

**2001 NATIONAL CONFERENCE IN SALES
AND SALES MANAGEMENT**

PROGRAM

**The Westin Park Central Hotel – Dallas, TX
Thursday, March 29 through Saturday, March 31**

THURSDAY, MARCH 29

7:45 – 8:15 AM COFFEE AND ROLLS; WELCOME / ANNOUNCEMENTS

**8:15 – 9:30 AM SESSION ONE:
*METHODS AND MEASUREMENT IN SALES RESEARCH:
Current Issues***

Session Chair: Greg Marshall, University of South Florida

Special Session Presenters:

Jesse Moore, Clemson University
Leroy Robinson, Jr. University of South Florida
Miriam Stamps, University of South Florida

9:30 – 9:45 AM BREAK

**9:45 – 10:30 AM SESSION TWO:
*THE SALES ENCOUNTER I: Understanding Conflict and Stress***

**Session Chair: Mark Johlke, University of North Carolina -
Wilmington**

Measuring Perceived Sales Interaction Conflict in Business-to-Business Sales

David A. Reid, University of Toledo
Ellen Bolman Pullins, University of Toledo
Richard E. Plank, Western Michigan University
Richard E. Bueher, University of Toledo
Thomas Blackshear, Tennessee Wesleyan College

***The Use of Coercive Seller Influence Tactics in the Sales Encounter: Its Resulting Impact on
Salesperson Stress***

Richard G. McFarland, Kansas State University

10:30 – 11:15 AM SESSION TWO (cont.):
THE SALES ENCOUNTER II: Preparation and Management for
Successful Sales Interactions

Pre-Negotiation Planning and Preparation: Phases and Activities Defined

Robert M. Peterson, University of Portland

Establishing Credibility and Trustworthiness: The Role of Information Control on the Road to Persuasion

Lenita Davis, University of Cincinnati

Andrea L. Dixon, University of Cincinnati

11:15 – 11:30 PM BREAK

11:30 – 12:15 PM SESSION THREE:
DOCTORAL STUDENT PAPERS

Session Chair: Scott Inks, Middle Tennessee State University

In Search of Networking Salespeople

Elina Oksanen, Helsinki School of Economics and Business
Administration

Sales Forecasting: An Analysis of Political Process and Output Control

Zhilin Yang, New Mexico State University

12:15 – Evening FREE AFTERNOON & EVENING TO ENJOY DALLAS!!!

**(Possible evening social and dinner event at Joe T. Garcia's sponsored
by Texas Christian University....Check Details!)**

FRIDAY, MARCH 30

7:45 – 8:00 AM GOOD MORNING COFFEE AND ROLLS

**8:00 – 8:45 PM SESSION FOUR:
SALES EDUCATION ISSUES**

Session Chair: Rick Shannon, Western Kentucky University

Taking the Advanced Professional Selling Class to the Field and Back into the Classroom

Ramon A. Avila, Ball State University

Joseph D. Chapman, Ball State University

Scott A. Inks, Middle Tennessee University

Unrealistic Career Expectations of Undergraduate Marketing Students: What Are the Responsibilities of Business Educators

Mark A. Patton, Indiana Wesleyan University

**8:45 – 9:45 PM SESSION FIVE:
REAL-WORLD EXPERIENTIAL LEARNING OPPORTUNITIES
AND NON-TRADITIONAL INTERNSHIPS**

Session Chair: Mike Humphreys, Illinois State University

Special Session Presenters:

Michael R. Williams, Illinois State University

Sarah Baker Andrus, Director of Campus Relations – Vector Marketing Corporation

9:45 – 10:00 PM BREAK

**10:00 – 11:30 AM SESSION SIX:
SALES EDUCATION: Best Teaching Practices**

Session Chair: Robert M. Peterson, University of Portland

Special Session Presenters:

Jon Hawes, University of Akron

Charles Futrell, Texas A & M University

Karen Kennedy, University of New Orleans

Sean Dwyer, Louisiana Tech. University

Don McBane, Central Michigan University

James Eckert, Western Michigan University

Eli Jones, University of Houston

Scott Inks, Middle Tennessee University

11:30 – 1:00 PM LUNCH

**1:00 – 1:45 PM SESSION SEVEN:
*PERSPECTIVES ON THE EVOLUTION OF SELLING***

Session Chair: Bill Moncrief, Texas Christian University

Special Session Presenter:

Steven R. Costello, Tropicana Products, Inc.

Discussion Panel:

James Boles, Georgia State University

Bill Moncrief, Texas Christian University

**1:45 – 2:30 PM SESSION EIGHT:
*MEASURING AND MANAGING SALESPERSON CUSTOMER
ORIENTATION***

Session Chair: Eli Jones, University of Houston

An Application of Q Methodology in the Assessment of Salesperson Customer Orientation

W. Gary Wolfe, Griffith University – Gold Coast

Do Sales Quotas Hinder Customer-Oriented Selling?

Charles H. Schwepker, Central Missouri State University

2:30 – 2:45 PM BREAK

**2:45 – 4:15 PM SESSION NINE:
*CUSTOMER RELATIONSHIP MANAGEMENT***

**Session Chairs: Tom Leigh, University of Georgia
Jeff Tanner, Baylor University**

Special Session Presenters:

TBA

4:25 – 5:15 NCSM Board Meeting

**5:00 – 6:30 NCSM Educators' Reception
PSE Presidential Suite
*SPONSORED BY VECTOR MARKETING***

**7:00 – PSE "Texas-Style" Barbeque and Roundup at Park Lane Ranch
(Check Details!)**

SATURDAY, MARCH 31

7:45 – 8:00 AM GOOD MORNING COFFEE AND ROLLS

**8:00 – 9:30 AM SESSION ELEVEN:
*ADAPTIVE SELLING BEHAVIOR: Theoretical Perspectives***

Session Chair: David Shepherd, Kennesaw State University

Special Session Presenters

James A. Eckert, Western Michigan University
Richard E. Plank, Western Michigan University
Joseph Belonax, Jr. Western Michigan University

9:30 – 9:45 AM BREAK

**9:45 – 10:30 AM SESSION TEN:
*SALESFORCE MANAGEMENT I: Salesforce Automation***

Session Chair: Jakki Williams, North Carolina A & T State University

ERP Driven Sales and Marketing Benefits

Mary Shoemaker, Widener University

An Examination of Selected Factors Related to Salesforce Automation Productivity

Donald W. Jackson, Jr., Arizona State University
Mark Rosenbaum, Arizona State University
Scott Widimier, University of Akron

10:30 – 12:30 PM PSE RECOGNITION BRUNCH

12:45 – 2:00 PM **SESSION TWELVE:**
SALESFORCE MANAGEMENT II: Salesperson Feedback and Organizational Support

Session Chair: David Reid, University of Toledo

The Effects of Perceived Supervisory Information Feedback On Salesperson Role Ambiguity Facets and Self-Efficacy

Kevin G. Celuch, Illinois State University
Michael R. Williams, Illinois State University

Individual and Organizational Antecedents to Salesperson Perceived Organizational Support

Mark C. Johlke, University of North Carolina - Wilmington
Christina L. Stamper, University of North Carolina - Wilmington
Mary E. Shoemaker, Widener University

Antecedents of Team Effectiveness in a Business-to-Business Selling Context: A Conceptual Model

Eli Jones, University of Houston
Deva Rangarajan, University of Houston

2:00 – 2:15 PM **BREAK**

2:15 – 3:00 PM **SESSION THIRTEEN:**
SALESFORCE MANAGEMENT III: Incentive and Control Systems

Session Chair: Sean Dwyer, Louisiana Technological University

How Are Salespeople Managed Abroad? The Impact of Culture on Selected Consequences of Salesforce Management Control Systems

Dominique Rouzies, Groupe HEC
Anne Macquin, Groupe HEC

Efficient and Equitable Salesforce Incentive Plans

Rene Darmon, ESSEC

3:00 – 3:30 PM **UPDATES, ANNOUNCEMENTS, AND WRAP UP**