



GREEN HOUSE
SALES & MARKETING

ANNUAL

Sales Report

2022-23

Including 2023-24 Vision

UVU WOODBURY
SCHOOL *of* BUSINESS
UTAH VALLEY UNIVERSITY



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Message from the Program Director

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.

Sales and marketing jobs are in a constant state of evolution, reflecting the rapid pace of technological advancements and shifts in business. In this dynamic field, what was considered cutting-edge yesterday may become obsolete tomorrow. Sales and marketing professionals must be agile and adaptive, continuously updating their skill sets to stay relevant. Emerging technologies, such as artificial intelligence, voice search, and augmented reality, are reshaping the landscape, offering new opportunities and challenges.

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.

Green House is our differentiator.

Green House is an integrated sales and marketing agency sponsored by Utah Valley University and run by its students. Our approach combines the impact of the largest university in Utah with the resourceful skills of students and industry professionals. By working with active businesses and organizations students are bridging the employment gap with real-world, hands-on skills.

Our “secret sauce” is what we call the Double Barrel funnel, where sales and marketing is fully integrated—conceptually and practically. I’m zestfully optimistic about the rapid successful impact we are already realizing with our students, and I foresee an even larger footprint of achievement in our pathway to building an effective, transformative, and fully integrated experience. I thank the university leadership for risking the chance, the community for supporting our mission, and especially Alan Hall for helping to sustain the vision.



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 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





About Green House

Green House was originally built off an idea from two passionate professors. The goal was two-fold: to lean into UVU's objective of engaged learning -- academic learning facilitated by presenting content and methods within a real-world context, and to demonstrate the power of a fully integrated sales and marketing engine. And from this two-fold idea, Green House Sales & Marketing Agency was formally launched with the support of The Woodbury School of Business and the Alan Hall Sales Catalysis Initiative in Fall 2022.

Green House provides marketing services to businesses that are typically unable to afford industry agencies. Clients are acquired inbound through advanced digital marketing techniques and outbound through student-driven direct sales. This approach combines the impact of the largest university in Utah with the resourceful skills of sales and marketing students with oversight from industry experts. This unique structure provides crucial sales and/or marketing experience to hundreds of students prior to entering the field post-graduation.

Green House has assisted many businesses in the last year with improving online marketing presence, fortitude, and community. Its most popular product, the Fertilizer Package, implements the foundational elements for reputation management and Search Engine Optimization (SEO), and includes detailed audits for social and paid media - all of which are sold by students in the sales program.

OUR MISSION

Our mission is to provide students with career experience coupled with a college diploma in a sustainable and scalable educational environment.



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 acquiring new clients for Green House



Dr. Mitch Murdock

Chair of the Marketing Department, Woodbury School of Business

Assists with strategic direction



David Przybyla, MBA

Digital Marketing Program Director

Founder of Green House, assists with sales enablement tooling

Team

Other faculty assist students in additional client management, presentation training, and career preparation.



Dr. Matt Farmer

Assistant Professor, Professional Sales



Dale Jolley, MBA

Director, SmartLab Neuromarketing



Sam Farley, MBA

Dean's Executive in Residence, Professional Sales



Alec Gallego

Dean's Executive in Residence, Sales Enablement



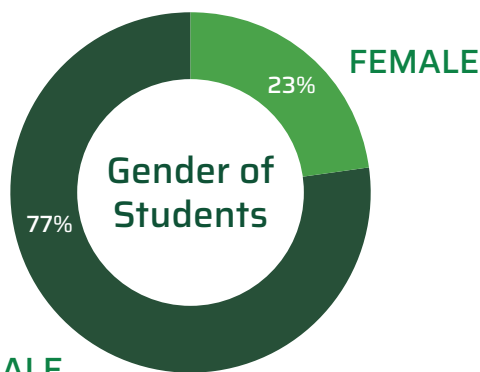
Jake Snelson

Dean's Executive in Residence, Lead Generation

Stats over the past year



Students in the Sales Program



MALE

Data Analytics for Business

Principles of Marketing

Professional Selling

Sales Management

Sales Operations

Advanced Professional Selling



400+

Students have taken at least one Sales class



1,600+
Calls



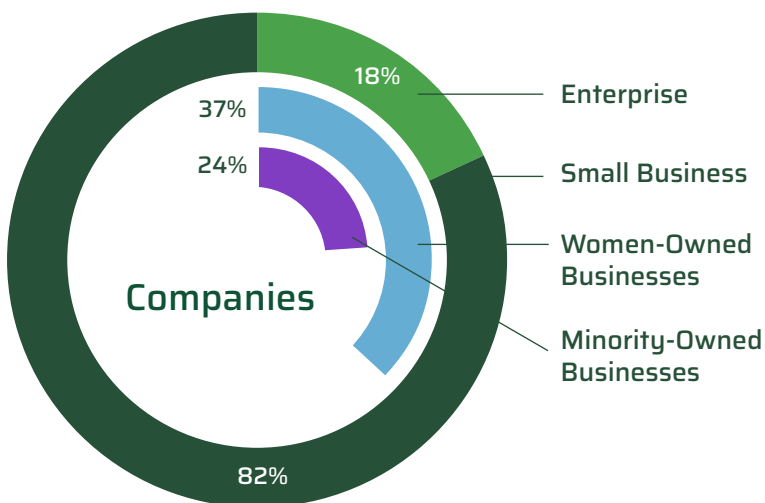
200+
Presentations

\$110,000+

Revenue from Closed Deals

50+

Companies



\$73,000 OTE

Average Salary After Graduation



\$12,800

Sales Scholarships Awarded



100%

Job Placement



Innovation In Sales

The marketing and sales funnel has long been a foundational concept in the world of business, guiding companies in their efforts to acquire, nurture, and convert leads into loyal customers. Traditionally, this model has divided responsibilities, with marketing taking ownership of the top of the funnel, focusing on awareness and lead generation, while sales handles the bottom of the funnel, concentrating on closing deals. This approach and model has not changed in over one hundred years.

The Current Funnel Is Flawed

The current marketing and sales funnel is flawed in numerous ways that hinder business growth and destroy entire business ecosystems. Conflicts between sales and marketing teams are a common occurrence within organizations that strictly adhere to the traditional funnel approach. These conflicts often arise from differences in objectives, priorities, and perspectives.

1. **Misalignment** - The division between marketing and sales, each focusing on different stages of the funnel, can create misalignment and communication gaps. Marketing may generate leads that sales deems unqualified, leading to friction between the teams and potential loss of valuable leads.
2. **Bottleneck** - The current model creates single-point-of-failures at any stage of the funnel, significantly hindering success and limiting all future stages of opportunity.
3. **Limited Attribution** - Attribution of marketing efforts to specific sales is often challenging in the traditional funnel. This makes it difficult for businesses to measure the effectiveness of their marketing campaigns and allocate resources efficiently.
4. **Missing CX** - The traditional model tends to prioritize the company's needs and goals over those of the customer. It may push potential customers through the funnel without addressing their specific pain points or preferences, resulting in a suboptimal customer experience.
5. **Siloed and Incoherent Metrics** - Marketing and sales teams are measured on different success metrics creating disjointed and unorganized processes and outcomes. Leaders are often improperly given the wrong levers and metrics to make necessary decisions.



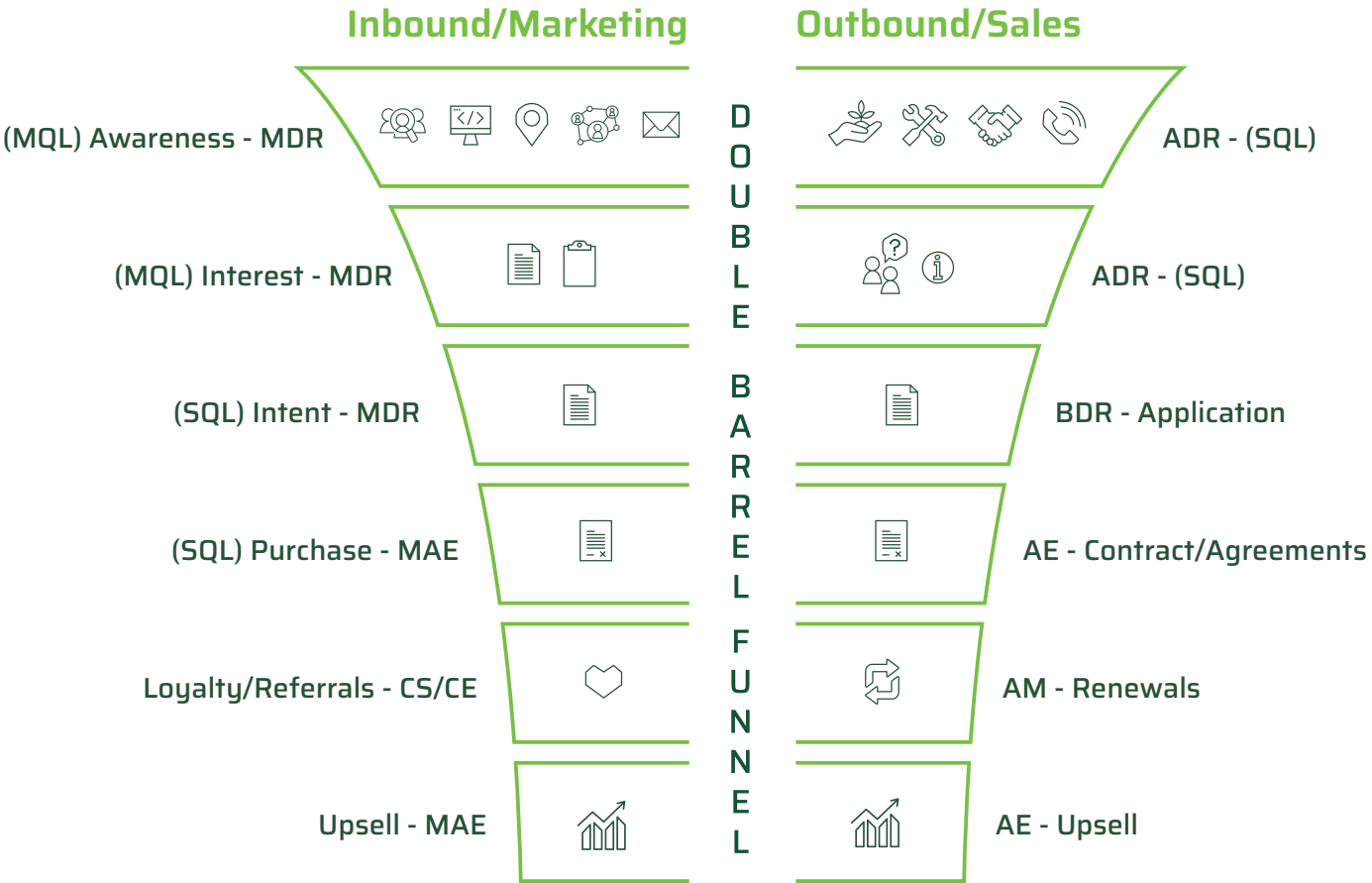
Innovation In Sales

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.



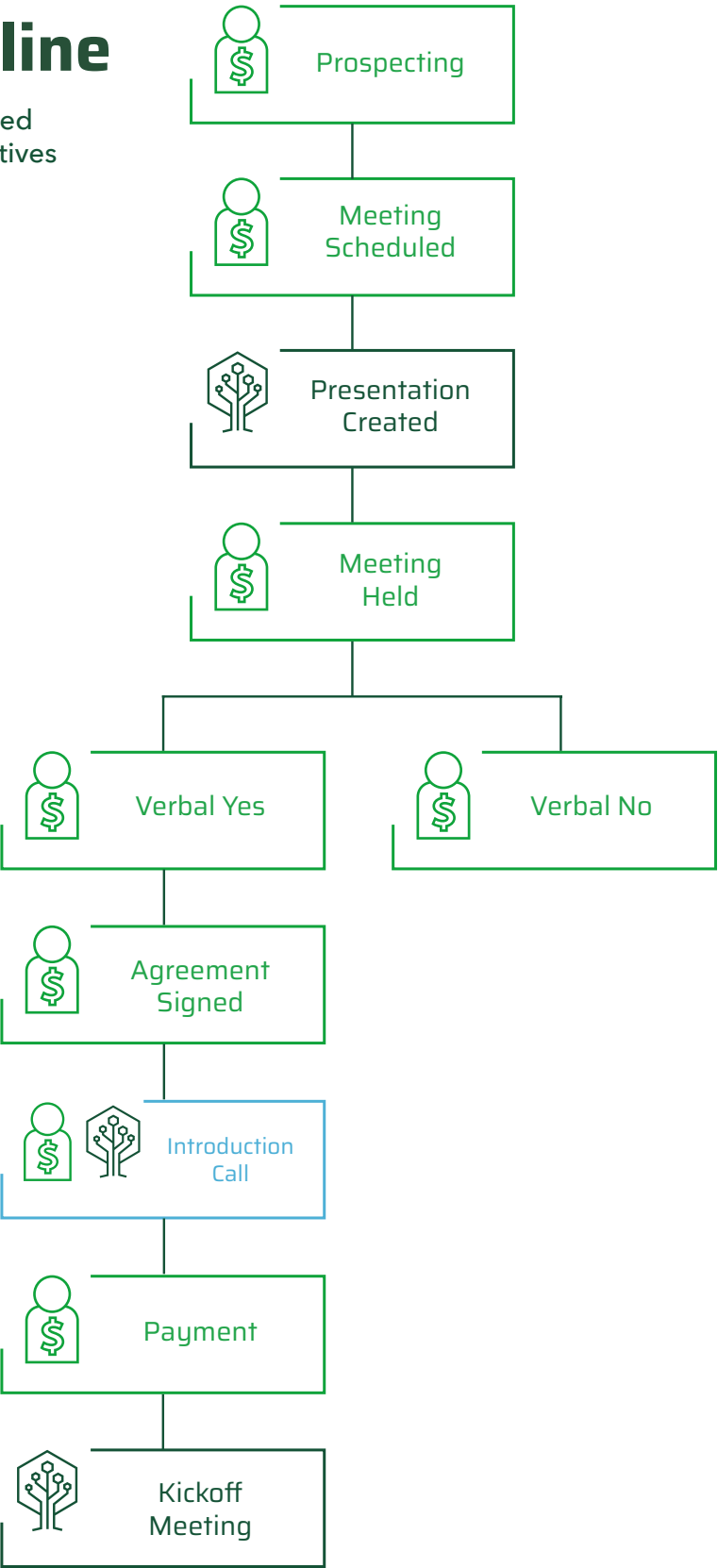
At UVU, we are researching, modeling, and perfecting a new approach to business offense—one that will revolutionize the centuries-old model and impact the bottom line of businesses.



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.

Sales Process Outline

The following diagram outlines the integrated sales process between the sales representatives and execution teams.



Business Acquired

50+

Companies

\$110,000+

Revenue from Closed Deals



Sponsors, Partners, & Notable Recruiters

Our sponsors and partners provide us with the opportunity to stretch our reach beyond our own networks. In addition to financial donations, these organizations donate their time and networking efforts to increase the visibility of what we offer at Green House and assist students

\$73,000 OTE

Average Salary After Graduation

 canopy  awardco

 claravine  dsco  enveyo  Gartner

 Divvy  AVAYA  entrata  foreUP

 BUCKNER  DISRUPTIVE ADVERTISING  DOMO  imagine learning

 Verisk  NUVI  Adobe Workfront

 HENRY SCHEIN  IMPARTNER  Gallagher

 ORACLE NETSUITE  vivint. SmartHome  whistic  FASTENAL

 TEKsystems  TRANSFRVR  weave

 XANT  ivanti  LogMeIn  Lucid

 Xactware  INSTRUCTURE  SR SOLUTION REACH  go react

 motivosity  Marcus & Millichap  NOW CFO  paycom

 PACIFIC OFFICE AUTOMATION  bambooHR  SALTSTACK

 PLURALSIGHT  Podium  qualtrics XM



Student Stories

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



From janitor to the 97th Floor.

As I was approaching my senior year at UVU, I was still working as a janitor at a local charter school and knew I needed an internship to start gaining experience in the field. I applied to various places for over four months, but I couldn’t land jobs since they were looking for someone with more experience. To me, that seemed counterintuitive since I was applying for internships—that’s the experience I was wanting.

Toward the end of my search, I was feeling defeated. I applied for Green House on a whim, and Professor Przybyla called almost immediately. He completely understood my situation, told me more about this new program, and offered me the position on the spot. I happily took him up on it, and I’m so glad I did.

Green House gave me the opportunity to work directly with clients and practice that communication skill.

In my year at Green House, I was able to build my experience in a way I didn’t expect. Shortly after starting, I was promoted to the role of project manager, and again shortly after that, I was promoted to be the business development representative. In such a short period, I was able to grow my role enough to quit my job as janitor and focus my time solely on building my experience in the field.

Ultimately, I have Green House to thank for getting my foot in the door where I am now at 97th Floor. Green House gave me the opportunity to work directly with clients and practice that communication skill. For most of the jobs I interviewed for as I prepared for my career after graduation, they were impressed that I had the skill of working directly with clients. I feel like that’s probably something that a lot of other internships wouldn’t give you the opportunity.

I thank the leaders and mentors at Green House for giving me the opportunity to gain that invaluable experience prior to leaving campus so I didn’t graduate as a janitor. I graduated already a digital marketing specialist.



Jake Leavitt
Digital Marketing Specialist

The Vision Into 2024

Green House is an innovative sales and marketing fusion agency sponsored by Utah Valley University (UVU) and run by its students. Green House is the connection between education and business.

Mission

The 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.



Transformative
an innovation model
of education



Self-sustaining
generating a return
on investment



Student-focus
preparing students
through experiential
learning

Our Goals

- 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



Inside Green House

- Full-time Director
- State-of-the-Art Equipment
- Phone and Conferencing Tools
- CRM, Pipeline Management
- Sales Operations, Forecasting

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. Run by students, powered by YOU.

Key Performance Indicators

- Become completely financially self-sustaining in 5 years
- Provide every sales and marketing student at UVU with “top-of-the-funnel” experience
- Satisfy 100 percent of demand for sales and marketing new hires in Utah Valley
- Generate \$250,000 per year by assisting 100 small business entrepreneurs every year
- Create 500 industry consulting experiences for Woodbury School of Business students each year

Your gift to the UVU Woodbury School of Business sales program will transform students' lives, current educational models, and Utah's economy.





Grow with us



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