectations.

Ian Speakman Innovations in Teaching Finalists Presentations

1:45-2:20 - Sales Excellence: Gaining Sales Process Mastery and Creating Impactful Content Through Internships or Advanced Classes – Blake Nielson, Weber State University

Building a sales playbook is a powerful way for students to demonstrate their mastery of the sales process while gaining a tangible asset for their job search. This session will explore how a sales internship course was transformed to require students to develop a comprehensive sales playbook for their company, covering everything from prospecting to post-sale service. Attendees will learn about assignment structure, rubrics, editing guidelines, and best practices for implementing this project, as well as how it serves as a capstone assessment for curriculum accreditation. The session will also highlight student success stories, showcase top playbooks, and provide practical takeaways for integrating this hands-on learning experience into sales programs.

2:20 - 2:55 – Innovating Sales Technology Education: Integrating a Sales Technology Competition for Hands-On Learning - Chris Wilkey and Austin Hostetter, Ball State University

As sales technology continues to evolve, it's essential to equip students with both traditional sales techniques and modern digital strategies. At Ball State University, they have transformed their Sales Technology course to reflect these industry shifts, integrating lead generation, inbound marketing, social selling, and AI-driven tools alongside CRM and Excel skills. This year, they introduced an interactive competition using HubSpot, where students navigate real-world sales scenarios, create targeted content, engage prospects in a digital-first environment, and transition conversations into face-to-face meetings. This session will explore how this competition fosters critical thinking, problem-solving, and adaptability, ensuring students graduate with hands-on experience and a competitive edge in today's tech-driven sales landscape. Attendees will gain insights into competition structure, learning outcomes, and implementation strategies to bring this dynamic approach to their own sales programs.

3:55-3:25   Afternoon Coffee Break

3:25 – 4:00 - Enhancing Cross-Cultural Selling Competence: A Framework for Real-Time Role-Switching and Cultural Mentorship in Sales Role Play Simulations – David Baker, University of Louisiana

As sales increasingly transcend borders, cross-cultural selling skills are essential—but often underdeveloped in sales education. This session introduces a dynamic experiential learning approach that immerses students in real-time cross-cultural sales role-plays, role-switching, and peer-led cultural mentorship. Through scenarios such as negotiating with a Chinese firm, delivering a sales pitch in Latin America, and handling objections in a Middle Eastern B2B deal, students rotate between roles as buyer, seller, and cultural mentor to develop cultural adaptability and selling intelligence. Rooted in Experiential Learning and Cultural Intelligence theories, this method is scalable for in-person, hybrid, and online courses. Attendees will leave with practical strategies for integrating culturally adaptive selling techniques into their curriculum to better prepare students for today's global sales environment.

4:00 – 4:35– Teaching Ethics in Sales: Developing Trust-Based Decision Makers – Lee Allison, Texas A&M University

Ethical decision-making is essential in sales, particularly in complex, relationship-driven environments where trust and long-term success are at stake. This session explores an experiential learning approach that integrates stakeholder perspective-taking, emotional intelligence, and moral reasoning to prepare students for real-world ethical dilemmas. Rather than teaching ethics in isolation, this method embeds ethical decision-making into key sales competencies such as relationship management, technical communication, and strategic thinking. Attendees will learn practical strategies to help students navigate ethical challenges, develop judgment skills in a safe learning environment, and understand that ethical behavior is not just about following rules—it's about building sustainable, trust-based business relationships.

5:00-6:00 pm – Private Jekyll Island Millionaires Row Tour

6:00-7:00 – Jekyll Island Club Cocktail Hour

(Bus Departs for Hotel by 6:45 pm)

Day 2: Wednesday, June 11th, Courtyard Jekyll Island

8:00 – 8:30 – Coffee and Light Pastries

8:30 - 9:05 – Integrating Purchasing and Sales Classes to Create Holistic Learning Experiences – Susan Shultz, University of Toledo

This session explores an innovative approach to business education by integrating purchasing and sales courses, providing students with a comprehensive understanding of the buyer-seller dynamic. By bridging these traditionally separate disciplines, educators can enhance student engagement, improve real-world application, and foster strategic thinking. The presentation will highlight curriculum design strategies, collaborative projects, and assessment methods that create a more immersive and practical learning experience.

9:05 – 9:50 – The Future of Corporate Sales Training: Trends, Innovations, and Implications for Sales Education – Gartner Sales Learning and Development Team
As companies continue to evolve their sales training programs to meet the demands of a rapidly changing marketplace, what does the future hold for corporate sales training? This session will explore emerging trends, innovations, and best practices shaping the next generation of sales training programs, including the impact of AI-driven coaching, personalized learning paths, and data-driven sales enablement strategies. The discussion will also examine what these shifts mean for collegiate sales education. Are we adequately preparing students for the training environments they will encounter in their careers? How can professors integrate corporate best practices into their curriculum to create a seamless transition from the classroom to the sales floor? Attendees will gain valuable insights into the evolving landscape of sales training and leave with practical strategies for aligning their teaching approaches with the expectations of today's corporate sales organizations.

9:50-10:20 – Are Our Sales Students Using the Right "Marketing Messages" About Themselves in Job Pursuits? - Vivek Astvansh, McGill University
As sales educators, we play a critical role in preparing students for successful careers by providing resume feedback and guidance. But how well do sales students' resumes align with the actual qualifications employers seek? This presentation shares research findings from an analysis of sales students' resumes compared to the keyword requirements of entry-level sales job postings. By examining patterns in language, skills, and experiences emphasized by students versus those prioritized by hiring companies, we uncover key insights into potential gaps and areas for improvement.

10:20- 10:45 – Break

10:45 – 11:15 – CONCURRENT SESSIONS:
A - "Choose Your Own Adventure Experiential CRM Project" for Teaching CRM Technology to Sales Students – Barb Barney-McNamara, University Illinois-Chicago
CRM proficiency is an essential skill for sales graduates, yet incorporating CRM training into sales courses comes with challenges such as software access, data availability, and hands-on learning opportunities. This session will explore practical ways to teach CRM effectively, with a focus on using HubSpot's Educator Partner Program and SalesForce Trailhead to provide a hands-on, interactive experience for students. Attendees will learn how to design a simulated sales environment where students act as a sales team, engage in scenario-based role-play, manage leads, track customer interactions, and analyze pipeline data—mirroring real-world CRM usage. Professors will leave with actionable insights on how to equip students with practical CRM experience that enhances their job readiness and career prospects.

B- The Lost Perspective? Re-Evaluating the Role of the Buyer in Sales Role-Plays – Chuck Viosca, Florida State University
With the rise of AI-driven and simulated role-plays, sales students are increasingly practicing their selling skills with computer-generated buyers rather than their peers. While this technology provides efficiency and consistency in training, it also removes a critical learning experience— playing the role of the buyer. Are we missing a valuable teaching moment? This session will explore what students gain from acting as buyers in traditional role-plays, including a deeper

understanding of customer decision-making, the importance of active listening, and empathy for buyer challenges. We'll also discuss best practices for ensuring students who take on the buyer role contribute meaningfully to their peers' learning experience, including how to structure the activity, provide feedback, and align it with key sales competencies.

11:15 – 11:45 – CONCURRENT SESSION
A - Teaching Emotional Intelligence in Sales: Using CIVILTALK to Build EQ Skills – William Ryan, University of Connecticut
Emotional Intelligence (EQ) is a critical differentiator in sales success, influencing everything from relationship-building to resilience in the face of rejection. But how can sales educators effectively teach and develop EQ skills in their students? This session will explore proven strategies for integrating EQ training into sales education, with a special focus on CIVILTALK—a tool designed to help students improve self-awareness, active listening, empathy, and conversational intelligence. We'll discuss how to incorporate CIVILTALK into role-plays, coaching exercises, and feedback sessions to help students strengthen their ability to connect with buyers, manage emotions, and navigate complex sales conversations. Attendees will leave with practical methods for embedding EQ development into their curriculum, ensuring that students not only master sales techniques but also cultivate the emotional intelligence needed to thrive in today's relationship-driven sales environment.

B - Gen Z Has Arrived! Bridging the Generational Gap in Sales Education- Leff Bonney, Florida State University
Gen Z is entering the college classroom in full force, bringing with them new expectations, learning styles, and approaches to communication. For sales educators—especially those who have been teaching for decades—the gap between professor and student is widening. How do we adjust our teaching methods, course design, and engagement strategies to effectively prepare this next generation for success in sales? This session will explore what makes Gen Z different, from their preference for digital-first learning and instant feedback to their values-driven approach to career choices. We'll also discuss practical strategies for adapting curriculum, coaching methods, and technology use to better connect with and develop Gen Z sales talent. For **_seasoned_** educators, this is a chance to reflect on how your teaching style has evolved (or hasn't) and what adjustments might be necessary to stay relevant and impactful.

11:45 – 12:45 pm – Lunch Building the Gartner Teaching Toolbox

12:45 – 1:30– Do's and Don'ts of Students Actively Selling: Lessons Learned from the Field – Dimitri Kapelianis, University of New Mexico
One of the best ways for students to develop real-world sales skills is by actively selling within their sales programs. Whether it's selling sponsorships, event tickets, fundraising products, or actual B2B solutions, these hands-on experiences provide unmatched learning opportunities—but they also come with challenges. In this session, we'll explore the do's and don'ts of incorporating active selling into a sales curriculum, drawing from real experiences of programs

that have successfully implemented these initiatives. We'll cover common pitfalls, including ethical considerations, managing student motivation, and ensuring a structured learning environment, as well as best practices for maximizing student development and performance. Attendees will walk away with actionable strategies to implement or improve active selling experiences in their programs, ensuring that students not only gain valuable sales experience but also develop the confidence, resilience, and adaptability needed for their future careers.

1:30 – 2:15 – CONCURRENT SESSIONS

A – So You Want to Start a Sales Program? USCA Representatives

Launching a formal sales program can be an exciting yet complex undertaking, requiring strategic planning, stakeholder buy-in, and resource allocation. In this session, facilitated by the University Sales Center Alliance (USCA), attendees will gain a step-by-step roadmap for building a successful sales program, from curriculum development and industry partnerships to securing funding and faculty support. Experienced sales educators will share best practices, lessons learned, and key pitfalls to avoid, ensuring that new programs are designed for long-term sustainability and impact. Whether you're in the early planning stages or looking to expand an existing initiative, this session will provide the insights, frameworks, and actionable strategies needed to establish a thriving, industry-aligned sales program at your institution.

B – Do We Need a New Model for Sales Program Funding?

As the number of sales programs continues to grow, corporate sponsors are increasingly questioning the rising costs of traditional sponsorship models. Is it time to rethink how we fund sales programs? This interactive session will challenge attendees to explore new, creative funding strategies beyond the conventional corporate sponsorship model. Participants will engage in collaborative discussions to identify alternative revenue streams, such as subscription-based partnerships, revenue-sharing models, alumni-driven funding, experiential learning initiatives with corporate ROI, and university-integrated funding strategies. Attendees will also explore creative ways to successfully diversify their funding sources while maintaining strong corporate relationships.

2:15 – 4:30 – Innovative Teaching Idea Planning Sessions

This interactive session invites faculty to collaborate, brainstorm, and design innovative teaching strategies for sales education. Participants will break into small groups, select a key topic in sales education (e.g., prospecting, negotiations, CRM, ethics, or AI in sales), and then develop a creative approach to teaching it in the college classroom. Whether through gamification, experiential learning, role-play innovations, or digital tools, each group will explore new, engaging methods to enhance student learning. Afterward, groups will share their ideas with the larger audience, sparking discussion and providing fresh perspectives that attendees can take back to their own classrooms. This hands-on, idea-sharing session is perfect for educators looking to reimagine their teaching methods and inspire deeper student engagement in the evolving world of sales education.

5:00-6:30 pm – Jekyll Island Dolphin Tour

Day 3: Thursday, June 12<u>th</u> – Courtyard Jekyll Island

8:30 – 9:00 – Coffee and Light Pastries

9:00-9:45 - Innovative Teaching Idea Planning Sessions (continued from Day 2)

9:45 - 12:15 – Interactive Teaching Sessions–

In this session, SEA participant teams will present an innovative sales or sales management topic just as they would to a class of sales students. Teams can divide the content for each part of the lecture however they like. These sessions will also be video-taped and the recordings will be available on the SEA website shortly after the program ends.

12:15 – 12:30 – SEA '25 Closing Remarks

The SEA Program will provide a shuttle to Jacksonville International Airport leaving Jekyll Island around 1:00 pm. If you would like to take advantage of this shuttle, then please book your flight for a 3:15 pm (or later) departure.