

Date: Wednesday

5:30 PM to 7:00 PM	Early Bird Reception – Room S-3

Date: Thursday

7:30 AM	Discussion
8:00 AM	<ol style="list-style-type: none"> 1. A Broadened Conceptualization of Adaptive Selling: A Research Model with Propositions 2. Measuring Effective Service in the Sales Force: The Effects of In-Role and Ex-Role Service Behaviors Trust, Satisfaction and Share Customer 3. Salespeople's Contribution to Overall Customer Satisfaction: An Empirical Examination in Financial Services
9:30 AM	Break
9:45 AM	<ol style="list-style-type: none"> 1. Six Sigma and Personal Selling: Potential Research Areas 2. Online Sales Research: Update and Recommendations
10:45 AM	Break
11:00 AM	<ol style="list-style-type: none"> 1. An Exploratory Investigation of a Salesperson Wellness Lifestyle 2. Antecedents and Outcomes of Salesperson POS – What About Role Stress? 3. Culturally Related Beliefs about Communication Competence in the personal Selling Interaction
12:30 PM	Break
12:30 PM	Lunch
2:00 PM	<ol style="list-style-type: none"> 1. To Empower Your Sales Force? An Empirical Examination of the Influence of Empowering Leader Behaviors on Customer Satisfaction and Performance 2. Toward a Universal Measure of the Performance Effectiveness of Salespeople: A Work in Progress 3. Variance Analysis of Sales Performance
3:30 PM	<p>JPSSM Special Session: Guidelines for Effective and Productive Publishing <u>Session Chair:</u> Greg W. Marshall, Crummer Graduate School of Business, Rollins College</p> <p><u>Panel:</u> Lucette B. Comer, Purdue University Thomas N. Ingram, Colorado State University William C. Moncrief, Texas Christian University Rosann Spiro, Indiana University</p>
5:00 PM	End of Day 1
5:30 PM to 7:00 PM	Reception – Sponsored by Vector Marketing –Room S-3

Date: Friday

7:30 AM	Discussion
8:00 AM	<p>Special Session: Beyond Relationship Selling – An Industry Perspective</p> <p>Jeff Thull, President and CEO of Prime Resource Group – "Managing Quality Buying Decisions in an Era 3 Market"</p> <p>Charles Shefler, Director of Sales and Marketing of Intellera and Board Member of the United Professional Sales Association - The "Q"-Model</p>
9:30 AM	Break
9:45 AM	Special Session: Tony Parinello – Selling to VITO
10:30 AM	<p>A Jamboree of Effective Sales Pedagogical Techniques: Round IV</p> <p>Session Chair: Robert M. Peterson</p> <p>Presenters:</p> <p>Joe Chapman, Ball State University</p> <p>Robert Cook, West Virginia University</p> <p>James Eckert, Western Michigan University</p> <p>David Jones, San Francisco State University</p> <p>Gerry Macintosh, North Dakota State University</p> <p>Robert Peterson, University of Portland</p>
12:00 PM	Lunch
1:00 PM	<ol style="list-style-type: none"> 1. The Mediating Effect of job Perceptions on the Feedback-Satisfaction Linkage 2. Exploring the Relationships Between Sales Force Customer Orientation, Relationship Development Assessment and Behavioral Control 3. Fear of Failure: Rethinking the Unidimensionality of Performance Goals in the Sales person Work Motivation Model
2:30 PM	Break
2:45 PM	<p>Special Session – Reorganizing the Sales Force</p> <p>Session Chair/Moderator: Richard E. Buehrer, University of Toledo</p> <p>"Sales Changes and their Impact on Sales Organizations", Dr. William C. Moncrief, Texas Christian University</p> <p>Tim Trow, Manager of Education and Development, Tennant Industries Reorganization of the sales force at Tennant based on changing job functions and activities.</p> <p>Greg Zook, West Coast Regional Sales Manager, Brooks Manufacturing Sales force issues associated with re-branding five firms into one new company.</p> <p>Ralph Kreidel, Training Director, Owens Corning Issues facing Owens Corning as they merge five recently acquired firms into one OC sales force.</p> <p>Greg Marshall, Rollins College, will discuss the various business models presented from an academe perspective.</p>
4:15 PM	End of Day 2
5:00 PM	Casino Tour

Date: Saturday

7:30 AM	Discussion
8:00 AM	<ol style="list-style-type: none">1. The Sales Process: The More it Changes, the More it Stays the Same2. Integrating Failure Analysis and Recovery Efforts Into the Relationship Selling Model: A Call for Action3. A New Look At Industrial Sales And Its Requisite Competencies
9:30 AM	Break
9:45 AM	<ol style="list-style-type: none">1. A Preliminary Insight into Salespersons' Perceptions of Time Wasted2. The Relationship Between Ethical Reasoning Ability and Career Success of Sales Representatives3. Effective IT Sales Support Systems: Hardware, Software, & Functionalities
11:15 AM	Lunch
1:00 PM	<ol style="list-style-type: none">1. Entrepreneurial Salespeople in the Classroom: Qualitative and Quantitative2. Do You See What I See? An Empirical Look at Professional Selling From a Student Perspective3. The Pedagogy and Efficacy of Using a Sales Management Simulation: The MARS Salesforce Management Simulation Experience
2:30 PM	Break
2:45 PM	<ol style="list-style-type: none">1. Managing Across Generations2. Customer Retention and Customer Advisory Boards3. Those Desperation Selection Techniques That Are Used to Try and Find Those Successful Salespeople
4:15 PM	End of Day 3