



LEWIS COLLEGE OF BUSINESS
BRAD D. SMITH SCHOOLS OF BUSINESS
MONDAY MORNING MEMO
from Associate Dean Nancy Lankton

April 25, 2022

Updates from the Transformative Sales & Service Excellence Center

Perfect Pitch Event

On Thursday, March 3, 2022, the Transformative Sales and Service Excellence Center (the Sales Center) successfully hosted its Perfect Pitch event in the Memorial Student Center. About 30 business/marketing/sales students signed up for this event to showcase their best personal brand statement and get creative to sell a product/service or idea of their choice with real business professionals. A total of seven sales directors and executives from Clark Dietrich, N3/Accenture, Service Wire, and State Farm (sponsors of the Sales Center; listed in alphabetical order) participated in this event by practicing the pitches with the students and providing feedback. Meaningful connections have been made between students and business professionals.

Sales Networking Day

On Thursday, March 24 2022, the Transformative Sales & Service Excellence Center (the Sales Center) successfully hosted its signature event; Sales Networking Day for the Spring 2022 semester. With more than 65 students and community members attending, this event included a panel consisting of sales professionals from various industries, where participants had the opportunity to hear unique outlooks and valuable take-aways based on each company's respective industry. The high-

power panel consisted of sales experts from Clark Dietrich, N3/Accenture, Service Wire, AegisInsure, and Realty Exchange. Following the panel, the attendees were able to network and mingle with the professionals to gain more personalized insights into their career of interest.



Coalfield Development SEED's Workshop

On Thursday, March 10, 2022, the Transformative Sales & Service Excellence Center (the Sales Center) has held a successful workshop this year for one of their sponsors, Coalfield Development. The workshop was attended by creative and innovative local West Virginian SEED start-ups that work with Coalfield Development. This workshop was interactive

and customized to the participants with two major topics: (1) driving emphasis towards the importance of demonstrating social impact and storytelling the value of their products/services, and (2) utilizing a sales framework and methodology to formulate systematic (as opposed to random) sales approaches.

University of Kansas / King's Hawaiian Professional Sales Competition

For the first time, a Sales Team representing Marshall University traveled across the country to showcase their creative problem solving and selling skills. On April 8 and 9, 2022, the Marshall University Sales Team – Gabe McGinnis, Maddy Branham, Jada Betaudier, and Benjamin Fain – attended the KU / King's Hawaiian Professional Sales Competition to test their skills against eleven other teams of sellers across the nation. The participating universities included:

- University of Arizona
- University of Central Missouri
- Emory University
- University of Iowa
- University of Kansas
- Kansas State University
- Loyola Marymount University
- Marshall University
- University of Minnesota
- University of Nebraska
- University of North Dakota
- Texas Tech University

With the support of their coaches, Dr. Monica Weiland Hadi Atassi, the Sales Team applied their skills and experience after weeks of training. During two rounds of roleplay, the Marshall Sales Team was challenged to identify needs, goals, and responsibilities, present clear, effective, and creative solutions, and formulate a comprehensive, leveraged, goal-oriented solution to best fit a potential buyer of King's Hawaiian. In the end, the Team proved to be formidable competition among other large universities, and were able to make impactful impressions among the King's Hawaiian representatives, who also posed as "buyers" in roleplays and judged the performances. The team experienced tremendous growth as a result by gaining valuable insight into the structure, expectations, and strategies to perform effectively in this competitive selling setting.



SEF TOP Sales Universities

For the first time ever, Marshall University's Sales Program has been recognized and listed on the 2022 SEF (Sales Education Foundation; <https://salesfoundation.org/>) Top Sales Universities. SEF is the most widely used reference resource that recognizes the best programs in Sales Education.



Delta Sigma Pi 20th Anniversary Celebration

The Marshall University Xi Upsilon Chapter of Delta Sigma Pi celebrated its 20th anniversary last Friday, April 22, at the MU Student Center. The event was attended by students, faculty, staff, and alumni.

Guest speakers included the MU Provost, Avi Mukherjee, who is a Delta Sigma Pi brother, Interim Dean of the Lewis College of Business, Jeff Archambault, and Associate Dean, Nancy Lankton. The chapter's faculty advisor, Glen Midkiff, Chief of Staff MU Academic Affairs and Director of the Rahal Center for Strategic Engagement spoke about what it means to be a faculty advisor and his efforts to nurture the students.

Recipients of the 2021 and 2022 alumni awards were James Kuhn and Mark Sharp, respectively. Mark Sharp is the Founding President of Marshall's Xi Upsilon Chapter.

Other speakers included Onuka Ibe, Past Grand President of Delta Sigma Pi, and Dale Clark, Director of Chapter and Expansion Services for Delta Sigma Pi.

Delta Sigma Pi is a coeducational business fraternity. It was founded in 1907 and currently has 224 active chapters and 280,000 initiated members. It is currently headquartered in Oxford Ohio.

The event was emceed by Laura Hunley, the Chapter President. Other student members who helped organize the event include Natwara Anukrathporn, David Estep, Hideyo Kanai, and Loran Lynch. The event was sponsored by Dick Jackson, Fox Ordering Company, and Servicewire Company. Thanks to the sponsors, alumni, students, and staff for making this event a success!

Beta Gamma Sigma Class of 2022



Marshall University's Lewis College of Business and Brad D. Smith Schools of Business inducted its Beta Gamma Sigma Class of 2022. The Induction Ceremony was held on Friday, April 22, in the Don Morris Room at the Memorial Student Center. 44 students were inducted in the Class of 2022, one of the largest in the chapter's history.

The 2022 Dr. Harlan Smith Honorary Inductee and keynote speaker for the ceremony was Brandon Dennison, CEO of Coalfield Development. Coalfield Development is a leading social enterprise focused on inspiring the courage to grow, activating the creativity to innovate, and cultivating communities of opportunity in central Appalachia. Provost Avinandan Mukherjee and Interim Dean of the Lewis College of Business Jeff Archambault provided opening remarks and introductions.

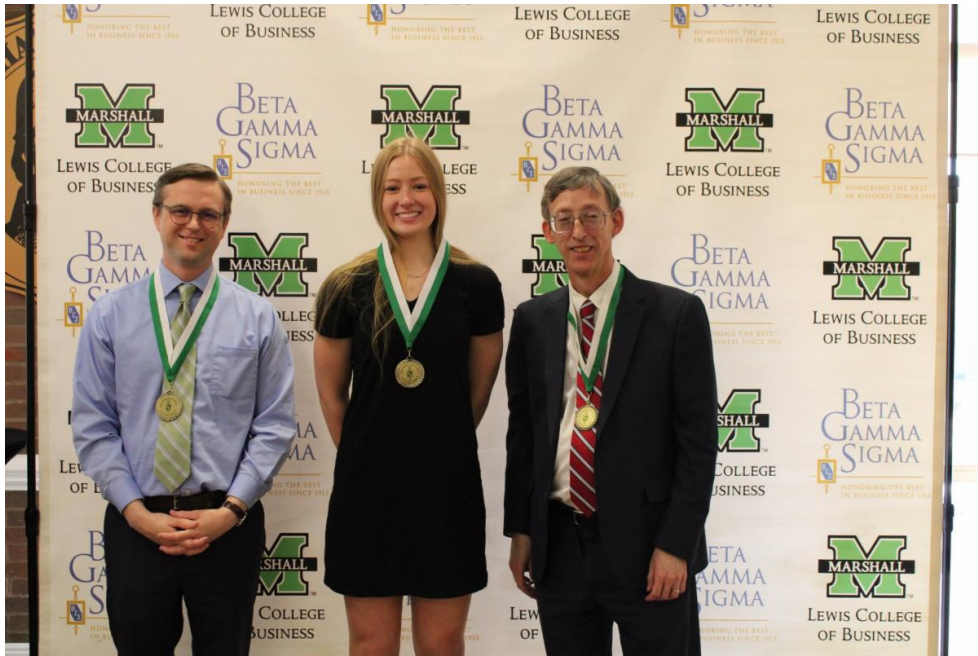
In addition to the recognition and distinction as one of the best business students at Marshall University and in the world, student inductees receive many exclusive benefits such as a Beta Gamma Sigma medallion that they wear over their graduation robe.

Marshall University established its Beta Gamma Sigma Chapter in 1999. Beta Gamma Sigma is the official honor society of the Lewis College of Business and the Brad D. Smith Schools of Business. Membership is by invitation only, based on Class Rank. Only the top 7% of juniors, the top 10% of seniors, and top 20% of master's students are invited to join Beta Gamma Sigma.

Beta Gamma Sigma is also the official honor society of the Association to Advance Collegiate Schools of Business—the premier business school accrediting body in the world. For the last 4 years running, Marshall University's chapter has been recognized as a "high honors" chapter and, in 2019, achieved "Highest Honors" status.

Faculty advisors for Beta Gamma Sigma are Ben Eng, Nabaneeta Biswas, Timothy Bryan, and Lacie Bittinger. Student leaders are Kelly Leonard, Annika Behnke, and Lainey Blatt.

Pictures from the ceremony can be found on the chapter's Facebook



For more information contact [Nancy Lankton](#)



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