



ANNUAL

Sales Report

2024



GREEN HOUSE
SALES & MARKETING

UVU WOODBURY
SCHOOL of BUSINESS
UTAH VALLEY UNIVERSITY



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SECTION 0

Program Overview

Message from the Program Director

2024 was an amazing year for the Sales Program. We had record enrollments, maintained our 100% placement guarantee, added 15 new corporate partners, and launched the bachelor's degree in Professional Sales!

Our secret sauce is the real-life curriculum, co-developed with our corporate sponsors, that has our students selling actual product before they even graduate. Products like Green House and SMARTLab. This curriculum, rooted in real-world experience, turns our program into a bridge between the worlds of academia and corporate America.

Bridging the gap between higher education and real-world business skills and experience holds immense significance, as it represents the transformation of academic knowledge into practical, life-changing wisdom.

At UVU, we strive to differentiate ourselves from other institutions by providing our students with a COMBINED education of theory and practice. Through real-life experience, students truly understand how to apply knowledge effectively. Experience is often what distinguishes candidates in the job market, as employers typically prioritize candidates who can demonstrate a track record of successfully applying their skills and knowledge to produce tangible results.



Gary Johnson, PhD

Director, Professional Sales | Green House Sales & Marketing



Message from the Dean

At UVU, we strive to create value through the deep connections we build with students, professors, and the community. Green House Sales & Marketing is the essence of connection and delivers high marks on all levels. Students work one-on-one with community businesses, delivering real results while putting into practice the theories they are learning in the school curriculum. I'm very proud of all Green House is accomplishing to give students the engaged learning experience we so highly value in the Woodbury School of Business.



Bob Allen

Dean | Woodbury School of Business | Utah Valley University



Leaders

Our leadership takes an active role in administrative work to support sales operations at Green House beyond their regular positions in the university.

Dr. Gary Johnson

Director, Professional Sales

Teaches and directs sales students in real-world sales skills



Alec Gallego

Director, Green House Sales & Marketing

Manages all sales, client, financial, and employee operations for Green House



David Przybyla, MBA

Digital Marketing Program Director

Founder of Green House, assists with sales enablement tooling



Dr. Mitch Murdock

Chair of the Marketing Department

Assists with overall strategic direction for the entire department



Dr. Matt Farmer

Assistant Professor,
Professional Sales



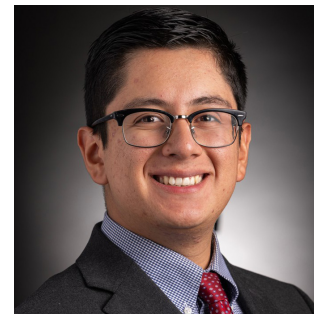
Dale Jolley, MBA

Director, SmartLab
Neuromarketing



Sam Farley, MBA

Dean's Executive in
Residence, Professional
Sales



Javier Salazar

Sales and Marketing
Operations Specialist



SECTION 1

Goals for the Coming Year

Goals for 2025

- Increase awareness of the Sales Program to 85% of students.
- Focus promotion on international students, women, and minorities.
- Continue placing 100% of all sales students.
- Recruit 15 more corporate partners.

Green House will be the university's Sales and Marketing Center that is fully integrated with every UVU department, organization, or program that wants to GROW. We believe the Center could be UVU's sales and marketing engine.

Our Mission

Our mission is to provide companies with unmatched value by accelerating small business growth through the fusion of sales operations and marketing. Through the agency, students gain marketable experience and practical skills.

Our Vision

Impact ALL sales and marketing students at UVU

Build a stronger relationship with Utah communities

Create value for small business entrepreneurs

"Growing students who will grow our community."

-Alan E. Hall

SECTION 2

Plans to Enhance the Program

1. Continuous Curriculum Improvement

With input from our corporate partners, we will continue to improve each and every sales course, with an eye on real-world application. For example, in the Fall of 2025 we will launch a “Cause Selling” course that will introduce students to the world of nonprofit sales and fundraising.

A New Economic Ideology - The Double Barrel Funnel

As pictured to the right, Utah Valley University is researching and modeling a new approach to sales and marketing. Today’s technology enables businesses to be more strategic with their approach to revenue. Our approach to business offense is to create individual ownership and accountability by both offensive teams (marketing and sales) throughout all stages of the funnel. By establishing full-funnel ownership by both teams, businesses can experience significant beneficial outcomes.

2. Competitive Sales Team

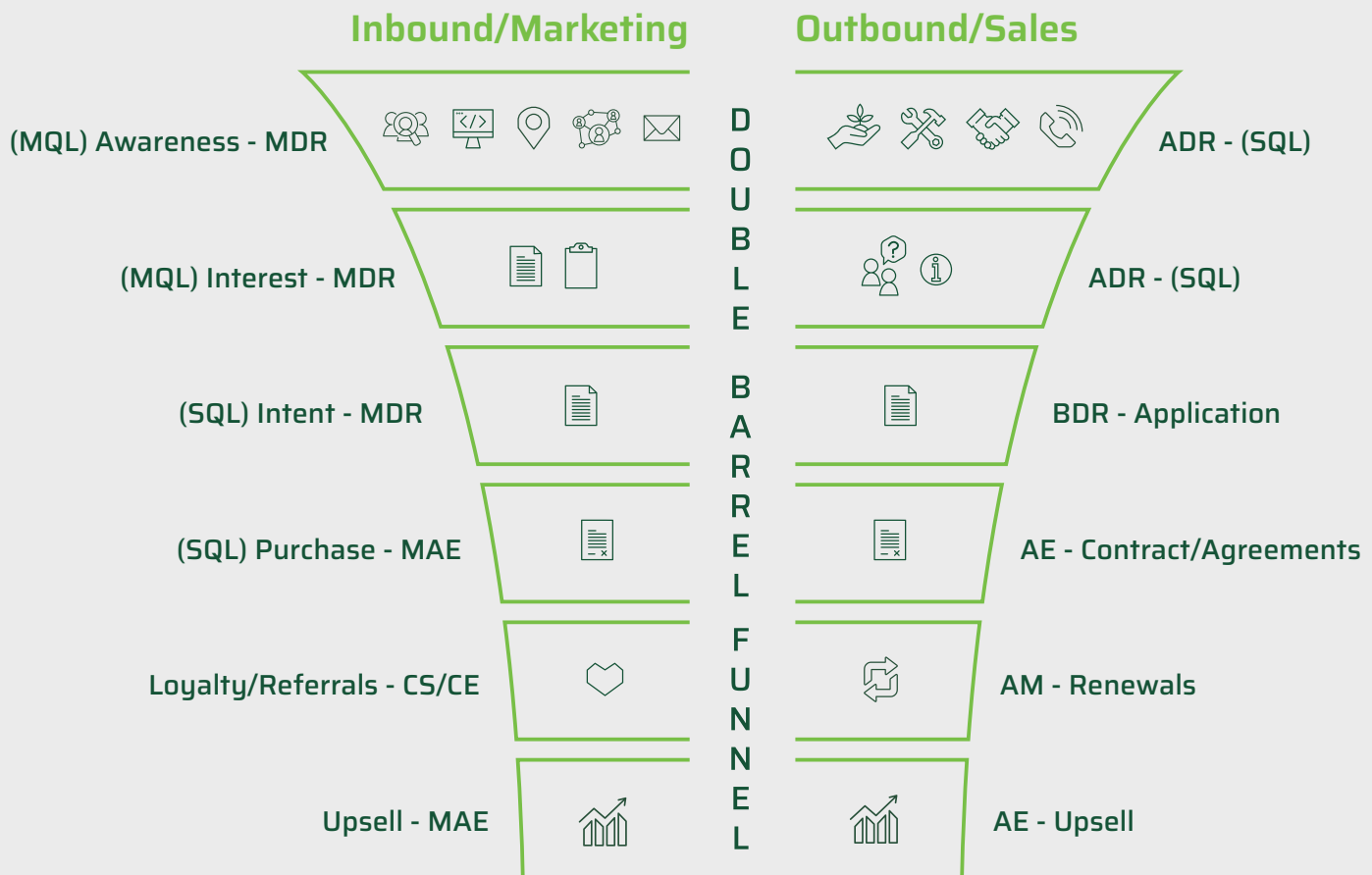
In 2025 we will launch our student sales team who will compete at national and regional sales competitions. The first cohort have been selected and are currently in training.

3. Corporate Alignment

Tight relationships with Silicon Slopes executives remains a vitally important element of our continuous improvement strategy. These companies are our “buyers.” Therefore, following best marketing practices, we will survey and develop focus groups to ensure our students are meeting their highest expectations.

At UVU, we are researching, modeling, and perfecting a new approach to business offense—one that will revolutionize the centuries-old model and impact the bottom line of businesses.





1. **Accountability** - Full accountability will be attributed to each team. Tech stacks and roles are defined and appropriated to facilitate traditional strengths in each team. Metrics are clearly attributed to each funnel team and are not inflated by miscommunication.
2. **CX** - Teams can now approach customer sets uniquely with aligned value props and targeted positioning. Customers in the funnel will experience greater specificity and communication preferences.
3. **Failure Tolerant** - With a double barrel, a company mitigates risk of a single point of failure. If one side of the funnel is struggling, the other side can operate without interruption, providing business continuity.
4. **Augmented Profits** - Traditional funnels are liner and rigid, assuming a sequential path from awareness to purchase. Customer journeys are often nonlinear, jumping in and out of stages based on needs and interactions. Creating customized journeys through customized funnels with the flexibility provided by full ownership of the double barrel funnel will create exponential outcomes.

SECTION 3

Number of Students Enrolled in the Program



888

**Students enrolled in a
sales course in 2024**

323

Spring

151

Summer

414

Fall

Sales Courses

**MKTG
2390**

Business Presentations

Learn to plan, develop, deliver, and evaluate business presentations using various media.

**MKTG
4610**

Sales Operations

Understanding KPIs, Develop reports, and achieve proficiency in CRM and Sales Force Automation.

**MKTG
3600**

Principles of Marketing

Explores consumer behavior, market research, and marketing strategies. Includes case studies, lectures, presentations, assignments, guest speakers, and a marketing plan project.

**MKTG
4620**

Advanced Professional Sales

Advanced B2B selling skills and practices. Identifying needs, building relationships, and negotiating.

**MKTG
3650**

Professional Selling

Develop skills in personal selling and sales force management. Recruitment, training, supervision, and forecasting.

**MKTG
4630**

Professional Sales Capstone

Integration of all previously learned concepts into real-life, full-cycle sales experience.

**MKTG
3640**

Sales Management

Understand strategies and tactics for effective sales force management.





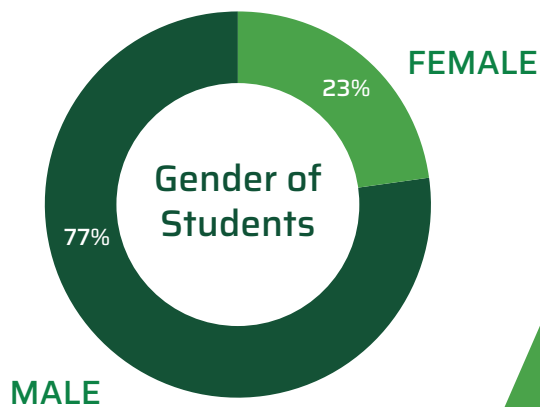
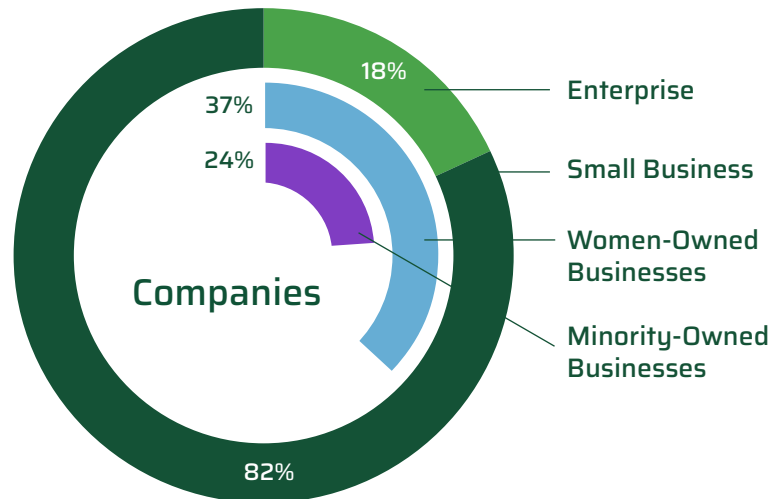
1,600+
Calls Made



200+
Presentations Given

\$204,000+
Revenue from Closed Deals

50+
Companies



Post-Graduation Stats



\$73,000 OTE
Average Salary After Graduation



100%
Job Placement

SECTION 4

Anonymous Feedback Reports from Students on the Perceived Value of the Curriculum

“What I loved most was the real-life experience we got -- by selling a products and not just seeing it get sold.”

-Anonymous

The professors are usually industry professionals which gave great validity to what they teach. They cut out all the bull crap and gave us great insight into the industry.

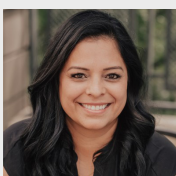
In all of the classes we are given great constructive criticism and feedback. I'm SO glad I did this program. I feel so much more prepared for B2B selling.

These were probably my favorite classes that I took at UVU. I would recommend this program to anyone that is even slightly interested in sales. The thing that helped me the most was the engaging lectures that we had once a week. Even though they were virtual, they were a great way of engaging the students and making the class fun.

I love the format of these classes: sell this product and you pass the class. AND we'll help you get a job.

The competitive edge

“Thanks to the education and opportunities at UVU, one of Utah's top insurance providers hired me after I graduated. There are many challenges in sales. However, because I took part in UVU's sales team I feel like I have always had a competitive edge against my colleagues.”



Inez Lund

Marketing and Sales Professional



SECTION 5

Development of Scholarships for Students

Todd Pedersen Sales Scholarship



SECTION 6

Report on Promotional Activities to Increase Class Enrollment

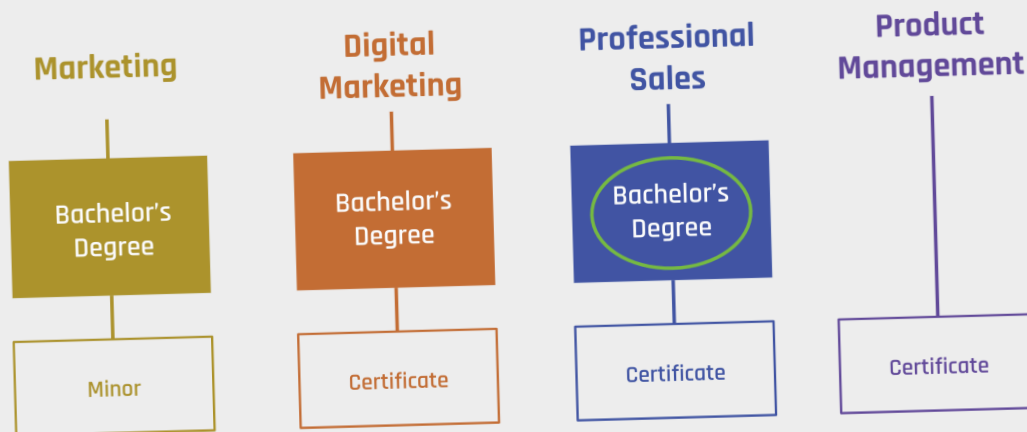
- 34 Class Visits
- 3 Email Campaigns
- Development of a new website
- Advertising on Digital Boards internally and Billboards externally
- Advisor Training

38
Students

Declared Professional Sales
as their Major during Fall



Marketing Department Offerings



Benefits of a Professional Sales Degree

-  Build a Stronger Resume
-  Flexible and Family-Friendly
-  High Earning Potential
-  Job Security

UVU DEPARTMENT OF MARKETING

Professional Sales Certificate Courses

MKTG
2390

Professional Business Presentations

Presenting in business settings. Planning, developing, delivering, and evaluating business presentations.

MKTG
3600

Principles of Marketing

Fundamentals of customer behavior, markets, and marketing strategy.

MKTG
3650

Professional Selling

Develop skills in personal selling and sales force management. Recruitment, training, supervision, and forecasting.

MKTG
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Sales Management

Understand strategies and tactics for effective sales force management.

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Sales Operations

Understanding KPIs, Develop reports, and achieve proficiency in CRM and Sales Force Automation.

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Advanced Professional Sales

Advanced B2B selling skills and practices. Identifying needs, building relationships, and negotiating.

UVU DEPARTMENT OF MARKETING

SECTION 7

Summary Information of Donors Sought and Supporting the Program's Growth

Donors



Notable Recruiters



50+ Companies

\$204,000+ Revenue from Closed Deals

Clients



Sandra Montanino



SECTION 8

Results from UVU Sales Curriculum to be Shared with USHE Technology College or High School Students

UVU's October 2024 Alan Hall Marketing and Sales Invitational: A Tremendous Success

The Alan Hall Marketing and Sales Invitational held at Utah Valley University in October of this year was nothing short of a spectacular success, **drawing a record-breaking 564 students from 28 schools—nearly four times the number of participants from April's event, which had 143 students from 14 schools.** From May through October, our marketing department reached out to or visited **over 50 high schools** and obtained over 100 contacts of DECA and FBLA advisors in the state to invite them to our event. We were overjoyed to learn that several schools even came all the way from St. George and Toelle, Utah and stayed in hotels the night before the event so that

they could attend the Invitational. This dramatic surge in participation highlights the event's growing reputation and its increasing popularity among high school students across the state. The Invitational provided a unique platform for students to showcase their marketing and sales skills, engage in real-world business challenges, and experience the vibrant energy of UVU's campus, fit with accomplished and passionate professors. **Astonishingly, student interest in attending UVU also soared, with 73% of participants expressing a strong interest in attending the university after the event, a significant jump from 44% before the event.**





The excitement surrounding the competition was magnificent, and the feedback from both students and advisors reflected the success of the event. **A striking 89% of students said they would return again to the Invitational in the future, up from 82% in April.** This demonstrates that the event's engaging and interactive atmosphere continues to resonate with participants, making this event an enormous win for UVU. **Students' advisors were even more enthusiastic, with 94% indicating they would be eager to attend future events,**

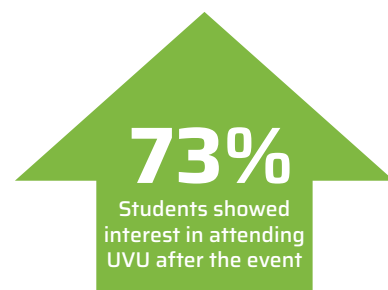
compared to 90% in April earlier this year. The competition offered students a range of exciting activities—from hands-on marketing challenges like the product design competition to more relaxed networking opportunities like case studies. Students loved the chance to connect with our professors, MBA students, undergraduate volunteers, and business professionals. Many also enjoyed exploring the UVU campus and meeting faculty members, further reinforcing the university's appeal.



4x increase from 143 students in April



2x increase from 14 schools in April



Increase from only 44% interest before the event



The October Invitational wasn't just about the numbers to us—it was about the overall experience. Students praised the energetic, welcoming atmosphere at UVU, and the variety of engaging competitions, such as solving real-world business cases. The thoughtful hospitality, including delicious food, a soda bar, UVU swag, and a froyo station also contributed to making the day one that will never be forgotten. The event successfully created an environment where students could not only develop their personal skills but also envision themselves as part of the UVU community one day. The increased participation, heightened interest in attending UVU, and overwhelmingly positive feedback from both students and advisors all point to the growing success of the Alan Hall Marketing and Sales Invitational and UVU's position as a top choice for high school students looking for an exciting and enriching college experience.



Watch a recap of
the event here



*A striking **89% of students** said they would return again to the Invitational in the future, up from 82% in April.*

*Students' advisors were even more enthusiastic, with **94%** indicating they would be eager to attend future events, compared to 90% in April earlier this year.*



SECTION 9

An Aggregate Summary of International Students Enrolled in the Program

34%

First-Generation Students

12

International Students

14.17%

Students of Color

7.54%

Hispanic Students



Breaking the generational curse.

As a first-generation student and Latina, it is my mission to end the cycle of just surviving in the United States as a minority. Being the oldest daughter, my parents had one expectation: that I would be married with six kids, working as a manager at Cafe Rio for the rest of my life. While they believed it to be the perfect life for an immigrant, that is not the expectation I had for myself. I wanted the best for myself then and now, and in order to achieve that, I was confident I needed a proper education.

As an intern at Green House, I have gained invaluable experience that has opened my eyes to what I should anticipate upon entering the workforce. Working with genuine clients and completing actual tasks has proven to be far more beneficial than mere simulations in a classroom setting. This hands-on approach has equipped me with the practical skills and knowledge necessary to excel in my future career, and I couldn't be more proud of all I have accomplished here. The curse is officially broken!

"Working with genuine clients and completing actual tasks has proven to be far more beneficial than mere simulations in a classroom setting."



Staysy Rubio

First-Generation College Student



Grow with us



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