

# FISHER INSTITUTE FOR PROFESSIONAL SELLING

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Established through a gift from Ronald and Diane Fisher in 1992, the Ronald R. and Diane C. Fisher Institute for Professional Selling has enabled The University of Akron to establish one of only 13 certified, professional sales programs in the world. Through seminars, outreach programs, applied research, and a variety of other activities, the Fisher Institute is shaping the next generation of sales professionals as well as promoting professional sales as a lifetime career choice.

We work with many good companies who benefit from being Executive Advisory Board Members for the Institute. Namely, they provide mentorship to our current students, help reshape the sales curriculum so that it is current, and actively hire our outstanding graduates. The Institute's programs are based on the latest in sales performance research and learning methodology and offer hands-on real-world applications that deliver lasting results.

Website: Fisher Institute for Professional Selling (<https://www.uakron.edu/fisher>)