

BACHELOR OF BUSINESS ADMINISTRATION IN Professional Sales



PROGRAM OVERVIEW »

BACHELOR OF BUSINESS ADMINISTRATION | MAJOR | MINOR

The world's economy is suffering from an absence of trained sales professionals. As sales looks to evolve from transactional, boots-on-the-ground models, salespeople require the tools to assess customer needs, forecast global and regional trends, and partner to create comprehensive solutions. The Centurion Sales Program is designed to bridge that gap between the classroom and real-world performance.

As a student, you will gain unique sales knowledge to support your individual ambitions. The program offers interactive courses in our cutting-edge video sales labs, professional development opportunities and a far-reaching community of faculty, alumni and partners committed to sales excellence in Florida and beyond.

BRINGING TECHNOLOGY TO SALES EDUCATION »

The epicenter of the Centurion Sales Program is its innovative facilities, featuring specialized sales training labs outfitted with state-of-the-art audio and video equipment. Within these labs, students develop and hone their skills in sales, practicing sales calls and role-plays with customers.

Students can access the sales lab recordings, reviewing their own performances. Faculty annotate the videos, reinforcing positive sales techniques and providing direction to students as their sales skills grow.

FACULTY »

Our faculty originate from diverse sales backgrounds, uniting their experience in both professional and educational areas such as pharmaceutical sales, entrepreneurial sales valuation, sales strategy and negotiation.

- **John Riggs**, DBA, Kennesaw State University
- **Dena Hale**, Ph.D., Southern Illinois University Carbondale

Do you want to pursue selling as a career? Do you need help selling your personal brand so that you can succeed in music, athletics or politics? Whether you have a passion for sales or a passion for something that needs to be sold, the Centurion Sales Program will provide you with the selling, leadership and negotiation skills that you need for success beyond Stetson University.

SUCCESS STORIES »

Isabella DeRienzo '22

As a recent graduate of the Centurion Sales Program and Account Executive at an established tech startup, I can proudly say I'm successfully navigating the corporate world because of what I learned in the program. I never realized just how far the program would set me apart from my more tenured peers. Not only did I have a rock-solid sales acumen, but also networked with other college students at sales competitions, who are now my coworkers. Having experienced sales competitions, I felt prepared for my new role, and was able to exceed every metric expected of me. The teachings of the program are directly applicable to being a great salesperson, and I use what I learned from my classes daily. I have a deep understanding of the way sales organizations work, so when changes happen, (which in tech, they do, often) I can more easily adapt and determine how to be strategic moving forward. We are so lucky to have professors that genuinely care, and are passionate about the craft of selling. I'll leave you with this: I am now in a closing sales role as an Account Executive for North Dallas within just a year of graduating - Get involved, take the risks. Because they pay off!

Christina Nikolai, MBA '20 and '22

Being a member of the Centurion sales program helped shape me in many ways as not only a student but as a leader. My sales knowledge has helped me in my professional career as a collegiate lacrosse coach of a nationally ranked team. I leverage my sales skills through the recruiting process of prospecting new talent for our program and selling our team and culture every day to the best of my abilities. My sales knowledge has taught me how to be a better communicator and listener and has taught me how to help set my players up for success in their professional lives after school. Having the opportunity to work with student athletes every day and help them grow on and off the field is extremely rewarding. I am forever grateful for Dr. Riggs and his coaching to help mold me into the coach I am today!

Gaven DeFilippo

Undergrad ('18): Professional Sales and Sports Business

Masters ('20): M.B.A

As a recent member of the first cohort of graduating students of the Centurion Sales Program and current pharmaceutical sales representative, I cannot express the magnitude and importance this program holds. The skillset that I have acquired through this program have catapulted my career 2-3 years down the line. I am able to artistically communicate and challenge top level health care professionals to prescribe life saving medication. It is both humbling and fulfilling to be ambitious for patients, while achieving my professional goals at the same time. If you are looking for a program that truly impacts every facet of your life, then you have found your place with the Centurion Sales Program. Whatever you're passionate about, whether it's a career in sales or something completely unrelated, if you want to be the best at what you do and if you want to accelerate your career you need these skills in your toolbox.

BEYOND THE CLASSROOM

Selling is a fundamental part of every business; knowing how to effectively and persuasively sell an idea, a product, a service, point of view or even yourself is critical to long-term success.

Through coursework, role-plays and projects, you will develop persuasive communication skills that build long-term relationships. With a solid understanding of the consultative selling process, you will be prepared for a career in sales, sales management and sales leadership in any organization or industry.

- Oracle
- Gartner
- Citrix
- Brown & Brown Insurance
- TEKsystems
- AT&T



Scan to apply today!

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