



**2022-2023**  
**Baylor ProSales**  
**Corporate Partnerships**

*Serving and Selling  
from the Heart*



# What Baylor ProSales Offers

## Selective Program



Application and multiple interviews results in 3.63 GPA (average)  
Models selection process among high-performance sales organizations

## Competency Model

**Communication**

**Time  
Management**

**Industry  
Knowledge**

**Technological  
Orientation**

**Teamwork**

**Selling  
Skills**

**Planning**

**Analytical  
Skills**

**Problem  
Solving**

**Customer  
Orientation**

**Consultative  
Selling**

**Emotional  
Intelligence**

**Trainable  
Qualities**

Competency-based model (13 competencies mapped to 46 specific skills)  
Driven through curricular and co-curricular learning and development

# Access to Candidate Pool

## High Performers



	Full Time	Internships
Placement	100%	100%
Compensation	\$99k	\$25/hour

## Concierge Interview Service



Full-service model: scheduling, hosting, meals in-person, virtual or both

# How Partners Gain Visibility

## Executive-in-Class



Coach junior-level students in class  
Share expertise and strengthen relationships

## Video Interview Series



Highlight your expertise  
Viewed by sales and marketing students

## Top Gun Training Programs



Coach ProSales students during programs  
Maximize your campus visits

## Sales Competitions



Evaluate talent (four sales competitions)  
Attend awards ceremony (in-person or virtually)



# Powerful Positioning

## Champions Dinner



Invite preferred students to private dinner  
Create exclusive aura for preferred students

## Student Showcase



Engage ProSales students (virtually)  
Reverse career fair model

## Mentoring



Serve as virtual mentor  
Bio on Board Webpage

## Logo Showcased



All Partners	Sales Lab, Website
Silver+	Newsletter, Class Materials
Gold+	Spring Top Gun
Platinum+	Fall Top Gun

# 2022-2023 Partnership Packages

## Bronze

<b>Full Concierge Interview Service</b>	<i>Interview top sales talent</i>
<b>Fall Top Gun Executive Coach</b>	<i>Coach students face-to-face</i>
<b>Top Golf</b>	<i>Network with students in a casual environment</i>
<b>Student Showcase</b>	<i>Visit with ProSales students &amp; listen to their elevator pitches</i>
<b>Partner Presentation</b>	<i>Present your company's opportunities</i>
<b>Video Interviews</b>	<i>Highlight your executives in our classroom video series</i>
<b>Executive-in-class</b>	<i>Coach junior students in the classroom</i>
<b>Access to Students' Digital Content</b>	<i>Virtual interviews, e-Portfolios, ProSalesTalks</i>
<b>Competition Judge</b>	<i>Judge 3 internal sales competitions</i>
<b>Advisory Board Membership</b>	<i>Shape the Professional Selling program strategy</i>
<b>Recognition</b>	<i>Create brand visibility (Sales Lab &amp; Sales Center)</i>

## Silver

<b>Champions Dinner</b>	<i>Invite preferred students to a private dinner</i>
<b>Keynote Speaker</b>	<i>Feature senior-level executive</i>
<b>Coordination of Virtual Events</b>	<i>Assistance in coordinating virtual events</i>
<b>Recognition</b>	<i>Bi-weekly newsletter &amp; class materials</i>

## Gold

<b>Co-sponsor: Spring Top Gun</b>	<i>Additional positioning among students, faculty and partners</i>
<b>BBEC Judges</b>	<i>Serve as on-site judges for our internal ethics competition</i>
<b>Class Speaker: Sales Management</b>	<i>Highlight senior-level executive in the classroom</i>
<b>Customized Engagement Strategy</b>	<i>Strategize with ProSales staff for best engagement opportunities</i>

## Platinum

<b>Co-sponsor: Fall Top Gun</b>	<i>Additional positioning among students, faculty and partners</i>
<b>Co-sponsor: BBSO or BBVA</b>	<i>Your product featured in internal sales competition case</i>
<b>Customized Research</b>	<i>Collaborate with ProSales faculty for mutually-beneficial research</i>

## Platinum Elite

<b>Featured Product in ProSales I Course</b>	<i>Your product featured in ProSales I roleplay scenario</i>
<b>Executive Sales Competition Coaches</b>	<i>Provide executive coaches for 6 external sales competition teams</i>

Platinum Elite \$100,000 (limited to 1)	Platinum \$50,000 (limited to 2)	Gold \$20,000 (limited to 3)	Silver \$12,000 (limited to 5)	Bronze \$6,000 (limited to 20)
1st Choice	2nd Choice	3rd Choice	4th Choice	5th Choice
12 participants	10 participants	8 participants	6 participants	4 participants
12 participants	10 participants	8 participants	6 participants	4 participants
16 participants	14 participants	12 participants	10 participants	8 participants
Aug 16	Aug 16	Aug 16	Aug 18	Aug 18
8 interviews	6 interviews	4 interviews	2 interviews	1 interview
✓	✓	✓	✓	✓
✓	✓	✓	✓	✓
✓	✓	✓	✓	✓
✓	✓	✓	✓	✓
✓	✓	✓	✓	✓
28 students	21 students	14 students	7 students	
✓	✓	✓	✓	
✓	✓	✓	✓	
✓	✓	✓	✓	
✓	✓	✓		
✓	✓	✓		
✓	✓	✓		
✓	✓	✓		
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✓	✓			
✓				
✓				

All partnerships priced on a per-year basis and require a two-year commitment. The Platinum Elite partnership requires a three-year commitment.

Ready to Partner with Us

[baylor.edu/business/selling/partner](https://baylor.edu/business/selling/partner)  
[Professional\\_Selling@baylor.edu](mailto:Professional_Selling@baylor.edu)

New Partners must commit by July 1.





[www.baylor.edu/business/selling/partner](http://www.baylor.edu/business/selling/partner)



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PROSALES