



SME

Sales & Marketing Executives, Inc.

Of Sioux Falls ®

SME Sioux Falls SCHOLARSHIP APPLICATION FORM AND INSTRUCTIONS

**SALES & MARKETING INC., of SIOUX FALLS
P.O. BOX 90310
SIOUX FALLS, SD 57109-0310
(605)336-5626
FAX (605)362-6682
www.smesiouxfalls.org**

Each year SME Sioux Falls awards scholarships to sophomore, junior, or senior level students continuing their business-related education at an institution of higher learning in South Dakota. Awards in the past have ranged from \$1,000 to \$4,000.

The following pages describe the selection process, criteria for applicant qualification, and information to be submitted by the applicant. Please read and follow directions carefully.

APPLICANTS MUST MEET THE FOLLOWING CRITERIA

1. Be currently enrolled at one of the institutions of higher learning in South Dakota.
2. Be a current undergraduate student and use any awards received for undergraduate education.
3. Be pursuing a major and degree that would adequately prepare the student for a career in a business management, sales, or marketing-related field.
4. Agree to use the award during the semester/year following the award.
5. If selected as a finalist, be available to make an oral presentation on April 17, 2012 in Sioux Falls, South Dakota and to receive the awarded scholarship that same evening in Sioux Falls.

APPLICANTS MUST SUBMIT THE FOLLOWING BY FEBRUARY 3, 2012

- A completed application form.
- A completed scholarship questionnaire regarding your understanding of sales and marketing (see following pages of SME scholarship application).
- A resume, which includes career employment objective, leadership experience, and education.
- A letter of professional reference.
- A copy of your “Official” college or university transcript.

SELECTION PROCESS

Applications, questionnaires, transcripts, and resumes received by Friday, February 3, 2012 will be reviewed and judged by the SME Scholarship committee. Applicants are evaluated on their completed application, written questionnaire, resume, and their demonstrated leadership and academic achievements. All applicants will be notified of their status by March 14, 2012.

The committee will select three finalists. All finalists will receive a scholarship. To aid in the determination of the scholarship amount, each finalist will participate in an oral presentation. The presentation, to be held in the afternoon of April 17, 2012, at Callaways, in Sioux Falls, SD, will include a 15-minute role-play in selling/marketing a service or product.

SALES & MARKETING EXECUTIVES INC., OF SIOUX FALLS

SME SCHOLARSHIP APPLICATION

Please submit this completed form along with resume, transcript, letter of reference, and questionnaire by Friday, February 3, 2012 to SME Scholarship Committee, P.O. Box 90310, Sioux Falls, SD 57109-0310

Name: _____
Last First Middle

Home Town: _____
Street Address City State Zip

Home Telephone: _____ Campus Telephone: _____

Campus Address: _____
Street Address City State Zip

Email Address(s) _____

School Attending: _____ Major: _____

Number of Credit Hours Completed to Date: _____

Grade Point Average in Major: _____ Cumulative GPA: _____

How did you hear about the SME Scholarship opportunity? _____

Acceptance of this scholarship is based on the condition that I will return to a participating South Dakota institution of higher learning and pursue my degree through graduation. I understand that I am required to enroll in the Fall to use the scholarship funds in the following two semesters. Sales and Marketing Executives may use my name and photo in any publications or press releases.

Do you agree to this condition: Yes No

Signature: _____ Date: _____

QUESTIONNAIRE

Please type your answers to the following questions on a separate piece of paper. Judging will be based on clear and concise answers to each question of *250 words or less*.

1. Why do you want to enter a career in sales or marketing?
2. Upon graduation, what is your ideal career, goal, or position?
3. How do you envision using your sales and marketing skills to strengthen your role in your community?
4. In your own words, cite a company, store, or an individual that has given excellent service. How would you use this information in your future sales and marketing career?

ABOUT SALES & MARKETING EXECUTIVES INC., OF SIOUX FALLS

Sales & Marketing Executives, Inc. of Sioux Falls (SME) is a nonprofit association whose members include business owners, company presidents, Chief Executive Officers of major corporations, and sales managers or marketing managers of businesses in Sioux Falls regional area.

SME Sioux Falls provides educational and networking opportunities to its members as well as assuming a leadership role in the community to promote education and activities that enhance interest in a business, sales, or marketing careers.

SME Sioux Falls actively supports Pi Sigma Epsilon, a business fraternity at the University of South Dakota in Vermillion, SD.

If you have any questions, email Sue Ford at info@smesiouxfalls.org.

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