



KELCE
COLLEGE OF BUSINESS
Pittsburg State University

Center for Professional Selling

Professional Sales Advisory Board Meeting Minutes

10:00am – 2:00pm – Block22 Vault

February 20, 2026

Present: Lizzy Jeronimus, Nick Brandecker, Rye Addis, Aaron Kolich, Zach Boehme, George Yaghmour

Absent: Matt O'Doherty, Zach Perez, Brook Arnold, Amy Penny, Tonya Poe

1. Welcome & Opening Remarks

Dr. Lynn Murray, Associate Dean, Kelce College of Business, called the meeting to order and welcomed attendees.

- a. Welcome and opening remarks.
- b. Kelce College of Business Updates
- c. Advisory board members, faculty, and staff introduced themselves.

2. Center for Professional Selling Presentation

- a. The purpose of the meeting was outlined:
 - i. Introduce the Center for Professional Selling
 - ii. Engage advisory board members as strategic partners.
 - iii. Gather insights on industry trends and workforce needs.
 - iv. Identify opportunities to shape the future direction of the program.
- b. Current State of the Center for Professional Selling
 - i. Program overview
 1. A comprehensive overview of the Center for Professional Selling was presented, including:
 - a. Website Preview
 - b. Curriculum Structure
 - c. Enrollment Snapshot
 - d. USCA
 - i. USCA Introduction
 - ii. Status of Associate Membership Application
- c. Vision & Priorities (Next Academic Year) for the Center for Professional Selling
 - i. Curriculum expansion
 1. Sales Management Course

- a. Renaming MKTG 450 & MKTG 451
 - 2. Legislate Professional Selling & Sales Management Minor
 - ii. Experiential Learning Initiatives
 - 1. Sales Competitions
 - 2. Role-play Training Room
 - 3. Industry Engagement Opportunities
- d. Strategic Goals 1-3 Years for the Center for Professional Selling
 - i. Develop programming for non-degree seeking professionals.
 - ii. Continued curriculum innovation and expansion
 - iii. Create corporate partnerships to help fund strategic initiatives.
 - iv. Compete regionally and nationally in sales competitions.

3. Brainstorm Session

- a. Advisory board members participated in a structured brainstorming activity. Members responded to five guiding questions by writing their thoughts on sticky notes and sharing ideas and experiences related to each prompt.
- b. Questions:
 - i. What tools, technologies, or platforms should students be exposed to before graduation?
 1. CRM tools (*HubSpot, Salesforce, etc.*), sales programs (*Miller Heiman, Challenger, etc.*), prospecting software.
 2. Book recommendations: *Super Communicators, Growth Mindset (Carol Dweck), 7 Habits of Highly Effective People (Stephen Covey)*
 3. *AI, Planning Systems, CRM, The Art of Conversation, Office Product Suite, Writing (Emails, Text, etc.)*
 4. *Learn how to leverage AI into knowledge and mentorship network.*
 5. *Know a CRM system (Salesforce, etc.)*
 6. *Being able to integrate AI with face-to-face skills*
 7. *Knowing how to leverage social media for prospecting*
 - ii. If you could redesign our sales curriculum, what would you add or remove?
 1. *Require internships and know what you are doing on a day-to-day basis.*
 2. *Heavily discuss the “sales process”*
 3. *Activity based grading systems. Why? Salespeople fail every day, fail faster and learn faster.*
 4. *Professional communication (etiquette, organization skills) and goal planning (metrics)*
 5. *Split Sales Management course (done)*
 6. *Financial Selling GPM*
 7. *Sales call planning: shows / meetings.*
 8. *Critical thinking*
 9. *Growth mindset*
 10. *Psychological safety*

11. *Color insights*
 12. *Business to Business Sales (software specifically)*
 13. *How to run a meeting and how to run a demonstration of a software system*
 14. *Sales role differentiation*
 15. *Modern ways to prospect into new accounts.*
 16. *Sales operations*
- iii. What skills are most lacking in entry-level sales hires today?
1. *Experience & exposure*
 2. *Missing resume builders*
 3. *Soft skills, how to connect with people.*
 4. *Moving a sale from start to finish.*
 5. *Drive, understanding sales, conversation, meeting/planning, handling objections, negotiations.*
 6. *Communication / interpersonal skills & critical thinking skills*
 7. *Tenacity, work ethic, people skills, and grit*
 8. *Call reluctance, unwilling to talk to enough people, thick skin, and grit.*
 9. *Differentiating from “marketing”*
- iv. What makes a university sales program stand out for employers?
1. *Differentiating from “marketing”*
 2. *Real work certifications or books that employers know of*
 3. *It shortens the onboarding process.it demonstrates that the student has a baseline understanding of what the expectations will be.*
 4. *Connections to the business world and adaptability to the times.*
 5. *Internship programs with case studies*
 6. *Being relevant today*
 7. *The “name” (Wharton, etc.)*
- v. What would make our graduates immediately stand out in the hiring process?
1. *Any type of sales background*
 2. *Experience in school & in the real world*
 3. *Commitment to sales*
 4. *Good planners & time managers*
 5. *Competitive (hate to lose)*
 6. *Open to feedback*
 7. *Drive to succeed first rather than worry only about more.*
 8. *Internships & role play experience.*
 9. *Cold calling*
 10. *Being ok with being uncomfortable*
 11. *The ability to handle tough questions.*

12. Having this certification shows that the person has a general understanding of what they are applying for and can scale up quickly, which in turn leads to less turnover.

13. Tangible numbers and sales metrics

14. Simulated cold call data (20 per day / 50 per week, etc.)

15. Having some type of sales experience (job or internship)

16. Ability to reference this certificate.

4. Lunch & Student Engagement

- a. Kelce College of Business provided lunch.
- b. Board members participated in informal networking and open discussions with sales students.
- c. Dr. Grimes joined the group for lunch.

5. New Kelce College of Business Building Tour

- a. The board visited the construction site of the new Kelce College of Business building.
- b. A formal tour was led by Dr. Paul Grimes, Dean of the Kelce College of Business.

6. Adjournment

- a. The meeting concluded at 2:00 PM.
- b. The board was thanked for its commitment to the Center for Professional Selling and continued support of the Kelce College of Business.