

THE LIST

Greater Columbus MBA programs

RANKED BY SPRING 2004 MBA STUDENT ENROLLMENT

BUSINESS SCHOOL COLLEGE/UNIVERSITY LOCAL ADDRESS, CITY, ZIP PHONE • FAX • WEB SITE	MBA STUDENTS: SPRING 2004/ FALL 2003	2003-2004 NEW MBA PROGRAM: APPLICANTS/ ACCEPTED/ ENROLLED	MBA FACULTY: PERMANENT/ ADJUNCT/ AVERAGE STUDENT AGE/ LOCATIONS/	TUITION ¹ / CREDIT HOURS/ TERMS AND TIMES ² / ADMISSION ³	PARTIAL LIST OF MBA PROGRAM FEATURES	UNIVERSITY: PRESIDENT/ BUSINESS SCHOOL DEAN/ MBA PROGRAM DIRECTOR
1 Fisher College of Business Ohio State University⁴ 2108 Neil Ave. 100 Gerlach Hall, Columbus 43210 614-292-8511 • 614-292-9006 • fisher.osu.edu	923/ 933	920/ 462/ 260	103/ 12/ 28/ 1	\$14,121 quarter/ 98 hours/ Q, E/ B, G	Finance, general management, marketing, operations, logistics, consulting/strategy, program size offers faculty and executive interactions	Karen A. Holbrook/ Joseph A. Alutto/ Karen Hopper Wruck
2 Graduate School of Business Franklin University 201 S. Grant Ave., Columbus 43215 614-797-4700 • 614-221-7723 • franklin.edu/graduate.html	703/ 656	727/ 581/ 516	10/ 74/ 35/ 3	\$359 hour/ 42 hours/ T, E, O/ B-2.75, W-4	Eight focused disciplines offered, integration of executive coaching, professional membership, business portfolio and social capital	Paul J. Otte/ Christopher Washington/ Christopher Washington
3 Keller Graduate School of Management DeVry University 1350 Alum Creek Drive, Columbus 43209 614-251-6969 • 614-251-6968 • keller.edu	338/ 338	WND	0/ 42/ 30/ 2	\$502 hour/ 48 hours/ S, E, O/ B-2.7	Practitioner-oriented program for ambitious adult students, taught by working professionals to create real-world learning environment	John Ballheim/ Theresa M. Lechton/ Theresa M. Lechton
4 Richard E. and Sandra J. Dauch College of Business and Economics/Ashland University 1900 E. Dublin-Granville Road, Columbus 43229 888-622-2527 • 614-794-0805 • ashland.edu/mba	285/ 278	70/ 62/ 58	22/ 15/ 34/ 2	\$440 hour/ 36 hours/ S, E/ B-2.75	Specializations in finance, human resource management, global business and entrepreneurship	G. William Benz/ Paul A. Sears/ Stephen W. Krispinsky
5 Ohio Dominican University 1216 Sunbury Road Columbus 43219 614-251-4747 • 614-251-6109 • ohiodominican.edu	246/ 200	304/ 247/ 210	8/ 33/ 36/ 4	\$375/ 35 hours/ S, E/ B-2.75, W-3	Accelerated cohort model for non- traditional students and five year bachelor/MBA degrees with several concentrations offered	Jack Calareso/ Robyn Hulsart/ Jay Young
6 School of Management Capital University 2199 E. Main St., Columbus 43209 614-236-6670 • 614-236-6540 • business.capital.edu	219/ 224	166/ 139/ 107	16/ 15/ 33/ 1	\$400 hour/ 40 hours/ T, E/ B, G, W	Small classes to facilitate active learning, accredited program, all core classes offered every trimester, quality faculty and students	Theodore L. Fredrickson/ Lisa Dolin/ Sharon Peck
7 Department of Business, Accounting and Economics/Otterbein College 1 Otterbein College, Westerville 43081 ⁵ 614-823-1796 • 614-823-1014 • otterbein.edu ⁶	155/ 165	24/ 20/ 15	14/ 10/ 31/ 1	\$293 hour/ 64 hours/ Q, E/ B, G	Designed for working adults, innovative curriculum, flexible, convenient location, rolling admissions, committed accessible faculty	C. Brent DeVore/ Charles G. Smith/ Susan R. Fagan
8 Columbus Campus University of Phoenix 8425 Pulsar Place, Ste. 120, Columbus 43240 614-433-0095 • 614-781-9616 • phoenix.edu	70/ WND (new program)	WND	WND/ WND/ 37/ 1	\$439 hour/ 45 hours/ S, O, E/ B-2.5, W-3	Students take one six-week course at a time, GMAT and bridge courses not required, self-contained program, including master-level prerequisites	Eric Ziehle/ Ramona Calhoun/ NA
9 College of Business Ohio University 12933 Stonecreek Drive N.W., Pickerington 43147 ⁷ 740-593-2028 • 740-593-0319 • cob.ohiou.edu/embra	60/ 60	100/ 40/ 35	35/ 0/ 35/ 1	\$30,000 program/ 66 hours/ Q, W/ B, W-7	Executive MBA program classes held in Pickerington, program emphasis on strategy with optional international experience	Robert B. Glidden/ Glenn E. Corlett/ Edward B. Yost

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NOTES

Source: MBA program representatives.
WND-would not disclose.

- Tuition charge per credit hour and for total program. Subject to change.
- Schools terms: S-semester, Q-quarter, T-trimester, O-other. Full program available: E-evenings, W-weekends, O-online.
- B-bachelor's degree, G-GMAT or school admissions test, W/L-work or life experience credit, W-work experience required, O-other. Numbers indicate minimum requirement for that category.
- Executive MBA program phone number is 614-292-9300. Enrollment numbers include regular and executive MBA programs.
- Roush Hall Suite 419.
- Complete Web site address is www.otterbein.edu/admission/graduate/mba/mba.asp.
- Classes moving to Pickerington beginning Fall 2004.

UPCOMING LISTS: JULY 2

Moving and storage companies, auto service providers



Letting salespeople run free can be death of your brand

Every day, skilled salesmen and saleswomen pump out the profit for their respective companies. They pound the phones, they pummel the competition, they purport product perfection.

Yet sometimes, when their run is over, you find the damage done. The salesperson sold just himself and sold your company short.

In its purest sense, the art of selling is sheer finesse. It is swing, it is backbeat, it is the rhythm of wants and needs.

And when it does all these things beneficially in balance – for the company, the consumer and the relational feelings between these parties – it is a good day.

When selling doesn't achieve this balance, it is a reverse Willy Loman, death of a brand. In short, it is brand theft, with salesmen selling themselves over and in front of your brand message.

How can this happen? Count the ways:

- The Egocentric I.

The Egocentric I salesman says, "I've been in this industry for 34 years. That's

not how my customers buy." This implies the company holds no inherent value for, or contact with, the customer. The process begins and ends with the salesperson and his world.



SALES
BRAD CIRONE

Salespeople such as this are usually successful at selling, but unsuccessful at communicating the company's overall message. When the Egocentric I is with you, times are good. When he leaves, so does the business.

My recommendation is to sequester the Egocentric I with a little memo titled, "We."

- Strong arms, hard sales, quick quotas.

You feel it from the start, the always-closing predator approach of the disingenuous, old-school sales representative. He spells relationship q-u-o-t-a.

Hard selling such as this creates a negative brand image for any company which employs this tact. Even if you capture a few sales, you have alienated a few hundred other prospects, who may have felt less affronted by a softer approach.

- Selling is what selling sells.

In today's marketplace, selling isn't good enough. You aren't just selling products or parts. You are selling solutions, advice and expertise. You are selling the ability to have continual contact and communication with a willing participant, your customer.

If selling is what selling sells, then neither depth nor trust can be established as part of an ongoing relationship.

- Short-sighted selling is costly.

Not all sales, though profitable, are good for the company's brand message. Occasionally, I hear sales managers say, "Well, at least we got the sale." Yet had they delved further, they would have found that this customer stands for everything their brand message does not. In many cases, the customer doesn't ever plan on buying from the company again, is excessively demanding, uncompromising and unwilling to commit to a long-term relationship.

That is why we counsel our clients to sell the second time first, thereby disqualifying a one-time sales transaction while qualifying more profitable relationships that exalt the company's brand mantra.

- Being busy is not brand-productive.

The old myth survives with some companies: Want more sales? Make more calls,

stay busy. Though logical, this is dishearteningly primitive and unproductive, as it yields the same poor sales percentages.

Try calling less and make them count. Do market research and pre-call planning. Once on the phone, don't sell. Lead with humility and follow this with passion about your company's brand message.

So what's the fix for salesmen brand sabotage?

First, make sure all your salespeople sell themselves as an ambassador to the company's philosophy and message. This sounds easy, but often great salespeople forget about the company.

Next, have your sales team reinforce the company's position through its marketing differences as effective customer solutions.

Lastly, with precision and clarity, reiterate to them that personal selling is not a form of marketing. It is a process and an extension of the company's overall strategy and message.

BRAD CIRONE is president and founder of Circone + Associates, a marketing-communications and brand-differentiation firm in Dublin. Reach him at 614-789-9634 or bcircone@circone.com.