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Carew International Collaborates with Central Michigan University to Launch Professional Sales Institute

CINCINNATI -- Sales training provider Carew International is collaborating with Central Michigan University on the university's new Professional Sales Institute, lending the proprietary methods, techniques and materials which will comprise the program's curriculum.

"Carew's involvement will give CMU students access to the same industry-quality sales training that top companies pay Carew to deliver to their own sales organizations," said Richard Divine, chair of CMU's marketing and hospitality services administration department. "Our graduates will have a competitive advantage when they enter the market and compete for sales jobs."

Carew International CEO Jeff Seeley is a graduate of CMU and advocate of more specialized sales education at the collegiate level. "I see such a critical need for this type of program," said Seeley. "More college graduates go directly into the sales profession than any other. Yet, students are graduating from universities nationwide with no specific sales skills. They are being provided with strong intellectual skills and academic understanding, but lack real world insight, human relations and specific skills and processes to begin a career in sales. Armed with advanced skills, CMU graduates will have a substantial competitive advantage in the marketplace and will contribute faster to their new organizations."

[See the CMU Professional Sales Institute interview with Jeff Seeley](#)

Asked how CMU chose Carew International as its partner in developing the Sales Institute, Richard Divine stated, "Carew's documented success in improving the performance of sales organizations with whom they consult made them a very attractive partner for CMU. Jeff Seeley and Carew agreed not only to help develop the content for the program, but also to train CMU faculty and give the Institute access to its copyrighted training materials." Both parties agreed the Sales Institute would greatly advance the field of sales education at the university level.

"The concepts and real world practices being taught in CMU's Sales Institute are proven skills and strategies which have been implemented in leading business organizations, like Nestle, Coca-Cola and John Deere," stated Seeley. "I think potential employers will very quickly recognize the readiness of CMU Sales Institute grads versus other business school grads trying to enter the sales profession."

The CMU Professional Sales Institute will begin offering classes in the fall 2008, with both a concentration in professional sales for students majoring in marketing and a minor in professional sales designed for students of any major. Both programs will feature an innovative new curriculum based on Carew's industry seminars and workshops, with classes focusing on all aspects of personal selling skills, sales management, advanced selling and negotiations. For more information on CMU's Sales Institute go to <http://mkt.cba.cmich.edu/salesminor/>.

Central Michigan University is a nationally distinguished institution of higher education with enrollment of over 27,000 students. CMU offers more than 200 academic programs at the bachelor's, master's, specialists and doctoral levels; and its College of Business Administration is AACSB accredited. CMU has its main campus in Mount Pleasant, Michigan, with twelve satellite locations statewide and more than 60 locations nationwide.

Carew International, Inc. is a leader in sales training and development; specializing in comprehensive, proven programs for excellence in sales, sales management and customer service. For over 30 years, Carew has consistently delivered dramatic results in productivity and profitability to clients worldwide. Carew International is headquartered in Cincinnati. For more information on Carew International, call (800) 227-3977 or go to <http://www.carew.com>.