

## “Science of Sales” Training Program Launched at HUST in China

**Wuhan, China, June 19, 2009** - The Huazhong University of Science & Technology (HUST) hosted the graduation ceremony of the first Chinese pilot offering of the newly-developed and highly-regarded “Science of Sales” training program. The certification diplomas were presented to the participants by Professor Li Shiqi, Director of the Chiang Foundation Industrial Training Center, Howard Stevens, CEO of HR Chally and President of the University Sales Education Foundation (USEF – [www.saleseducationfoundation.org](http://www.saleseducationfoundation.org)) and Sally Stevens, Vice President of Research and Development of HR Chally. Ms Fu Yan (Laura), who organized the program and led the translation of the materials, was the emcee for the graduation ceremony. The participants were also honored by the visit from Beijing of Mr. Tao Yang, Vice Director General of State Administration of Foreign Experts Affairs and his party.

The “Science of Sales” training program was developed by the USEF with the cooperation of Think TV, an American Public Television Corporation. It is the first major research-based training program since Neil Rackham completed his seminal research for IBM and Xerox over 20 years ago. The content of the program includes an understanding of how the changing dynamics between buyers and sellers are being driven by larger global trends that are affecting us all. The proliferation of information, the mobility of the work force, the ease of communication, and the globalization of markets . . . these and other trends have altered the way we work and most importantly how we relate to and serve customers. Today's world-class companies identify the correct type of markets for their products or services and choose the best path for reaching improved sales and higher performance. The program features sales research results based on data from 80,000 corporate and professional customers, 7,200 sales forces tracked over 18 years, and 210,000 salespeople. The research was contributed by HR Chally ([www.chally.com](http://www.chally.com)). In addition, extensive video interviews with leading corporate sales executives such as David Edmunds, senior vice president, FedEx World Wide Sales and Tom Kadian, senior vice president of sales for International Paper and president of xpedx brought a real life perspective to the program.

Twenty-four salespeople and sales executives participated in the intensive 5-day program presented in advanced executive training style with hands-on exercises and in-depth cases. The participants represented major Chinese companies including Wuhan Iron and Steel (WISCO) and Huazhong Hi-tech. Participants were so pleased with the immediate practical applications that the training afforded them and their companies, that they voted to found the “Science of Sales” Alumni Association. The USEF will provide a web platform for graduates to continue receiving updates as new “Science of Sales” research and white papers become available. For more information about the training content, visit <http://www.saleseducationfoundation.org/html/intro-curriculum.html>.

About HUST: The Huazhong University of Science and Technology is a public, coeducational research university located in Wuhan, Hubei province, China. As a national key university, HUST is directly affiliated with the Ministry of Education of China. It is considered to be one of the top 10 universities in China according to Sina Education, SOHU Learning, and Chinese University Alumni Associations. HUST has been referred to as the flagship of China's higher education system. HUST manages Wuhan National Laboratories for Opto-electronics (WNLO) at Wuchang, which is one of the five national laboratories in China.

About The USEF: the University Sales Education Foundation was established as a non-profit foundation to promote the profession of sales through colleges and universities with verified sales education curricula. The USEF is working with a variety of industry professionals and academic trailblazers to establish and support effective university sales programs throughout the globe. The overall mission of the University Sales Education Foundation is to promote the profession of sales and its role as the driving force to the global economy. [www.saleseducationfoundation.org](http://www.saleseducationfoundation.org)

About HR Chally: The HR Chally Group is a sales improvement, talent management, and leadership development corporation providing Total Quality Sales and Talent Management (TQSalesM™ and QTalentM™) tools and research services to more than 2,500 customers in 35 countries for over 36 years. Chally is recognized as an international technology leader in scientific assessment and prediction for selection, job alignment, and development of sales and leadership. [www.chally.com](http://www.chally.com)