

# About USF's Center for Marketing and Sales Innovation



**5** Interaction Rooms

**20** Individual Testing Stations

Eye Tracking | Galvanic Skin Response | Facial Expression | Brain-Wave

*A lab that houses behavior-scrutinizing technology  
and allows students to practice go-to-market  
sales techniques in real-time.*



**USF Muma**

CENTER FOR MARKETING & SALES INNOVATION

# Why

## The Lab Is So Important for Businesses Looking to Hire

A new lab at the USF Muma College of Business doesn't look like a typical business lab, and it isn't just for research. The lab is equipped to facilitate dozens of conversations in-person and on the phone as students participate in experiential learning and conduct research using state-of-the-art biometric sensors, recording equipment and analysis software. The result? Graduates will have the skills to make an immediate impact in whatever go-to-market jobs they undertake.

Inside, the ambient lighting and sound can be changed at the direction of the lab manager to test how a restaurant or a retail store can instill hunger and good times. Sophisticated, individual computer stations are perfect for sales prospecting. Every room is equipped with cameras and microphones to find out real customer reactions without the added pressure of having researchers standing conspicuously close by. Eye movements are measured, brain waves are scrutinized, pulses are monitored and the interactions are recorded for analysis.

These observational tactics are necessary for businesses so that they can use the most-viewed corners of their digital presence to innovate. Businesses need to know which words, photos, colors or product sizes, shapes, textures and smells make their customers the most excited (and therefore the most likely to buy). Students gaining this expertise can walk into the beginning of their careers with the confidence knowing that they can help their employers make money.



# What

## Is the Benefit for USF Business Students

The dynamic nature and interdisciplinary focus of the lab is particularly unique. The lab is the largest academic biometric behavior research facility in the eastern United States and one of the five largest biometric behavioral research labs in the world. Equally impressive is the unparalleled scale in academics of the sales training assets for prospecting and field sales interactions.

In a series of linked lab spaces with the square footage of a 1600 square-foot house, the scale of the lab brings into focus research and skills development in digital marketing, product innovation, business-decision making, field and inside sales. It enables research efforts for a set of diverse users, including faculty, graduate and undergraduate students, and partners exploring go-to-market issues.

*"No two business functions are more responsible for the top-line revenue of any company than sales and marketing. That is why we are excited that this new center – and this lab – will provide partnership opportunities with businesses to enhance go-to-market readiness for companies and students and become an economic engine for growth in the Tampa Bay region."*

**- Rob Hammond, Center Director**

**For more information on lab use and details, contact**

Center Director Robert Hammond:

[rwhammond@usf.edu](mailto:rwhammond@usf.edu)





**USF Muma College of Business**  
**4202 E. Fowler Avenue, BSN 3403**  
**Tampa, FL 33620- 5500**

**business.usf.edu**  
**Twitter | Facebook | Instagram: @usfmuma**



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