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

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

www.bauer.uh.edu/sei

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

185-225 hours live sales training

Selling Real Products
Achieving Real Quotas

3.3 GPA average

Competitive admissions process

Most Diverse Sales Program in the Nation

3.5 years of work experience

no more than 75 students accepted semesterly

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