



Bylaws of the Professional Selling Advisory Council Department of Marketing

December 10, 2009

ARTICLE I – Definitions and Purpose

Section 1 – Definitions and Organization

Where the term “SAC” is used in these Bylaws, it shall refer to the Professional Selling Advisory Council of the Department of Marketing. The term “Program” shall refer to the Professional Selling Program housed within the Department of Marketing.

Section 2 – Purpose and Objectives

The purpose of the SAC shall be to assist in the planning, evaluation, and strengthening of the Professional Selling Program. The objectives of the SAC shall include the following:

- A. Provide advice and information on current and emerging practices in professional selling that may be incorporated into the Program’s curriculum.
- B. Advocate on behalf of the Program by increasing community awareness of and interest in the activities of the Program, its faculty, and its students.
- C. Support the activities of the Program through personal or corporate donations (cash or in-kind) and active cultivation of other prospective donors.
- D. Assist the Program in preparing students for careers in professional selling through active involvement in student-directed activities such as role playing, shadowing, mock interviews, and speaking in sales classes.
- E. Assist the Program in preparing students for the National Collegiate Sales Competition.
- F. Assist in the placement of graduates, including hiring graduates of the Program where appropriate.
- G. Act as a resource to the Program Director.

Section 3 – Rules of Order

On all questions of parliamentary law, the current edition of “Robert's Rules of Order” shall be the authority for all matters of procedures not specifically covered by the Bylaws or by special rules of procedures adopted by the SAC.

ARTICLE II – Council Operation

Section 1 – Officers

The officers of the SAC shall consist of a Chair, Vice Chair, Past Chair, and the Sales Program Director. These officers shall constitute the Executive Committee.

The Chair's duties shall include:

- A. Preside at all SAC meetings.
- B. Work with the Executive Committee in developing the agenda for SAC meetings.
- C. Appoint ad hoc committees as necessary to conduct the business of the SAC.
- D. Assume other duties as are necessary for the effective functioning of the SAC.

The Vice Chair's duties shall include:

- A. Preside at all SAC meetings in the absence of the Chair.
- B. Assume other duties as are necessary for the effective functioning of the SAC.

The Sales Program Director shall act as Recording Secretary to:

- A. Take and record minutes at all SAC meetings.
- B. Maintain other necessary SAC documentation as needed.

Section 2 – Council Membership

The SAC shall be comprised of corporate members at two participation levels, Chief, and Warrior. At the Chief level each corporation shall exclusively represent diversity through industry, market sector, and/or product type. No member of the SAC at the Chief level shall be a direct competitor of another member except that current members at any level who are in good standing as of the date of these bylaws shall co-exist with any new member at the exclusive Chief level. Each corporate member shall designate a primary delegate to represent their organization. Each corporate member shall have one vote on all matters pertaining to elections and council decisions.

Section 3 – Term of Service

Individual officers and committee chairs are expected to serve at least a two-year term in that capacity. The terms of service for member corporations are determined by the level of financial support provided to the Program (see Article IV, Section 1).

Section 4 – Election of Council Members

Member corporations shall be nominated and approved by a majority of the Development Committee and officers of the council. Officers shall be nominated and ratified by a majority of all council members.

Section 5 – Meetings

The full SAC shall meet a minimum of twice per year, normally in the fall and spring semesters. The primary purpose of the fall meeting shall be to review curriculum, and provide program updates. The primary purpose of the spring meeting shall be to participate in a sales career fair and to select the two competitors representing FSU at the National Collegiate Sales Competition. The Executive Committee and all standing committees shall meet before each SAC meeting, and as needed during the year. Special committee meetings may be called by the Chair. Meetings may be conducted via teleconference or web conference except the biannual meetings of the full SAC.

ARTICLE III – Standing Committees

The standing committees of the SAC and their functions are as follows:

Development Committee – recruits and approves the appointment of member corporations to the council; oversees the financial support of the Program; cultivates prospective donors.

Student Advocacy Committee – promotes ongoing interaction with and mentoring of students; advocates for successful placement of the Program’s graduates.

Sales Competition Committee – supports the selection and preparation of the best sales students for the National Collegiate Sales Competition (NCSC); attends the NCSC and provides support to the Program and/or the competition as a whole.

ARTICLE IV – Measures of Success

Section 1 – Financial Support

SAC member corporations are expected to contribute a minimum of \$5,000 to the Program annually (cash or in-kind donations). In total, the council recognizes two levels of financial support:

- A. **Warrior Level** (\$5,000 annually) – In exchange for support at this level, the council member and his/her firm will receive the following benefits:
 - a. **Up to 20 minutes in each sales program class to fully explain job opportunities, products and corporate culture.**
 - b. **Invitation to judge the local FSU sales competition.**
 - c. **Web-access to sales major student videos, and resume.**

- d. **Announcement of info sessions on the college electronic billboard system.**
 - e. **\$500 of member’s annual donation given as a “Best-in-Class” Scholarship. Member shall select and present the award.**
 - f. **FSU Sales Center Newsletter.**
 - g. **Four seats at the annual Sales Center symposium whenever the symposium is offered.**
- B. **Chief Level** (\$10,000 annually) – In exchange for support at this level, the council member and his/her firm will receive the following benefits:
- a. **All Warrior level benefits.**
 - b. **An annual on-campus marketing event produced by students participating in faculty-directed educational programs.**
 - c. **Invitation to assist in the design of sales class curriculum involving member’s products and services.**
 - d. **Design and presentation of a case study related to member’s sales issues to be used in one or more sales courses.**
 - e. **\$1,000 of member’s annual donation given as a “Best-in-Class” Scholarship. Member shall select and present the award.**
 - f. **A benchmarking study comparing member organization against world class organizations in a similar industry.**
 - g. **Job announcements emailed to all sales program students and posting on the sales program web site.**
 - h. **Viewing of member’s opportunity video in sales classes.**

In addition, corporate members at the Chief level can serve as officers and committee chairs.

Section 2 – Active Contribution

SAC member corporations are expected to actively contribute to the Program. While this includes financial support, active contribution also includes regular attendance at council meetings, service on one or more standing committees, attendance/speaking in sales classes or meetings of student organizations, and providing job opportunities for students. Active contribution shall be considered by the Development Committee as it considers the recruitment and appointment of corporate members to the council.

ARTICLE V – Amendments

These Bylaws may be amended at any meeting of the SAC by a two-thirds vote of all current SAC members, and shall become effective immediately upon such vote or as otherwise determined by law or by the SAC.