

2009 NATIONAL CONFERENCE IN SALES AND SALES MANAGEMENT

Program

*Marriott Norfolk Waterside – Norfolk, VA
Wednesday, March 25 through Saturday, March 28*

Wednesday, March 25

8:00 AM – 6:00 PM **CONFERENCE REGISTRATION**
Franklin Room on the 2nd floor

4:00 – 6:00 PM **UNIVERSITY SALES CENTER ALLIANCE (USCA)
SPRING MEETING**
Elizabeth Boardroom on the 4th floor

6:00 – 7:30 PM **PSE WELCOME RECEPTION**
Presidential Suite, room #2316

Thursday, March 26 **All NCSM sessions will be held in Chesapeake 1 & 2,
located on the 4th floor.**

8:00 AM – 5:00 PM **CONFERENCE REGISTRATION**
Franklin Room on the 2nd floor

8:45 AM **BREAKFAST DRINKS, PASTRIES, AND SANDWICHES**

9:15 AM **WELCOME AND OPENING ANNOUNCEMENTS**
Mark C. Johlke of Bradley University

9:30 – 10:00 AM

SPECIAL SESSION #1 – SALES LEADERS PROGRAM

Robert M. Peterson of William Paterson University

The Sales Leaders Program at WPU enables a hand-picked group of students to develop the highest quality professional selling expertise. This program seeks the most talented students who are willing to immerse themselves in intensive, advanced sales training and learning that is not confined to the classroom.

10:15 – 11:15 AM

PAPER SESSION #1

Session Chair – Jim Devine of William Patterson University

The Impact of Salesperson Perception of Firm-Market Orientation on Behaviors and Consulting Effectiveness.

Alfred Pelham of the College of New Jersey

Consequences From Perceptions of Age Discrimination Among Salespeople.

Michael L. Mallin, Ellen Bolman Pullins, and Richard E. Buehrer of the University of Toledo

11:15 – 11: 30 AM

AN OVERVIEW OF A NEW STUDENT SALES CONTEST

Dan Weilbaker of Northern Illinois University

11:30 - NOON

MEET WITH PSE RECRUITERS AND SPONSORS

Norfolk Ballroom on the 1st floor

Firms and PSE Corporate Sponsors participating in the PSE student Career Fair have invited NCSM attendees to visit with them during this time, before the students arrive at noon, to learn more about their firms and the career opportunities they have to offer our undergraduate students.

Please note that a sandwich lunch for recruiters and NCSM attendees will be available during this time, compliments of PSE.

NOON – 1:30 PM

DOCTORAL STUDENT LUNCH

Sponsored by the Bradley University Professional Sales Program, this event is for all doctoral students.

2:00 – 3:00 PM

**DOCTORAL STUDENT SALES RESEARCH PROGRAM
FEATURING THE 2009 NCSM DOCTORAL FELLOWS**
Chair – Mary E. Shoemaker of Widener University

*Individual, Organizational, and Relational Influences on
Competitive Intelligence: Implications for Salesperson
Performance.*

Raj Agnihotri of Kent State University

*The Impact of Dyadic Nonverbal Behaviors in an Online Sales
Context.*

Jennifer Dapko of the University of South Florida

*Technology Perceptions and Self-Directed Learning Usage in
Sales People: Conceptualizing the Linkages.*

David Fleming of the University of South Florida

3:15 – 4:30 PM

PAPER SESSION #2

Session Chair – Jon Hawes of the University of Akron

*The Influence of Salesperson's Wellness Lifestyle on Their Coping
Strategies.*

Raj Srivastava of Middle Tennessee State University

*The Servant as Sales Manager: Ethical Empowerment for
Customer Orientation and Effective Selling.*

Gary Schirr and Laurel Schirr of Radford University

*The Sales Force and Customer Resistance: A Proposed
Measurement Scale of Salespeople's Perceptions.*

Sandrine Hollett Haudebert of Gustave Eiffel University, and
Laure Lavorata of IUT Techniques de Commercialisation
University

*Potential Moderating Influences of Organizational and Personal
Variables on Customer Oriented Selling-Sales Performance
Relationship.*

Rakesh K. Singh of The Times of India and XLRI

6:00 PM

LEAVE HOTEL FOR RIVER DINNER CRUISE

Sponsored by the USCA and Valpak, this event is for all NCSM attendees. You will find tickets and a map in your registration packet. You need to arrive at the boat no later than 6:30 pm. The boat will leave shore for a scenic cruise of the Elizabeth River, along with dinner and drinks. We will return at 9:00 pm.

Friday, March 27

8:00 AM – NOON

1:45 – 5:00 PM

CONFERENCE REGISTRATION

Franklin Room on the 2nd floor

8:45 AM

BREAKFAST DRINKS, PASTRIES, AND SANDWICHES

9:00 – 10:00 AM

**SPECIAL SESSION #2 – INTERNATIONALIZING
SELLING AND SALES MANAGEMENT: GLOBAL SALES
SCIENCE**

Session Chair/Moderator: Ellen Pullins of the University of Toledo

Panelists: Liisa Kairisto-Mertanen of Turku University of Applied Sciences, Finland
Jay Prakash Mulki of Northeastern University
Robert M. Peterson of William Paterson University
Dan Weilbaker of Northern Illinois University

10:15 – 11:15 PM

PAPER SESSION #3

Session Chair – Scott Inks of Ball State University

Empowerment Gone Awry? Do Empowerment and Motivation Impact Lone Wolf Tendencies?

Jay Prakesh Mulki of Northeastern University, Fernando Jaramillo of the University of Texas at Arlington, and Vincent Onyemah of Boston University

Salespeople and New Product Performance Growth Curve: An Application of the Theory of Planned Behavior.

Frank Q. Fu of the University of Missouri at St. Louis, Eli Jones of Louisiana State University, Keith Richards of the University of Tennessee at Chattanooga, and Douglas E. Hughes of Michigan State University

Facilitating and Accelerating the Collection of Customer's Late Payment: The Key Role of the Sales Organization.
Joel LeBon of ESSEC Business School

11:30 – 11:45 AM

**REPORT FROM THE JOURNAL OF PERSONAL SELLING
& SALES MANAGEMENT**

James Boles, JPSSM Editor

NOON – 1:45 PM

PSE/NCSM AWARDS LUNCH

Hampton Ballroom on the 3rd floor

Kevin Joyce, CMO of Kodak's Graphics Communications Group will speak on "Mass Customization: The Power of One."

Tickets to lunch will be distributed during the morning NCSM sessions.

2:00 – 3:30 PM

**SPECIAL SESSION #3 – BEST PRACTICES IN SALES
EDUCATION**

Chair – David Shepherd of Georgia Southern University

Nontraditional Meeting Places: Towards a Sales Education Training Exercise and Research Program.

Jacqueline A. Williams and Edna J. Ragins of North Carolina Agricultural & Technical State University

Enhancing Skill-building Exercises:

A Four-Step Model for Coaching Your Students.

Joel Whalen of DePaul University

Strategies for Powerful Sales Presentations.

Michael Marck of the University of Strathclyde, Glasgow, UK

Engage Your Students! The Use of B-C and B-B Scenarios to Enhance Personal Selling Education.

Laura Serviere and Anshu Saran of the University of Texas of the Permian Basin

3:45 – 4:00 PM

**REPORT FROM THE JOURNAL OF SELLING & MAJOR
ACCOUNT MANAGEMENT**

Dan Weilbaker, JSMAM Editor

4:00 – 5:00 PM

PAPER SESSION #4

Session Chair – Scott Widmier of Kennesaw State University

Turnover and the Sales Force.

Earl D. Honeycutt, Sharon K. Hodge, and Kelley Blakewood of
Elon University

Impact of SFA on Customer-Salesperson Relationship Quality.

Othman Boujena of Rouen School of Management, Wesley J.
Johnston of Georgia State University, and Dwight R. Merunka of
Paul Cezanne University

*Sales Force Training is a Journey not a Destination: The Impact of
Learning Context on Intent to Use Sales Force Automation
Technology.*

Deirdre E. Jones, Michael L. Mallin, and Jennifer L. Cordell of the
University of Toledo

5:30 – 7:00 PM

NCSM RECEPTION - SPONSORED BY MILLER HEIMAN

Marriott Ballroom on the 4th floor

Join everyone for a reception of drinks and light appetizers along
with a brief presentation by representatives of Miller Heiman as
they introduce their new sales training materials developed
especially for the education market.

7:15 – 8:30 PM

NCSM BOARD MEETING

Jefferson Boardroom on the 3rd floor

Mark C. Johlke of Bradley University
Concha Neeley of Central Michigan University
Ellen Pullins of the University of Toledo
David Shepherd of Georgia Southern University
Mary E. Shoemaker of Widener University

Saturday, March 28

9:00 AM

BREAKFAST DRINKS, PASTRIES, AND SANDWICHES

9:15 AM

REPORT FROM THE NCSM BOARD MEETING

David Shepherd of Georgia Southern University

9:30 – 10:30 AM

**SPECIAL SESSION #4 – POTENTIAL IMPACT OF THE
ASTD COMPETENCY STUDY ON TEACHING SALES
AND SALES MANAGEMENT**

Panelists: Richard E. Plank of the University of South Florida
at Lakeland
Brian Lambert, ASTD Director, Sales Training
Drivers
Stefanie Boyer of the University of South Florida

10:45 – 11:45 AM

PAPER SESSION #5

Session Chair – Karl Sooder of the University of Central Florida

*An Exploration of the Value of Online Social Networks for
Salespeople.*

Mary E. Shoemaker and Dennis Mehaffey of Widener University

*Impact of Organizational Practices on Salesperson Outcomes: The
Role of Psychological Empowerment.*

Frederick Hong-kit Yim of the University of Akron

*Salesperson's Customer Orientation as a Multi-Dimensional
Construct: A Review and Reconceptualization.*

Ramendra Singh of Indian Institute of Management, Ahmedabad

11:45 AM

WRAP-UP & FINAL ANNOUNCEMENTS

Mark C. Johlke of Bradley University

=====

OPTIONAL NCSM SATURDAY EVENING SOCIAL

Straggler's Dinner

While some folks will leave for home on Saturday, others will remain until Sunday. If you're one of these "stragglers" then help keep the NCSM spirits going just a little longer by joining with the others for the perfect end to another great sales conference: a really good meal.

Depending on what fine dining options are available and what the crowd finds appealing, once all the final announcements have been made we'll choose a nice restaurant for a group dinner that night.