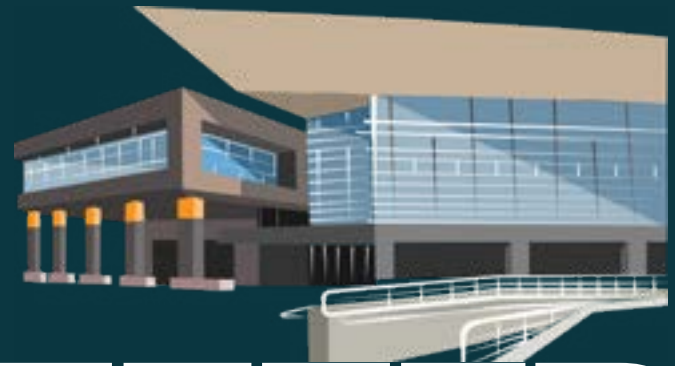




UNIVERSITY of
SOUTH FLORIDA

Muma College of Business

Center for Marketing & Sales Innovation



CMSI connect

NEWSLETTER

CENTER FOR MARKETING AND SALES INNOVATION

JANUARY 2022

A LOOK AT WHAT'S INSIDE ...

Director's welcome	1
About the center	3
Alumni spotlight	5
Professional Selling Club	7
Selling with the Bulls	8
Year ahead	9



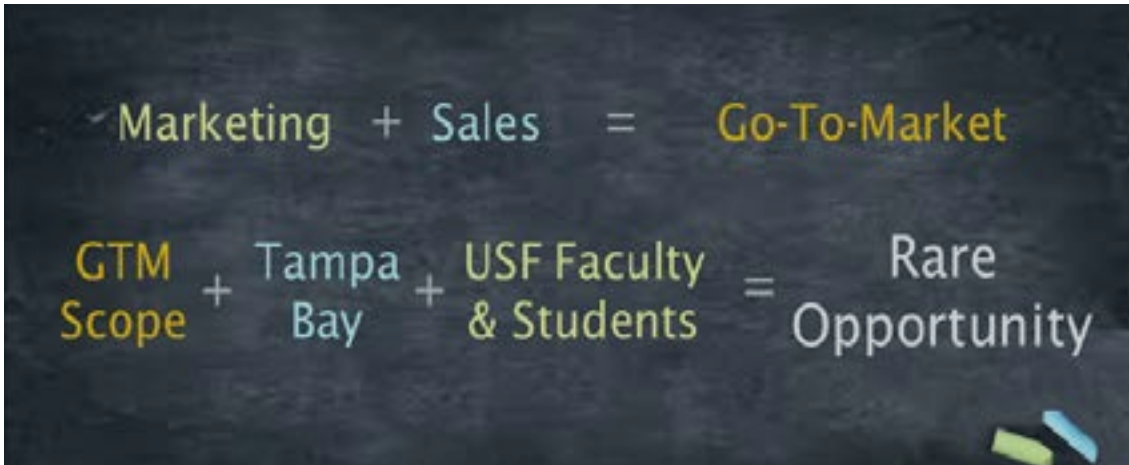
DIRECTOR'S welcome!



November marked four years since a group of visionary business leaders and students came together to create what has become the Center for Marketing and Sales Innovation (CMSI). The center has stayed true to its mission of being an enabler of economic growth in the region by supporting student engagement, world class research, and industry training. In the fall semester, the center hosted the 11th Selling with the Bulls sales competition, and this coming February we expect 25 schools and 110+ competitors from across the country to join us in Tampa for the “Toughest Test in Sales Education,” Selling with the Bulls: Intercollegiate.

In 2019, with the partnership of the university, college, and business partners, we created one of the largest biometric labs in the world (Customer Experience Lab – Tampa). The Customer Experience Lab (CXL) - Tampa is conducting “research with impact” in a wide variety of disciplines including public health - public service messaging (covid, return to healthcare, tobacco cessation, transportation), various commercial initiatives like restaurant menus, and even exploratory work in political campaigns. While the research is directly applicable to decisions today, it is also supporting basic science in the areas of emotional AI and affective computing.

[CONTINUE READING >](#)



In the face of covid, the center partnered with iMotions to create an online data collection capability for facial expression analysis and eye tracking. This first-of-a-kind online capability allowed researchers to continue work throughout the covid lockdown. Now with the lab space opened for research, activities are quickly ramping up.

In addition to USF’s robust sales curriculum, CMSI also enables training in Prospecting and will launch its second student workshop this spring with “Selling to the CFO.” The center also began offering professional training with an “Advanced Solution Selling” course and a general offering with Tampa General Hospital, “The Science of Convincing.”

With USF’s consolidation into a single university, the center added a second lab – “Customer Experience Lab – St Petersburg.” The CXL St. Petersburg adds breadth to the research tools with facilities designed for group research activities like focus groups. Additional training courses are also in the works, and we are planning our first alumni event in early spring. So, what’s next? More student engagement. More training. And more research! The center is working to expand its research partnerships across our three campuses.

In short, we are just getting started...



Robert Hammond

Robert Hammond, DBA
Director, Center for Marketing &
Sales Innovation



ABOUT the center.

overview

The Center for Marketing and Sales Innovation

- “a growth engine for the region”

The Center for Marketing and Sales Innovation serves three main functions; connecting students in a sales or marketing career with businesses, supporting sales skills development for students and businesses, and conducting research in sales, marketing, neuro-marketing, and affective computing.

- The center is a non-profit organization, established by the Florida Board of Governors.
- CMSI is unique as an academic institution as its charter is both marketing and sales

THREE PILLARS

CMSI is built and focused on three pillars to assist students, businesses, and the community meet the challenges of today, tomorrow, and the future:

- Research
- Training
- Student Engagement

SELLING WITH THE BULLS

The center also hosts three sales competitions each year where students from USF and across the country analyze real-world business problems then compete by demonstrating sales skills with business partners as judges. Read more about last semester’s Selling with the Bulls Competition on [page 8!](#)

RESEARCH LABS

The center is home to two research labs, with one lab on USF’s Tampa campus and the other on the St. Petersburg campus.

Customer Experience Lab (CXL) - USF, Tampa

The CXL Tampa is one of the world’s largest interdisciplinary training and research laboratories equipped with interaction rooms and individual testing stations that include sales software and biometric sensors (eye tracking, galvanic skin response, facial expression, and electroencephalogram).



[CONTINUE READING >](#)

ONLINE MENU STUDY

Revenue Management Solutions (RMS) has partnered with CMSI for the first study utilizing remote eye-tracking technology, developed by iMotions in collaboration with CMSI, to analyze how consumers navigate online menus. TGI Fridays volunteered to participate in the first phase of the study. The data was analyzed using emotional artificial intelligence tools, and pre- and post-study survey responses assessed participants' recall of their ordering journey, behavior and total spend.

- Distinct search patterns revealed blind spots when customers review online menus on a desktop.
- Suggestive selling opportunities within the “buyer’s journey” of online ordering were identified and a set of discrete phases were uncovered during analysis.



“In the past 18 months, we’ve undergone a seismic shift in the way our customers interact with our menu. The research has already given us tools to improve the guest experience and increase menu profitability. We’re looking forward to exploring further menu engineering insights as the research proceeds.”

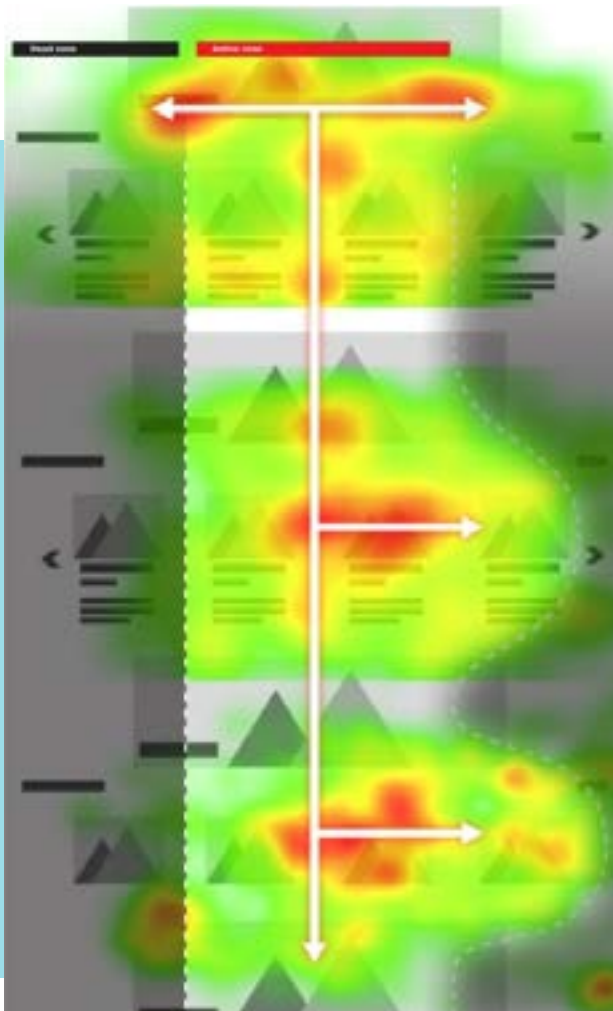
- Sara Bittorf
Chief Experience Officer at TGI Fridays

Customer Experience Lab - USF, St. Petersburg

This state-of-the-art facility is a multipurpose space which provides community partners with the resources to:

- Conduct live focus groups for consumer research moderated by an experienced facilitator
- Obtain insights from faculty and students
- Conduct sales training in recording-enabled role play rooms
- Perception analytic dials providing real-time feedback on video and digital products

Community partners also have access to highly qualified faculty for data interpretation and action plan development.



natalie Pollock



ALUMNI spotlight!

Natalie graduated from USF in 2021 with a Bachelor of Science in Marketing degree with a concentration in sales and a minor in entrepreneurship. At USF, she was an active member of the Professional Sales Club and held many executive board positions including chief recruitment officer, vice president, and president. Pollock was also the first student selected for a scholarship from Williams Automotive Group through the Professional Sales Club. Read on to learn more about her story, her current position, her connections to the campus, the scholarship, and why she remains a life-long supporter of USF!

What do you do at ReliaQuest?

As a business development representative, my role is to get in touch with prospective Fortune 500 companies by emailing, cold-calling, and connecting with them on social media sites such as LinkedIn and Twitter. I essentially serve as the tip of the spear of the sales cycle, meaning I start the sales process with the first customer contact. I am currently overseeing the West Canada & Minnesota Regions for ReliaQuest.

What has your career path in sales been like? How did you end up where you are?

I started my career in sales with a decision to attend Professional Sales Club meetings at USF. Prior to these meetings, I had many misconceptions regarding sales, but PSC changed my perspective. My goal became to help the prospect by asking important questions and finding out how we can help them, and if we are a good fit. Sales Club was also where I made the connections I needed to attain an internship at ReliaQuest, and in the following year I was hired by the company for a full-time position!

The Williams Automotive Group established an endowed scholarship for sales students at the University of South Florida's Muma College of Business. Natalie, the first recipient of the scholarship, was recognized for her outstanding performance and dedication. As a devoted and hard-working member of the Professional Sales Club, it's no wonder she received this recognition! Congratulations to Natalie!

[CONTINUE READING >](#)

What are the skills which served you well in your career?

Getting comfortable with being uncomfortable. In any job, it is important to know to pick yourself up after a customer is rude to you and not taking personal offense to it. Another crucial skill that I developed through my career is to prioritize my time. In fact, I generally do not use social media unless it's to keep in touch with family or to connect with prospective clients for work.

What are your fondest memories from your time at USF?

Many of my fondest memories at USF were centered around Sales Club. In particular, Dr. Hammond's guidance and vision to group likeminded people working towards the same goal in Sales Club motivated me. This had a positive impact on me and I was able to build long-lasting relationships that I cherish to this day. I also enjoyed competing and mentoring in Selling with the Bulls and Sales Club.

Any advice you would like to share?

In the professional world, it's easy to get burned out. I think that it is important to prevent yourself from getting to this point by prioritizing the things that are essential, being efficient, and approaching your work with a solid plan. It is especially helpful to manage your time properly and being more intentional with it. In general, I would say it is important to be flexible but to also be disciplined with yourself.

“Thank you Dr. Hammond for putting all your time in us and the club. You have been a true help in all of our success!”
- Natalie Pollock

Keeping it in the Muma family!

As of June 2021, Natalie has gotten engaged to a fellow student at the Muma College of Business and a dedicated member of Sales Club, our very own Hunter Ray Tomlin! As the pair spend their spare time planning for their big day, we wish the lovely couple a lifetime of happiness together!

Professional Sales Club (PSC)

fall 2021

PURPOSE & MISSION

The University of South Florida’s Professional Sales Club is dedicated to cultivating the next generation of sales leaders from the university’s Tampa and St. Petersburg campuses. PSC is devoted to helping USF students grow as professionals.

The club works to connect students with businesses to enable recruiting and skills development. Business partners join weekly club meetings to share experiences and students work together to develop crucial selling skills.

Professional Sales Club members also work with CMSI to host sales competitions each year, travel to multiple intercollegiate sales competitions, and apply their skills to support charitable organizations.



*selling with the bulls
october 14 - 15 2021*

USF Selling with the Bulls competition

october 2021

HOW IT WORKS

The Selling with the Bulls competition is a series of community engagement events hosted by the center every year. This event combines employer networking and engaged scholarship with multiple sales and marketing student competitions.

These go-to-market competition tracks include: Networking, Prospecting, Discovery Meeting, and Sales Meeting.

In the fall semester, the Selling with the Bulls competition took place on October 14 and 15, 2021. Our partners at ReliaQuest were our product sponsors and acted as the “buyers” in the competition, and we were joined by 30+ business partners who participated as judges.

CONGRATULATIONS TO ALL THE WINNERS!

Top Bull: Nistula Seshadri

Runner-Up: Eric Berg

Third place overall: Hope Kaiser

Top e-mail: Binh Ton Nu, Eric Berg, Joshua Jay

Top networking: Nistula Seshadri, Zachary

Johnson, Eric Berg

Winner's circle: Nistula Seshadri, Eric Berg, Hope Kaiser, Binh Ton Nu, and Lillian Eichenberger

go bulls!

LOOKING INTO THE **year ahead**

2022
spring

Internship Research Review

Jan. 11

- Pre-publication review of new internship research
- Mixed Methods research from fall 2021

Selling with the Bulls: Intercollegiate

Feb. 17-18

- The “Toughest Test in Sales Education”
- 25 universities and 110+ students registered
- Compete in networking, prospecting, discovery and sales meetings
- Networking on 2/17, three Rounds of sales competition on 2/18

School of Marketing & Innovation: Spring Networking

Mar. 10

- Student and employer networking for marketing majors
- AMA student chapter, Professional Sales Club, and SMI school participants
- Networking portion of spring USF Sales Club Championship

Affective(ly) Research

Mar. 17-18

- First gathering hosted by CMSI of academic and commercial researchers exploring affective computing, emotional AI, and biometric research
- Poster event, exhibits, networking, and dinner on 3/17
- Presentations and panels on 3/18

Selling with the Bulls: Club Championship

Apr. 6

- Spring USF Sales Competition
- Two sales rounds with dinner

USF Social Marketing Conference

May 26-28

- 26th year of conference
- 250 attendees at Siesta Key Clearwater
- Preconference training academy by CMSI (5/25-5/26)
- Event track CMSI presentation

About the Newsletter

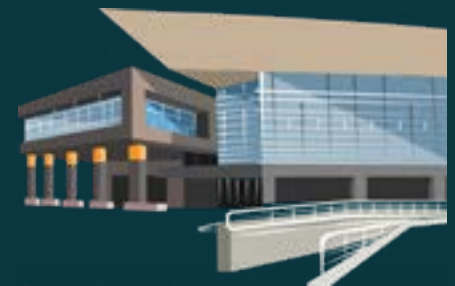
CMSI Connect serves to bridge space and time to keep our community of students, alumni, the center, and our business partners connected.



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