

RESEARCH

- **FOCUSED ON SOLVING REAL WORLD PROBLEMS**
- **RESEARCH PRIORITIES**
Sales Compensation & Contests
Customer Satisfaction and Retention
Maximizing Sales of New Products
Sales Team Effectiveness
Strategic Account Management
Optimal CRM/SFA Deployment
Sales force Turnover and Retention
Cross Cultural Sales Effectiveness
- **DR. MICHAEL AHEARNE**
Most productive Marketing Professor
in the country over the last 5 years
- **PRODUCED 40% OF ALL PUBLISHED RESEARCH IN SALES & SALES LEADERSHIP IN THE LAST 5 YEARS**

www.bauer.uh.edu/sei



EXECUTIVE EDUCATION

- **OPEN ENROLLMENT PROGRAMS**
- **RESEARCH-BASED CUSTOM PROGRAMS**
Expertise in assessing, improving and quantifying the ROI of managing the sales process, managing customers, and managing salespeople
- **SALES & SALES LEADERSHIP**
- **BALANCING PROVEN RESEARCH WITH REAL-WORLD EXPERIENCE**



DEGREE PROGRAMS

- **One of two Tier 1 Institutions with PHD, MBA & Undergraduate Programs**
- **DO BUSINESS WITH OVER 1000 COMPANIES**
- **26 CORPORATE PARTNERS**
- **RESEARCH-BASED CURRICULUM**

OUR MISSION

To create sales knowledge, advance sales education and develop outstanding sales leaders through exemplary research, learning programs and partnerships.

37% *first-generation college student*

42% *willing to relocate*

36% *multi-lingual*

65% *work to support their education*

30% *less turnover*

50% *faster ramp-up time*

research-proven

185-225
hours live sales training

{PES}
est. 1996

Selling Real Products
Achieving Real Quotas

3.3 GPA
average

Competitive
admissions process

Most Diverse
Sales Program in the Nation

students average
3.5 years
of work experience

no more than
75 students
accepted semesterly

www.bauer.uh.edu/sci  

UNIVERSITY of **HOUSTON** | BAUER
Sales Excellence Institute