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Thomson Reuters Launches Student Sales Lab at Michigan State University

DEXTER, Mich., December 8, 2014 – Thomson Reuters today announced the launch of a new sales lab in partnership with Michigan State University's Eli Broad College of Business. The opening was celebrated with a ribbon-cutting and appreciation ceremony on December 5 at MSU's Lear Corporation Career Services Center.

The sales lab will offer new options for teaching students consultative sales techniques. Five rooms in the Lear Center have been equipped with video technology, enabling students to record themselves conducting sales role-playing scenarios and presentations in order to receive customized feedback and improve their selling competencies.

"This technology is a huge enhancement to the pedagogical capabilities of our sales program in that students now have the opportunity to see themselves in action and learn from their own observations as well as from the feedback provided by professors," said Doug Hughes, associate professor of marketing and leader of the Strategic Sales Institute.

The renovation was funded by a \$75,000 gift from Thomson Reuters, a long-time corporate partner of MSU's sales program.

"Thomson Reuters is excited to partner with Michigan State University on the new sales lab," said Rick Kursik, vice president of sales for the Professional segment within the Tax & Accounting business of Thomson Reuters. "Our relationship with the university and specifically, the sales communication specialization program has been an extremely positive one. The lab is a great way for us to expand that relationship and to provide further value to the students of MSU."

While the lab's technology offers particular benefits to students studying sales, it also provides students across the college with the opportunity to evaluate, reflect upon, and improve their personal presentation skills, which is vital to any business career.

[Michigan State University's Eli Broad College of Business](#) prepares students to make business happen through an innovative curriculum and collaborative culture, guided by a distinguished faculty. Broad students enhance their studies with a wide range of study abroad trips and real-world projects in research centers and experiential labs. Graduates are ready for business challenges around the world, part of an unparalleled peer and alumni network. For more information, visit broad.msu.edu.

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