



SALES CENTER

**From Classroom to Career—Proven in Practice.
Backed by Performance.**

Mission

We amplify TCU students' career and life trajectories.

How We Deliver Impact:

- Delivering a world-class curriculum that mirrors the complexity, pressure, and rewards of professional selling.
- Connecting students with expert faculty, corporate partners, and high-level executives across industries.
- Cultivating a culture rooted in hands-on learning, personal growth, and peer-to-peer mentorship.

Outcome: In under five years, the TCU Sales Center has become one of the nation's top sales programs.

Our Graduates:

- complete 200+ hours of sales training,
- encompassing prospecting, account management, and key account management experiences by
- actively utilizing Salesforce CRM and latest tech to
- sell a portfolio of 8–10 real products through value-based selling, and
- attain a real sales quota.



**Neeley School
of Business**

Sales Center

BY THE NUMBERS

- Founded in 2018 with just 13 students
- Today we average 200-300 students from 20+ majors across 6 TCU colleges
- 100% of graduates met or exceeded their assigned sales quotas
- 15,000+ prospects contacted since 2019
- 5,700+ real sales meetings completed
- \$1.3M+ in revenue generated by students

LED BY EXPERIENCE

Our faculty bring over 140 years of combined sales expertise from industries including Tech, Medical Devices, Energy, Financial Services, and Logistics

OPEN TO ALL OF TCU

Open to all TCU undergrads. Applications are open between the end of a student's first year and the start of the third year.

COMPANIES HIRING OUR STUDENTS

