

2006 NATIONAL CONFERENCE IN SALES AND SALES MANAGEMENT

Program

*Minneapolis Marriot City Center
Wednesday, March 1 through Saturday, March 4*

Wednesday, March 1

- 5:00 – 6:00 PM Early Bird Reception – Minnesota Room (6th Floor)
- 6:00 – 6:30 PM Presentation by Chris Wright, President - Minnesota Timberwolves
- 8:00 PM Timberwolves vs. the New Jersey Nets
Tickets are available for the game for \$19.50 by calling
800-761-9350, or sign up online with a credit card at:
<https://www.pse.org/convention-pay.asp>

Thursday, March 2 *(St. Croix Rooms 1 and 2)*

- 7:30 – 8:00 AM **Kick-Starter - Coffee and Rolls**
Welcome/Announcements
- 8:00 – 9:15 AM **Session One – Sales Education and Training**
- Session Chair:** Jim Randall, Georgia Southern University
- Sales Training Practices in Malaysia: Comparisons of Domestic and Multinational Companies***
M. Asri Jantan, State University of New York at Brockport
Ashraf M. Attia, State University of New York at Oswego
- Recruiting the Sales Rep: The Willingness of College Students to Relocate for Employment Opportunities***
Richard E. Buehrer, University of Toledo
Deirdre E. Jones, University of Toledo
Michael L. Mallin, University of Toledo
Thomas Nowak, NFO Worldgroup

Do You See What I See? A Comparison of “Ivory Tower” and “Real World” Perspectives Regarding the Contribution of Sales Related Courses in University Curricula

Rajesh Gulati, St. Cloud State University

Dennis N. Bristow, St. Cloud State University

Douglas A. Amyx, Louisiana Tech University

The Effects of Salesperson’s Relational Selling Behaviors on Their Outcomes: Performance and Job Satisfaction

Jeong Eun Park, University of New Hampshire

Myung Su Chae, Hankuk University of Foreign Studies

9:15 – 9:30 AM

Break

9:30 – 10:45 AM

Session Two - Trends in Sales Practice & Management

Session Chair: Dennis Bristow, St. Cloud State University

Impact of Anticipated Collaborative vs. Competitive Negotiation Encounters on Planning Behaviors

Robert M. Peterson, William Paterson University

Richard E. Plank, William Paterson University

Commission Compensation, Control Systems & Salesperson Motivation

Michael L. Mallin, University of Toledo

Ellen Bolman Pullins, University of Toledo

Assessing Behavior & Results of Sales Training Programs

Ashraf M. Attia, State University of New York at Oswego

Integrating Marketing and Sales: A Means-End Approach

Paolo Guenzi, Universita L. Bocconi

Gabriele Troilo, Universita L. Bocconi

10:45 – 11:00 AM

Break

11:00 – 12:00 PM

Session Three – Special Session on Developing the Critical Thinking Skills of Collegiate Sales Students

Session Chair: Jon M. Hawes, University of Akron

An Overview of Critical Thinking Skill Development for Collegiate Sales Student

Jon M. Hawes, University of Akron

Measuring Critical Thinking Skills

Victor Petrovic, Therm-Equip, Inc. and Kent State University

The Role of Business Policy Classes in Developing Critical Thinking Skills for Sales Students

Ray Gehani, University of Akron

12:00 – 1:00 PM

Lunch

1:00 – 2:00 PM

Session Four – Sales Relationships: Antecedents & Consequences

Session Chair: Scott Preston, Eastern Illinois University

Interpersonal Conflict: Antecedents and Consequences

Jay Prakash Mulki, Northeastern University

Fernando Jaramillo, University of Texas at Arlington

William B. Locander, Jacksonville University

Paul Solomon, University of South Florida

Selling Enthusiasm: A Conceptual Exploration

Denny Bristow, St. Cloud State University

Doug Amyx, Louisiana Tech University

Rajesh Gulati, St. Cloud State University

Mike Williams, Illinois State University

The Importance of Culture in Personal Selling & Sales Management

Earl D. Honeycutt, Elon University

Coleman Rich, Elon University

2:00 – 2:15 PM

Break

2:15 – 3:30 PM

Session Five – 2006 NCSM Doctoral Fellows

Session Chair: Mary E. Shoemaker, Widener University

Salesperson Attributions: The Effect of Perceptions of Past Performance on Future Performance

Keith Richards, University of Houston

Internet Channels and Perceived Cannibalism: Scale Development and Validation in a Personal Selling Context

Dheeraj Sharma, Ball State University

Antecedents and Consequences of Psychological Empowerment of Salespeople

Frederick Hong-kit Yim, Drexel University

- 3:30 – 3:45 PM **Break**
- 3:45 – 5:00 PM **Session Six – Special Session on Headaches and Nightmares:
What Keeps the Practicing Sales Professional Awake at Night**
- Session Chair:** Kenneth Evans, University of Missouri
- Kym Harrington - Sales Division Manager, Pragmatech □
Sarah Dorey - Product Sales Manager, General Mills □
Kathy Rubenstein - Tissue and Towel Division Manager for
Target, Proctor & Gamble
Steve Keating - Sales Education Manager - The Toro Company
- 5:00 – 6:00 PM **NCSM Board Meeting**
Cook's Room (8th Floor)
- 6:00 – 7:30 PM **NCSM Reception - Sponsored by Vector Marketing**
Minnesota Room (6th Floor)

Friday, March 3 *(St. Croix Rooms 1 and 2)*

- 7:00 AM **Bus Leaves for 3M Headquarters**
Continental Breakfast at 3M Headquarters
- 8:00 – 11:00 AM **Session Seven - On Site with 3M: Excellence In Execution**
- Session Chair:** John Lanning, Sales and Marketing Recruiting
and Training Manager, 3M
- Darrell Gacom, VP of Consumer & Office Business Key Accounts
Bill Smith, Director of Sales Center Excellence, 3M
Dean Adams, Director of Corporate Brand Management, 3M
Greg Ehlert, Executive Director, Supply Chain for Consumer &
Office Business, 3M
- 11:00 AM **Return to the Marriott**
- 12:00 – 1:45 PM **Annual PSE Luncheon - Ballroom**
Awards Presentation and
Presentation on Current Trends in Sales & Marketing
Tom Snyder, Vice President of Business Development, Huthwaite

2:00 – 3:15 PM

Session Eight - Meet the Editors Special Session

Session Chair: Ellen Pullins, University of Toledo

Panelists:

Kenneth Evans, University of Missouri
Editor, *Journal of Personal Selling & Sales Management*

Barry Babin, University of Southern Mississippi
Marketing Editor, *Journal of Business Research*

Earl Honeycutt, Elon University
Associate Editor, *Industrial Marketing Management*

Dan Weilbaker, Northern Illinois University
Editor, *Journal of Selling & Major Account Management*

3:15 – 3:25 PM

Break

3:25 – 4:15 PM

Session Nine – Special Session on Best Practices in Sales Education

Session Chair: Robert M. Peterson, William Paterson University

Terri Feldman Barr - Miami University
Lukas P. Forbes - Western Kentucky University
Jon M. Hawes - University of Akron
Robert M. Peterson - William Paterson University

4:15 PM

Group departs for the Mall of America

5:00 PM

Mall of America VIP Tour

*Cost per person, \$1.95 train transportation to the Mall
\$5.50 per person for tour, reservations required*

Saturday, March 4 (*St. Croix Rooms 1 and 2*)

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

8:00 – 9:00 AM **Session Ten – Special Session on Sales Education: Past, Present, and Future**

Session Chair: Karen Norman Kennedy, University of Alabama-Birmingham

Panelist:

Dawn Deeter-Schmelz, Ohio University

Earl D. Honeycutt, Elon University

Jon Hawes, University of Akron

9:00 – 9:15 AM **Break**

9:15 – 10:30 AM **Session Eleven – Beyond Selling in the Organization**

Session Chair: Mary Henderson, The College of St. Catherine

The New Product Development Process: Let the Voice of the Salesperson Be Heard

Denise D. Schoenbachler, Northern Illinois University

Geoffrey L. Gordon, Northern Illinois University

Rick E. Ridnour, Northern Illinois University

Kimberly M. Judson, Northern Illinois University

Dan C. Weilbaker, Northern Illinois University

Sales-Force Involvement in Product Design: The Influence on the Relationships Between Consulting-Oriented Sales Management Programs and Performance

A. Pelham, College of New Jersey

Brand Perceptions within the Sales Force: The Importance of Product Image and Salesperson Effort on the Success of a New Product Introduction

Mike Ahearne, University of Houston

Adam Rapp, University of Houston

Gregory A. Rich, Bowling Green State University

Keith Richards, University of Houston

The Importance of Customer Retention

Tony Carter, William Paterson University

10:30 – 10:45 AM **Break**

10:45 – 11:45 AM **Session Twelve: Sales Performance**

Session Chair: Marjorie Mathison Hance, College of St. Catherine

Salesperson Objective Performance and Role Stress – Evidence of an Inverted-U Relationship

Vincent Onyemah, Boston University

Sales Management Coaching: A Model for Improved Insurance Company Performance

Tony Carter, William Paterson University

Individual Differences as Antecedents to Motivation, Sales Aptitude and Role Clarity: An Investigation of The Effects of Need For Cognition

Dawn Deeter-Schmelz, Ohio University

Jane Sojka, Ohio University

11:45 - 12:30 PM **Conference Wrap-Up and Closing Remarks**