

2005 NATIONAL CONFERENCE IN SALES AND SALES MANAGEMENT

Program

*Deauville Beach Resort, Miami
Wednesday, March 2 through Saturday, March 5*

Wednesday, March 2

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

Thursday, March 2

7:30 – 8:00 AM **Kick-Starter - Coffee and Rolls**
Welcome/Announcements

8:00 – 9:15 AM **Session One**

Session Chair: Terry W. Loe, Kennesaw State University

Technology and the Sales Force: Does Technology Really Enhance Performance

Eli Jones, University of Houston
Wynne Chin, University of Houston
Andrew Schwarz, Louisiana State University
Suresh Sundaram, Loyola College in Maryland

The Benefits Of Sales Force Automation Explored: An Empirical Examination Of Sfa Usage On Relationship Quality And Performance

Jeong-Eun Park, University of New Hampshire
Betsy Bugg Holloway, Samford University
George D. Deitz, University of Alabama

The Portal Promise: A Valuable Tool for Salespeople
Mary E. Shoemaker, Widener University

9:15 – 9:30 AM **Break**

9:30 – 10:45 AM **Session Two**

Session Chair: Rick Buehrer, University of Toledo

How Quota Setting Policy Influences Salesperson Risk Behavior and Effort Level: Sandbagging Effect

Frank Q. Fu, University of Houston

Eli Jones, University of Houston

Behavior-Based, Outcome-Based, Or Somewhere In Between? The Role Of Customer Lifetime Value In Designing Sales Control Systems

Douglas M. Walker, University of Houston

Eli Jones, University of Houston

An Exploratory Study Of The Relationship Between Sales Manager Goals, Professional Commitment And Ethical Behavior In The Salesforce

Charles H. Schwepker, Jr, Central Missouri State University

David J. Good, Grand Valley State University

10:45 – 11:00 AM

Break

11:00 – 12:00 PM

Session Three – Special Session

Session Chair: Ramon A. Avila

Sales and Marketing Executives International (SME) - Certification

12:00 – 1:30 PM

Lunch

1:30 – 2:45 PM

Session Four: *JPSSM* Special Session

Furthering the Field of Selling and Sales Management: Why Attention to Quality in Research Matters So Much

Session Chair: Greg W. Marshall, Rollins College and Editor *JPSSM*

Panel:

Kenneth R. Evans, University of Missouri and *JPSSM* Associate Editor

Ronald E. Michaels, University of Central Florida and former *JPSSM* Editor

William C. Moncrief, Texas Christian University and *JPSSM* Editorial Review Board Member

Rosann L. Spiro, Indiana University and *JPSSM* Senior Advisory
Board Member

2:45 – 3:00 PM

Break

3:00 – 4:15 PM

Session Five

Session Chair: Terri Barr, Miami University

The Sales Recovery Audit: A Tool For Enhancing Buyer-Seller Relationships

Gabriel R. Gonzalez, Colorado State University

K. Douglas Hoffman, Colorado State University

Thomas N. Ingram, Colorado State University

The State Of Wellness Of The Salesperson Wellness Lifestyle Scale: An Examination Of The Scale's Research Fitness

Stephen S. Porter, Wichita State University

Frederic B. Kraft, Grand Valley State University

Cindy Claycomb, Wichita State University

The Relationship Between Key Selling Abilities and Sales Performance in Pharmaceutical Sales

Xiang Yuan Zhong, Glaxo SmithKline RTP

Tanya Drollinger, University of Lethbridge

Lucette B. Comer, Purdue University

4:15 – 4:30 PM

Break

4:30 – 5:45 PM

Session Six

Session Chair: Doug Walker, University of Houston

University Sales Centers: A Descriptive Study

Dan C. Weilbaker, Northern Illinois University

Michael Williams, Illinois State University

Teaching Written Communication Skills in Professional Selling

Vicki L. West, Texas State University – San Marcos

Friday, March 3

7:30 – 8:00 AM

Kick-Starter - Coffee and Rolls

8:00 – 9:15 AM

Session One: Best Practices in Sales

Session Chair: Robert M. Peterson, University of Portland

Sales Management – Ethics Assignment

Terri Feldman Barr, Miami University

The Professional Inventory

Robert M. Peterson, University of Portland

A Little Competition Is Good For The Soul (And Learning)

Scott Widmier, University of Akron

9:15 – 9:30 AM

Break

9:30 – 10:45 AM

Session Two: Rick Shannon, Western Kentucky University

**The Influence Of Internal Communications And Role Conflict
On The Relationship Between Salesperson Citizenship
Behaviors And Supervisor-Rated Performance**

Sterling A. Bone Oklahoma State University

C. Shane Hunt, Oklahoma State University

**An Exploratory Examination Of Individual And Manager
Level Effects On Salesperson Performance Using Hierarchical
Linear Modeling**

Adam A. Rapp, University of Connecticut

Tammy L. Woods, University of Connecticut

When the Product Doesn't Sell Itself

Adam A. Rapp, University of Connecticut

Keith Richards, University of Houston

10:45 – 11:00 AM

Break

11:00 – 1:00 PM

Session Three – Poster Session

Session Chair: David Shepherd, Kennesaw State University

**Do You See What I See? A Look at Professional Selling From
the Students' Perspective: A Replication and Extension**

Dennis Bristow, St. Cloud State University
Rajesh Gulati, St. Cloud State University
Douglas Amyx, Louisiana Tech University

Job Involvement: The Impact Of Leaders And Customers

Fernando Jaramillo, University of Texas at Arlington
Jay Prakash Mulki, Northeastern University
William B. Locander, Jacksonville University

***The Relationship Of Optimism To Salesperson Goal Orientation
And Performance: A Research Proposal***

Lawrence Silver, Mississippi College
Sean Dwyer, Louisiana Tech University

**Between Sales 101 and Sales Force Management:
Integrating Strategic Account Management in a Sales
Curriculum**

Mary U. Henderson, The College of St. Catherine
Marjorie Mathison Hance, The College of St. Catherine
Lynn Schleeter, The College of St. Catherine

**Trying to Adhere to the ADA: Understanding “Mental
Disability” in Hiring Sales Personnel**

Anne Keaty, University of Louisiana at Lafayette
Rajesh Srivastava, University of Louisiana at Lafayette

**A Model of the Non-Interpersonal Aspects of Personal Selling
in the Internet Era**

Lucette B. Comer, Purdue University
Stacey Schetzslle, Purdue University

12:00 – 1:00 PM

Lunch

1:00 – 2:15 PM

Session Four – Special Session

Session Chair: Dawn Deeter-Schmelz, Ohio University

Sales Training: From the Consultant to the Classroom

Panel:

Tom Cooke, Learning Outsource Group
Jeff Lovejoy, Burton Training Group
**Karen Norman Kennedy, University of Alabama at
Birmingham**
Dawn Deeter-Schmelz, Ohio University

2:15 – 2:30 PM

Break

2:30 – 3:45 PM

Session Five

Session Chair: Scott Widmier, University of Akron

Measuring Customer Relationship Management: Finding Value Drivers

Keith Richards, University of Houston

Eli Jones, University of Houston

Building Trust through Synergistic Solutions in a Key Account Setting: An Empirical Study

Laurent Georges, EDHEC

Paolo Guenzi, SDA Bocconi, Via Bocconi, 8, 20136 Milano, Italy

Catherine Pardo, EM-Lyon

Adaptive Selling Behavior: A Deeper Review of the Range of Adaptive Outputs

James A. Eckert, Western Michigan University

3:45 – 4:00 PM

Break

4:00 – 5:00 PM

Session Six - Special Session

Session Chair – Scott A. Inks, Ball State University

Assessment: The Science Behind the Numbers

Bruce Sevy, Vice President of Product Consulting

SHL Group

Saturday, March 4

7:30 – 8:00 AM

Kick-Starter - Coffee and Rolls

8:00 – 9:00 AM

Session One

Session Chair: Fernando Jaramillo, University of Texas at Arlington

An Empirical Analysis Of Sales Call Anxiety And New Sales Representatives

Lukas P. Forbes, Western Kentucky University

Jule B. Gassenheimer, Rollins College

Andrea L. Dixon, University of Cincinnati

The Impact of Knowledge and Empowerment on Working Smart and Working Hard: The Moderating Role of Experience

Adam Rapp, University of Connecticut

Michael Ahearne, University of Houston

John Mathieu, University of Connecticut

Niels Schillewaert, Vlerick School of Management

9:00 – 9:15 AM

Break

9:15 – 10:30 AM

Session Two

Session Chair: Sean Dwyer, Louisiana Tech University

SFA: Measuring Sophistication Levels

Susan K. DelVecchio, East Carolina University

Norris W. Smith, East Carolina University

The Impact Of Company Support Of Sales Technology And Previous Experience On Self-Reported Individual Sales Performance

David L Jones, San Francisco State University

Seyhmus Baloglu, University of Nevada, Las Vegas

Perceive Me Useful Or Perceive Me Not – An Empirical Study Of Salesforce Automation Tool Use

Michael L. Mallin, Kent State University

Susan K. DelVecchio, East Carolina University

10:30 – 10:45 PM

Break

10:45 – 11:45 PM

Session Three

Session Chair: David Jones, San Francisco State University

The Impact of Observable Similarity on Salespeople's Expectations About The Cross-Cultural Sales Interaction

Lucette B. Comer, Purdue University

J.A.F. Nicholls, Florida International University

Alberto Rubio Sanchez, Purdue University

Alejandro Pico, ITESM, Campus Monterrey

Leading Your Peers in Sales Management Peer-Level Developmental Relationships as a Determinant of Peer-Level Leadership

Bruce Robertson, San Francisco State University
Andrea L. Dixon, University of Cincinnati
Ajay Mehra, University of Cincinnati

11:45 PM

Closing Comments