Gain the skills and confidence to build a successful career in sales and beyond!

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.

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.

Program Highlights

**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.

**Career Significance**

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.
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.

James Fyles, M.B.A., Rollins College
Marleen Pope, D.B.A., Kennesaw State University
John Riggs, D.B.A., Kennesaw State University

Success Stories
Jordan Ewud, senior, sales minor

The Centurion Sales Program has directly impacted me academically, personally and professionally. The program fosters valuable transferable skills that I used to differentiate myself from other candidates this past summer in attaining a Fortune 100 internship.

In October 2017, I received the honor of representing Centurion Sales at the Intercollegiate Sales Competition (ICSC) in Orlando. I felt well-prepared and confident going into the competition because of the lessons learned in the classroom, which are easily applied to real-world scenarios. The brand new sales lab technology made it easy for me to see my mistakes live on camera when in a selling situation, correct these minor errors and move forward in the actual competition even when facing top competitor universities.

Jodi Campbell, senior, sales minor

For me, the sales program has been really eye-opening. It has drastically changed my view of sales as a profession. I have learned how to meet, treat and interact with people. Beyond personality and drive, I have begun to learn the leadership and emotional intelligence skills that are essential to becoming successful in sales. At the end of the day, no matter what I do, I am still selling something to someone. Whether I am in a doctor’s office or a law office, I’m still convincing someone of something and I need those emotional intelligence skills to be able to relate back to them and tell them, okay, this is what you really need.