

SALES LEADERSHIP CENTER NEWSLETTER

Year-End Recap | 2025-2026 Edition

CSUF | Sales Leadership Center
COLLEGE OF BUSINESS AND ECONOMICS



**Sales Games presented by
Enterprise Mobility winners:**
1= Parveer Singh
2= Miguel Guidino
3= Karla Matias

DIRECTOR'S MESSAGE:

As we wrap up an incredible academic year, I'm proud to share that the Sales Leadership Center (SLC) has reached new heights — in student participation, competitive excellence, and industry engagement. With record-setting attendance and a doubling of student competitors, we've not only bounced back from the challenges of the past few years but exceeded our pre-COVID benchmarks. The future is bright for sales education at CSUF!

— Brad Anderson, Director, Sales Leadership Center

► 2026 CENTER HIGHLIGHTS

- 29 Sales Certificates awarded to students across various majors
- Record Attendance: Kickoff meetings saw nearly 100+ students per semester
- Both Internal Sales Competitions grew to over 35 participants each (vs. 18 in 2023 and 32 in 2019)
- Soft Skills Emphasis: Focused training in presentation, adaptability, and communication
- Sales Embedded in Core Classes: Expanding sales content to reach broader student audiences



THANK YOU TO OUR COMMUNITY!

We are deeply grateful for faculty, encouraging our students to participate, whether that be for an assignment, extra credit, or attending events as a class. Thank you to Dr. Granitz and Dr. Kohli for the support in building the SLC!

COMPETITIONS HOSTED AT CSUF – RECAP

► Titan Sales Competition – Fall 2025

+35 CSUF Students engaged in a real-world buyer-seller scenario sponsored by Daikin, with scholarships awarded for top performances. Over 15 volunteers from sponsor companies judged the competition.

- **1st Place:** Parveer Singh; **2nd Place:** Eric Redic; **3rd Place:** Dain Ko

► SLC Sales Games Competition – Spring 2026

+35 CSUF students competed in this interactive challenge, which highlighted student creativity and persuasion. This competition was sponsored by the Ontario Reign. Over 15 volunteers from sponsor companies judged the competition.

- **1st Place:** Parveer Singh; **2nd Place:** Miguel Guidino; **3rd Place:** Karla Matias

► Virtual Sales Showdown

Billed as the Battle of the Biggest, Baddest, and Best, this virtual contest featured 39 students from 13 schools, including Arizona State, Boise State, Ball State, MSU Denver, VCU, FSU, and UCF. This competition was sponsored by the Los Angeles Kings. Over 15 volunteers from sponsor companies judged the competition.

- **1st Place:** Elizabeth Monolakis (Chico State); **2nd Place:** Evan Smeltzer (Chico State); **3rd Place:** Alaina Holcomb (University of Central Florida)

TRAVEL COMPETITIONS RECAP

Our students proudly represented CSUF at three national competitions:

- Chico State University
- Oregon State University
- Arizona State University
- Virginia Tech University



LOOKING AHEAD

The Sales Leadership Center is committed to:

- Expanding core curriculum integration – Professional Selling is now be MKTG 315 beginning in Fall 2025. Many of our sponsors also seek Juniors for internships. This change will allow the SLC to provide additional support for students interested in sales.
- Strengthening industry connections: 1) Integrate a CRM into the center to increase sponsor prospecting, 2) Meeting with prospective sponsors for the SLC
- Enhancing Virtual Sales Showdown, the next rendition of the virtual competition will be bigger, with more students/schools participating, badder, more complex selling scenarios, and best, integrating more sponsor companies to provide more programming.

**STAY TUNED FOR
EVEN BIGGER
THINGS 2026–2027!**

STAY IN TOUCH WITH US!

Brad Anderson, Director: branderson@fullerton.edu
Scott Hachey, Academic Lead: shachey@fullerton.edu