

JONES COLLEGE OF BUSINESS

Marketing

Professional Selling Concentration



Businesses are looking for successful sales professionals who are goal-oriented, eager to build relationships, initiative-taking and enthusiastic. Through coursework, experiential learning, extracurricular activities, and interaction with sales professionals, our students prepare for the transition into the business world.

MTSU's Professional Selling Concentration helps students:

- Build professional communication skills through practice in the Mel Adams State Farm Agent Professional Sales Lab
- Develop self-confidence
- Become critical thinkers and problem-solvers
- Learn through application-based courses
- Be ready to start a sales career and generate results
- Connect with professionals through the IGA Office of Professional Sales

The IGA Office of Professional Sales has been established to deliver innovative sales education to meet the needs of area businesses.

**Success happens when preparation
meets opportunity!**

In business, nothing really happens until somebody sells something!

Did you know?

Over 4,000 positions are expected to open annually in Tennessee, making sales a lucrative field open to recent graduates.* This makes competition for hiring entry-level sales graduates fierce.

Become a corporate partner of the Professional Sales Program to access interns and full-time candidates.

Benefits of corporate partnership

- Build your company brand on campus
- Visit classrooms
- Participate in special events
- Host job shadows
- Mentor students
- Hire interns
- Attend career events
- Participate in the advisory council
- Engage with students in and out of class
- See students in action

These activities allow you to get to know students well before graduation, assessing and determining which new graduates would be right for your company. There are several levels of corporate partnership.



For more information, contact the director:

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INSURANCE GROUP OF AMERICA

*Source: Tennessee Higher Education Commission, January 2018

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