



UW

College of Business
Center for Professional Selling

2026-2027 • CORPORATE PARTNER PROGRAM

BUILD YOUR SALES PIPELINE.



Partner with the University of Wyoming Center for Professional Selling to recruit, train, and retain the next generation of high-performing sales talent.

CENTER FOR PROFESSIONAL SELLING

COLLEGE OF BUSINESS • UNIVERSITY OF WYOMING

uwyo.edu/sales

Why partnering with a sales program pays off

Hiring sales talent without a pipeline is expensive.

Long ramp-up times, costly bad hires, and lost productivity stall growth and make revenue forecasting unpredictable. Today's sales leaders need a smarter way to source, vet, and retain talent.

\$180K

Average training cost lost per bad sales hire

6 MO.

Average time to fill an open sales position

22%

Revenue loss during salesperson transitions

8-9 MO.

Average ramp-up time for new sales hires

Industry data: average cost of replacing a salesperson incl. training, lost productivity, and extended hiring cycles.

THE SALES PROGRAM ADVANTAGE

Companies that partner with university sales programs hire faster, retain longer, and ramp up at a fraction of the cost.

40%

Higher retention & lower turnover with trained sales talent

50%

Faster ramp-up vs. non-program peers

55%

Of college grads begin careers in sales

Hire smarter. Retain longer. Grow faster.

UW Sales Program partners gain a direct line to vetted, sales-trained talent – 1, 2, even 3 years before graduation.

WHAT THIS MEANS FOR YOUR SALES TEAM

■ Pre-vetted talent

Engage with sales-focused students 1-3 years before graduation, not after the fact.

■ Lower hiring risk

Watch students perform in role-plays and case competitions before extending offers.

■ Faster onboarding

Hires arrive with foundational sales skills, sales-tech literacy, and pipeline experience.

■ Stronger retention

Students who chose sales as a major are far more likely to stay in sales careers.

A nationally-recognized program built around hands-on partner engagement

312

STUDENTS NOW IN UW SALES CLASSES

UW's Center for Professional Selling has nearly tripled its reach since launch. With Intro to Sales now a core Marketing course, every College of Business Marketing major is exposed to the value of professional selling.

6,440

Hours of additional AI role-play practice

416

Role-plays judged by corporate partners

13

Networking events with partners last year

HANDS-ON, PARTNER-POWERED

A look at the partner-engagement calendar across one academic year:

FALL SEMESTER

- AUG** Cheyenne Frontier Days hospitality
- SEP** Corporate Partner Tailgate
- SEP** Sales Career Fair
- SEP** Elevator Pitch Day
- OCT** Top Golf Networking (Thornton, CO)
- NOV** PRQ Cowboy Sales Challenge

SPRING SEMESTER

- FEB** HR Interview Tips Zoom Panel
- MAR** Sales Career Fair w/ Partners
- MAR** Corporate Partner Thank-You Dinner
- APR** California Casualty Cowboy Challenge
- APR** Etiquette Dinner
- APR** Rocky Mountain Sales Challenge

AI IN THE CLASSROOM

Two AI tools – Copient.AI and Avarra.AI – multiply our students' practice reps.

COPIENT.AI

Primary AI sales-skills coach in Intro to Sales – gives every student instant, individualized feedback on call structure, discovery, and objection handling at a scale no instructor could match alone.

AVARRA.AI

Avatar coach + virtual buyer modeled after a Western Wyoming Beverages client. Students pitched Celsius energy drinks and produced measurable gains in confidence by the end-of-semester live pitches.

MEET YOUR SALES TEAM



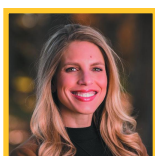
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Timothy M. Miles Director
Center for Professional Selling



DR. MARK LEACH

Mendicino Family Chair in Sales and Salesmanship



DR. MOLLY BURCHETT

Smyrnios Family Faculty Fellow
in Sales Leadership



JOSH DORRELL

Lecturer
Center for Professional Selling

PARTNERSHIP LEVELS

BECOME A PARTNER

03

Choose the level of engagement that fits your team

SILVER \$5,000

CORE ENGAGEMENT

- Career fair participation
- Speed Selling events & receptions
- Promote employment opportunities
- Center events & activities
- In-class panels, Q&A, & Zoom
- Quarterly partner newsletter
- Access to Epic Hire student profiles
- Judge sales role-plays & competitions
- Recognition in Center materials

GOLD \$10,000

EXPANDED VISIBILITY

- EVERYTHING IN SILVER, PLUS:
- Company video shown in classrooms
 - Featured social-media spotlight
 - Annual table event in COB lobby
 - Signage on COB video boards
 - First invite to classroom guest speaking
 - On-campus interview room provided

PLATINUM \$15,000

STRATEGIC INVOLVEMENT

- EVERYTHING IN GOLD, PLUS:
- Hosted interview experience (virtual and/or on-campus)
 - Advisory Board membership – help shape the Professional Sales program
 - Company-branded event on campus (competition, workshop, lunch & learn, recruiting event, or etiquette dinner)

SUPER PLATINUM \$25,000

INDUSTRY EXCLUSIVE

- EVERYTHING IN PLATINUM, PLUS:
- Exclusive industry-category representation – the sole partner we promote in your space
 - National-competition coaching invitation
 - First invite to Executive-in-Class (one classroom guest speaker per semester)
 - Branded table at the annual Etiquette Dinner

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The Sales Center is giving students the knowledge and skills they need to start a sales career straight from graduation. We have hired five students and two summer interns so far and look forward to growing our partnership with UW. We are extremely grateful for the value and growth they have brought to PRQ Exteriors thus far.

— ANN STEWART McBRAYER
Recruiting & HR Manager · PRQ Exteriors

“
Our partnership with UW's Center for Professional Selling has been incredibly valuable. Every interaction we've had with students has been marked by professionalism, curiosity, and a genuine desire to learn and grow. The Center develops students with strong selling and communication skills plus the character and integrity we look for in future employees. We're proud to support a program so committed to developing the next generation of sales leaders.

— SHAWN EDWARDS
Director of Talent Mgmt / Asst. VP · California Casualty

READY TO PARTNER?

Reach out today to design a partnership that meets your hiring goals and supports the next generation of UW sales talent.

- Identify the partnership level that fits your goals
- Schedule a 30-minute intro call
- Customize your engagement plan with our team

MIKE BURNS

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PROUD MEMBER • TRUSTED PARTNERS

AACSB

Internationally Accredited
College of Business

USCA

Member, University Sales
Center Alliance

TOP-RANKED

By Sales Education
Foundation

320+

Sales students engaged
with partners each year