

The Enterprise Rent-A-Car Foundation SALES SCHOLAR PROGRAM

This one-of-a-kind program is a special recognition distinguishing you from the thousands of other senior students across the nation. The Enterprise Rent-A-Car Foundation's Sales Scholar program includes a significant scholarship and multiple learning experiences for each student participant. The following are some key highlights of the program:

- A **\$1,200.00 scholarship** \$500 awarded upon your entry into the program and subsequent \$700.00 awarded upon your completion of the sales scholar program at the close of your senior year.
- Executive Leadership Assessments** will be provided to each individual sales scholar regarding their sales character traits and motivations. This extensive executive assessment and coaching program sells every day for \$1,000 and is provided at no cost to each student sales scholar.
- Qualify as a **USCA Certified Sales Student** as a result of completing sales classes, a sales internship and meeting the extracurricular activities outlined by the University Sales Center Alliance (USCA). These classes and activities fully satisfy the requirements for this elite national recognition which is sponsored by the University Sales Center Alliance of schools.
- Gain experience as a **sales and marketing project manager**. Working with sales faculty members as mentors and coaches, sales scholars take active roles as sales and marketing project managers in assisting with high profile activities of the ISU Professional Sales Institute. Examples of these activities are illustrated below.
- Professional Sales Institute Ambassadors** - support the various Institute activities including interaction with visiting corporate professionals.
 - Promote the ISU Sales Program
 - Annual June PSI Networking & Golf event
 - Develop awareness of the institute with underclassmen
 - PSI Ambassadors at Parents Weekend
 - Assist with the Sales Career Fairs – Fall & Spring semester
 - Publicize event to COB classes
 - Sit on PSI advisory board
 - Networking with company representatives at annual “Bags” mixer in October.
 - Network with visiting professionals
 - Class speakers
 - Distinguished Speaker Series Events and networking dinner with panelists.
 - Annual Networking and Golf event



- Professional Sales Learning Center Assistants** – 1st chance to staff the Professional Sales Learning Center to enable other students to gain value through using this facility. This is a pay by hour work assignment. The monies are in addition to your \$1,200 scholarship.

- Sales Coaches** – Build your sales knowledge and skills by mentoring MKT 234 students in the development of their assignments and sales call role-plays.

Regards,

Mr. Boehm

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