

# Beyond Landing the Sale

## NEW SALES CENTER HELPS STUDENTS PREPARE FOR CAREERS IN SALES

The new Sales Center, slated to open August 2008, is something everyone is excited to buy into. Through a sales-specific curriculum, a certificate program, a hands-on lab and a multi-functional Web site, the center will enhance the training that students get in sales and provide employers with even better-qualified potential new hires.

“There is nothing that we know of like this anywhere on the West Coast, yet there is a real need for sales training,” says Chris Kondo, professor of marketing, who is spearheading the planning for the new center.

Many of the University’s marketing graduates enter the field of sales. Although they are well prepared in areas of product and promotional development, pricing and analysis, they traditionally receive most of their sales training on-the-job. “National companies such as Nestlé, which has already signed on to support the program, are looking for people who are good at relationship development to serve their emerging markets,” says Kondo. “They want to hire graduates who have already developed some specific sales expertise.”

The evolving nature of the sales career is another motivation for creating the center. “The stereotypical view of a salesperson has been that of someone using his personality and powers of persuasion to simply close the deal,” Kondo explains. “Today, companies who recruit at the University seek salespeople who can become long-term consultants to their clients, really understanding their businesses so they can provide resources and problem-solving.

*Chris Kondo, professor of marketing, is spearheading the Sales Center development.*

The eventual sales are a natural outcome of the relationship.” Newport Beach-based Orange Label Art + Advertising is generously providing brand and logo design for the Center. Rochelle Reiter '95, '00, a vice president at Orange Label, says, “We are working with the Sales Center to create an image that reflects both the excitement and future of the industry and allows students to see the ‘stereotypical sales career’ in a brand new light.”

Currently housed in the department of marketing, the Sales Center aims to become a member of the national University Sales Center Alliance, and also aspires to be one of the College’s Centers of Excellence. Coursework will include professional selling, sales technology applications, relationship management, business negotiations and conflict management. Sales development programs may eventually be geared toward working professionals as well as students. ■

For more information, contact Chris Kondo at 714-278-2527, [ckondo@fullerton.edu](mailto:ckondo@fullerton.edu).



## SALES SUPPORT: ROCHELLE REITER AND HER FIRM CHAMPION THE SALES CENTER

Alumna Rochelle Reiter '95, '00 (Marketing, MBA) moves fast. Soon after joining the team at Hunter Barth Advertising, which is now Orange Label Art + Advertising, she shot through the ranks to vice president, new business strategy, and has been quick to support the Mihaylo College of Business and Economics.

Not only is her firm supporting the Sales Center with in-kind “brand platform,” which includes market research, logo design, positioning



*Rochelle Reiter '95, '00 has stayed involved with the College.*

statement and core messaging, but Reiter has also participated at the College as a Professor for a Day, is a founding member of the marketing department’s Honors Networking Program, and regularly speaks at student functions.

“About 75 percent of our employees at Orange Label Art + Advertising are Cal State Fullerton Graduates,” says Reiter. “The caliber of students that graduate from the school is exceptional. I attribute this to the hands-on, ‘real world’ approach that many of the courses offer. In an industry where tight deadlines, creativity and teamwork are crucial, the College has been a key resource for us.” ■