

## **WHY PROFESSIONAL SALES SKILLS SHOULD BE INCLUDED IN COLLEGE CURRICULA: A MANAGERIAL PERSPECTIVE IN THE SERVICE-DOMINANT LOGIC ERA**

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### **Abstract**

For many industries, the salesperson's role has evolved into a value-added business consultant who utilizes communication skills, a network of contacts, knowledge of industry, competitors, and the business environment, to design product and service solutions to help his/her customers reach organizational objectives. Seventy-five percent of marketing majors enter the sales profession and the skills and knowledge required to succeed in the profession are expanding. Yet, few college business programs now offer a sales curriculum, indicating a mismatch between academia and practicum. Using open-ended interviews with buyers, sales professionals and marketing professionals, the authors seek to validate and update prior research on the changes occurring within the sales profession and argue for inclusion of a sales curriculum into undergraduate marketing programs. The results of the interviews were used to recommend a list of topics needed in a marketing curriculum to ensure business-ready individuals for a professional sales career.