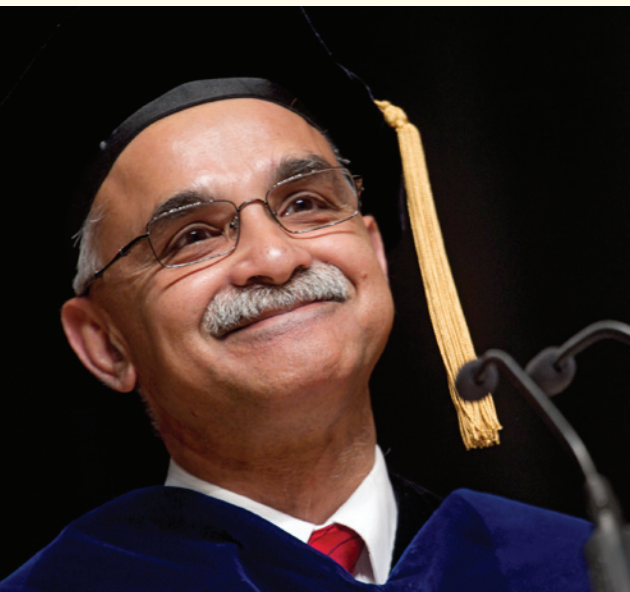


The Ever Changing World of Sales Technology



Rajib Sanyal, Dean, Miller College of Business

Earned Excellence



The Best Business Schools
in the World

In this issue of *Ball State Business*, we shine our spotlight on our newest academic program, sales, taught through our **H.H. Gregg Center for Professional Selling**. Offered as an undergraduate major, MBA specialization, and minor, the program recognizes an essence of human society—the critical place of the practice, the art, the science, and increasingly the technology of selling.

Selling has emerged as a well-defined, research-based discipline, and the program at Ball State leverages that to prepare college students for fulfilling careers in professional sales. Through course work, shadowing and modeling successful behavior, participation in sales competitions, organizing sales symposia, and interactive ties with the profession, the faculty and staff of the sales center have fashioned an innovative curriculum that has already been **recognized by the University Sales Education Foundation as among the top programs in the country**.

Much credit for this initiative and its ongoing success goes to both Ramon Avila, the George and Frances Ball distinguished professor of marketing and director of the H.H. Gregg Center, and Scott Inks, associate professor of marketing and assistant director of the center.

Although the critical role of the personal relationship between the sales professional and the client endures, more and more it is being facilitated by the use of evermore sophisticated technologies. You will read here how new communication devices and tools are helping salespeople and customers connect quickly, successfully, ubiquitously, and happily and how our graduates so proficiently apply these **cutting-edge tools to network** and meet the needs of their customers.

Consistent with our credo, here at Miller College we continue to design and offer programs that meet the needs of today's society and the learning aspirations of our students. Through our many practitioner-laden advisory boards, **we stay abreast of business and technology trends**, employer expectations, and student preferences. I thank you—our friends and alumni—for your support and commitment to Miller College. You ensure that our faculty and staff at the sales center are able to provide that forward-looking, impactful education in sales.

Sincerely,

Rajib Sanyal
Dean, Miller College of Business

On the cover: Kelly Osterling, '99, is adapting to how technology has changed her profession as a sales rep.

Emerging Technology Helps Salespeople Create Opportunities



Salespeople were once treated almost as independent contractors or lone wolves. They were given a territory, a budget, and a sales goal and then set free to operate autonomously. The home office seldom knew their whereabouts and had little concern about the tactics they used.

Fast-forward 20 years. For most business-to-business sales organizations, building long-term, mutually beneficial relationships with customers is the focus of the selling effort. Managers work more closely with their salespeople, monitoring their

activities and progress with current and potential customers. The lone-wolf approach has faded.

Today, sales technology tools help an organization keep track of its sales force's whereabouts and performance. Moreover, salespeople skillfully employing these tools enhance their productivity in building customer relationships and generating revenue.

Increasingly, organizations are using customer relationship management (CRM) tools in combination with web 2.0 technology (e.g., social networking, web analytics, blogs, and video sharing) to better manage the selling effort.

Sales managers use these tools to support and develop their salespeople based on what *is* happening (real-time data) rather than what *has* happened (data from weekly or monthly reports).

Salespeople use social networking and other tools to learn about their prospects and customers, stay current, and connect with other business associates who can help propel their businesses.

Technological innovation has provided salespeople with increasingly portable and powerful mobile telecommunication and computing devices (e.g., smartphones, tablets, pads). These devices provide access to an ever-growing host of other specialized apps such as travel aids, expense reporting, GPS-enabled maps, newspapers, and e-book readers designed to improve the life of a salesperson.

A good salesperson should enter social networking sites with the idea of increasing contacts and letting the networks know what business they are in. Getting to the right person with the right message is what creates sales opportunities, and that is what these sites can and should do for a salesperson.

Learn more about how salespeople are embracing technology in their day-to-day operations at www.bsue.edu/business/magazine.

Ramon Avila is the George and Frances Ball distinguished professor of marketing and director of the H.H. Gregg Center for Professional Selling.

**BALL
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MILLER COLLEGE OF BUSINESS

The Technology of Selling
Alumni Adapt to New
Waves of Innovation



The Technology of Selling

It's summer 1986, and **Bill Ault** is driving around rural Muncie in an '83 Chevy Chevette packed with bottles of suntan lotion. He's making cold calls to tanning salons and beauty shops and doing quite well. He's made enough to pay for most of his Ball State tuition.

Flash to the present: Ault, '87, **BS in marketing**, is a senior sales rep for a large pharmaceutical company and still doing business from his car—only now it's a Ford Fusion—and he's using an iPhone linked through MobileMe to an iPad and his desktop Mac. The phone lets him know if the products he sells, or those of his competitors, are mentioned in the news and reminds him when an appointment is coming up.

Changes in technology have impacted every facet of our lives. It's not surprising that the sales force is on the cutting edge.

Consider that in an average day:

- 173,000 professionals join LinkedIn.
- 50 million people receive Groupon's daily newsletter.
- 140 million tweets are sent.
- 375 million log in to Facebook.

The most striking statistic of all may be that 10 years ago none of these tools existed.

Ball State's bachelor's degree in professional selling prepares graduates to embrace innovative technologies to enhance their productivity and success. Offered through the H.H. Gregg Center for Professional Selling, the sales major is new, and student enrollment is surging.

Mike Newbold, '76, BS in marketing and business administration, recalls a telephone response system in the 1970s that involved using a modem



(right) Mike Newbold

“I use an iPhone. I am linked to everything I need to be linked to: contact list, calendar, e-mail, apps. It's linked through MobileMe to my iPad and Mac. Any entry into one syncs to the other two.”

—**Bill Ault**, senior sales representative for a large pharmaceutical company

attached to a mainframe computer to validate account activity.

“We couldn't respond to customers nearly as quickly then as we can today,” Newbold says. “Technology has vastly increased our ability to handle more customers and more information. I'm probably able to accomplish twice the number of things just by virtue of the technological environment we are in.”

Kelly Osterling, '99, BA in marketing, is a sales rep for RR Donnelley,

once known primarily as a printer of magazines and catalogs. Donnelley's history is one of a company negotiating industry change.

Osterling, who majored with a sales concentration, says she was well prepared to navigate the changing business world when she left Ball State.

Learn more about how Ball State prepared Osterling and other alumni for their sales professions: www.bsu.edu/business/magazine.



Bill Ault

Discover More about Miller College Advances

Read *Ball State Business* magazine online at www.bsu.edu/business/magazine.

Highlights include:

- CEO of Pepsi Beverages Company networks with our students.
- New MBA-level certificate in health economics, policy, and administration is available online.
- The Ball State Bold capital campaign wrapped up with a record-setting \$210.8 million in contributions.
- Faculty, students, and alumni have earned dozens of awards since our last issue. Read more about the honors and accolades, including our latest Hall of Fame inductee.



“Progressive companies are telling stories that people can watch on YouTube and can share on Facebook. People are focused on the Internet and their mobile phone, not TV and radio.”

—**Jim Micklos**, vice president of business development for Fusion Performance Marketing

Top of the World

Technology Clears Way for Former Football Player to Focus on Relationships

Gone are yesterday's accordion files and flip charts. Today's sales force uses customer relationship management (CRM) software to track clients and PowerPoint presentations to review figures.

In Chicago, Fusion Performance Marketing has propelled its way to the forefront by embracing the new technologies.

Jim Micklos, '75, BS in business administration, is vice president of business development at Fusion. At Ball State, he was the Cardinals' tight end from 1971 to 1974, playing under coach Dave McClain during the university's transition to the Mid-American Conference (MAC).

To say that the former Ball State football player is a fan of technology is an understatement.

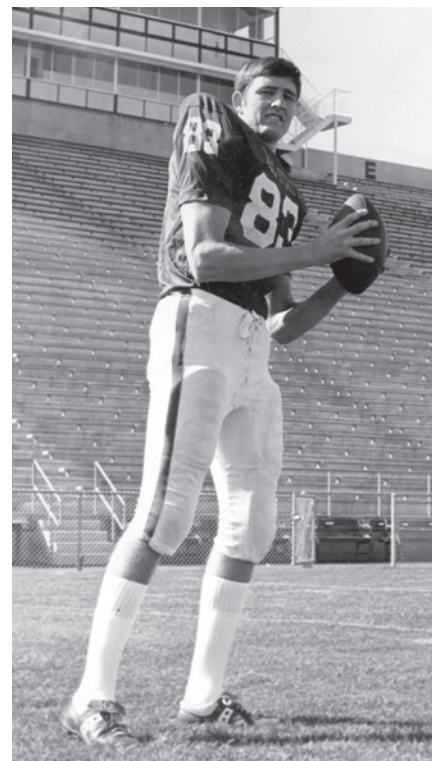
“I'm fortunate to be in a business that requires me to stay on top of these changes,” Micklos says. “Most 58-year-old guys aren't talking about these things.”

He has seen a lot of changes. From postal mail and overnight services to e-mail and websites. From handheld calculators to mainframes to minicomputers to Excel and Access database programs.

“Things, almost all things, move faster and more efficiently,” he says, satisfied.

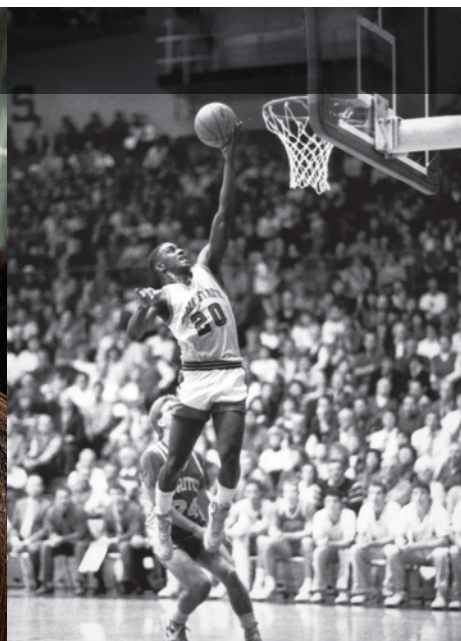
Open an e-mail from Micklos, and you'll find links to the company's colorful e-brochure and a Flash promotional movie with a rock soundtrack. Talk to him, and he's sure to mention his personal website, created so clients who google him will find a sharp, organized portfolio.

“Our business is all about telling stories that illustrate the benefit of working with us and do so in a way that enables our prospects and clients to understand, make sense of, remember, and take action,” he says. “Progressive companies are telling stories that people can watch on YouTube and can share on Facebook. People are focused on the Internet and their mobile phone, not TV and radio.”



Learn more about Micklos' experiences: www.bsu.edu/business/magazine

From One Court to Another



Former Basketball Standout Finds Success in Insurance

On the basketball court, **Scott Nichols** wanted his opponents to feel his presence. Today, it's the attention of clients he hopes to attract.

An insurance agent for 19 years, Nichols, **'90, BA in business administration**, recalls the day insurance professor Numan Williams made the call that launched his career.

"He got four or five of us basketball players into insurance, all with State Farm," Nichols says. "He was very good at placement."

At Ball State, Nichols played guard from 1986 until his senior year. A highlight of his basketball career was making it to the NCAA's Sweet Sixteen in his senior year. Now he runs his own State Farm agency on the west side of Indianapolis.

"We get a lot of our leads and communications via the Internet now, but it was not that way in 1992," Nichols says.

Changes in technology were stressful at first, he says, but he's caught on.

One change he has noticed is that his clients are more knowledgeable these days. They've researched their insurance options online and know what they want.

It's common to get a text at midnight from a client who just happens to be up reviewing the portfolio. Nichols usually texts right back.

"My wife says I'm crazy," he says with a laugh. "But you've got to be responsive. Let's face it, clients can get online and find a new agent."

Besides the usual text messages and his business website, Nichols has his face on Kroger grocery carts and on billboards. He has banners in the Ben Davis High School gym and on the football field.

Mention Nichols' name at Ben Davis, and the recognition is immediate.

"He's been a great friend of the athletics department at Ben Davis," athletic director John Clark says enthusiastically. "He's been great to our students, and we certainly encourage that because he's a great role model."

Creating Opportunities

In our winter 2011 online edition of *Ball State Business*, we are exploring the technology-driven world of sales. What used to be a door-to-door and newspaper advertising driven profession, now involves mobile offices and instant connections with customers in a variety of manners.

Our alumni are at the forefront in the sales industry. It's a whole new world out there.

See what our sales professionals could not live without and how our students are learning how to navigate this changing business world through the H.H. Gregg Center for Professional Selling. It's all about creating opportunities.

Learn more at www.bsu.edu/business/magazine.