

Program

2010 National Conference on Sales Management

***Pfister Hotel – Milwaukee, Wisconsin
April 7-10, 2010***

Wednesday, 4/7/10

Check in on the Seventh Floor Registration Window, 8:00 am to 6:00 pm

12:00-4:00 USCA Meeting
Second Floor Board Room

3:00-4:00 Pre-session for Doctoral Students
Twenty-Third Floor Board Room

Session Chair: Scott Widmier, *Kennesaw State University*

4:00-6:00 NCSM Board Meeting
Twenty-Third Floor Board Room

6:00-9:00 Opening Reception
Mo's Irish Pub

7:00-8:00 (*separate room at Mo's*): Optional Presentation on Beer Barons

“Delve into the private world of Milwaukee's Beer Barons. Discover the history of Milwaukee's famous commodity and those who made it great: Pabst, Schlitz, Miller, and Uihlein. Trace the rise of Milwaukee's breweries from their modest beginnings to their meteoric rise as one of America's great industries until their collapse at prohibition in 1919. John Eastberg, Pabst Mansion Senior Historian, will bring these barons of empire out of the past with photos and charming anecdotes.”

Shuttle available to and from Mo's from front of hotel

Program

Thursday, 4/8/10

All NCSM sessions are held in "the Rouge" by the concierge desk unless otherwise noted.

Check in on the Seventh Floor Registration Window 8:00 am to 5:00 pm

8:00-8:25 Continental Breakfast

8:25-8:30 Welcome

Ellen Pullins, University of Toledo

8:30- 9:15 Teaching Workshop: Educating Students on the Boundary Spanning Role

Michael Marck, University of Strathclyde, Glasgow

The salesperson as a "boundary spanner" is often asked to wear many different hats. This interactive workshop will illustrate a method for teaching students the various roles (such as marketing, scouting, innovation, and social support) that salespeople engage in to bring value to their clients.

9:15-10:00 Special Session - Customized Communication through Technology

Presenter: Sarah Fischbach, New Mexico State University

During this session, participants will be introduced to how new sales technology has opened opportunities, building relationships between the buyer and the salesperson. Resources will be provided for both educators and practitioners in helping connect with potential and existing customer research.

10:00-10:15 BREAK

10:15-10:30 Sales Management Association

Presenter: Bob Kelly, SMA

Bob will be making a brief introduction to his association and some of the ways he believes there may be synergies and partnering opportunities with academia.

Program

10:30-11:30 Teaching Tips Session

Session Chair: Michael Mallin, *University of Toledo*

Presenters:

Rob Peterson – “Instant in-class Sales Role Play”

Michael Rodriguez - "Forming Teams for Class Projects"

Andrea Dixon - "Impact of Student Teams on Class Culture"

Dan Wielbaker - "Use of Computer Simulation to Reinforce Learning"

Al Pelham - "Integrating Guest Sales Manager Speakers in Advanced Selling Classes"

Joel Whalen - "Reducing Students' Networking Mixer Jitters with Kennedy Eyes."

During this session, NCSM participants will informally share best practices in teaching. Tips and ideas will provide both new and seasoned educators alike with innovations to relate with students.

11:30 – 12:00 Meet the Recruiters at the Job Fair (before it opens to students / box lunch provided)
Location: Grand Ballroom

12:00-1:00 On Your Own

11:45-1:00 PhD Student Lunch (sponsored by *Bradley University Professional Sales Program*)

1:00-1:30 Special Session - Bridging the gap between sales training and sales results: best practices
In sales learning and performance from ASTD

Presenter: Bo Boylan, *ASTD*

1:30-2:45 PhD Winning Papers

Session Chair: Mary Shoemaker, *Widener University*

“Effects of Social Exchange Relationship and Managerial Influence on Sales Information Transmission”

- Jau-Shyuam (Christine) Lai, *ESSEC Business School, France*

“Storytelling by the Sales Force and Its Effect on Buyer-Seller Relationships”

- David Gilliam, *Oklahoma State University*

“An Examination into the Effects of Realistic Job Previews on Salesperson Deviance”

- Mahmoud Darrat, *Louisiana Tech University*

2:45-3:00 National Competition Overview (NIU, RBI, KSU ...)

Program

Facilitator: Scott Widmier, *Kennesaw State University*

3:00-3:15 BREAK

3:15-4:00 Teaching Workshop: Teaching Students to Communicate Value

Karl Sooder, *University of Central Florida*

Being able to effectively communicate value to the customer is an increasingly critical component of the selling function. This interactive workshop will illustrate a new and innovative process for teaching students to articulate “a value proposition.”

4:00-4:30 Special Session - Professional Sales Content in the Classroom: Miller Heiman Early Lessons

Presenters: Rob Peterson, *Northern Illinois University* & Jennifer Zerbe, *Miller Heiman*

Recent endeavors by larger professional sales training organizations have given higher education a chance to use portions of their intellectual capital for classroom experiences. Lessons from a Principles of Selling course are shared along with programs at Harvard and Cornell.

4:30-5:30 On Your Own

5:30-7:00 Miller Heiman/ASTD Reception
Grand Ballroom East

Program

Friday, 4/9/10

Check in on the Seventh Floor Registration Window, 8:00 am to noon & 1:45 to 5:00 pm

All NCSM sessions are held in “the Rouge” by the concierge desk unless otherwise noted.

8:30 – 9:00 Continental Breakfast

9:00 – 10:15 Competitive Paper Session #1

Session Chair: Jim Devine, *William Paterson University*

“Understanding the Customer Defection Process: An Examination of Multiple Source Buyer-Seller Relationships”

- Scott B. Friend, *Georgia State University*
- Brian B. Rutherford, *Purdue University*
- G. Alexander Hamwi, *Missouri State University*

“The Forms of Sales Person Market Knowledge: Their Differential Transmission and Facilitating Conditions”

- Edward Nowlin, *Southern Illinois University Carbondale*
- Michael T. Krush, *North Dakota State University*
- Ravipreet S. Sohi, *University of Nebraska-Lincoln*

“Impact of Cynicism and Professional Efficacy on Organizational Commitment and Turnover Intentions: A Study of French Salespeople”

- Sandrine Hollet-Haudebert, *IRG – Université Paris Est Creteil*
- Jay Prakash Mulki, *Northeastern University*
- Christophe Fournier, *University Montpellier 1*

10:15-10:30 BREAK

10:30-10:45 NCSM Board Report

Presenter: Mark Johlke, *Bradley University*

Program

10:45- 12:00 Competitive Papers #2

Session Chair: Andrea Dixon, *Baylor University*

“Give Them What They Want: The Influence of Compensation Plan Choice on Salesperson Organizational Identification and Perceived Organizational Support”

- C. Shane Hunt, *Arkansas State University*

“Moral Judgment and Its Impact on Sales Performance and Customer Relationships”

- Charles H. Schwepker, *University of Central Missouri*
- David J. Good, *Grand Valley State University*

“Engineering the Salesperson-Customer Relationship: The Role of Personality Traits and Selling Orientations”

- Raj Agnihotri, *Towson University*
- Adam Rapp, *Clemson University*
- Rakesh K. Singh, *The Times of India Group*
- Sanket Gupta, *EXL Service*

12:00

Awards Luncheon

Location: Grand Ballroom

Guest Speaker Ed Zore, CEO Northwestern Mutual Financial Companies

1:45 – 2:30

Editors Panel

Session Chair: Fernando Jaramillo, *University of Texas at Arlington*

Panelists: Jim Boles, *JPSSM*
 Earl Honeycutt, *IMM*
 Dan Weilbaker, *JSMAM*

2:30 – 3:30

Special Session - Alcohol abuse and business entertaining

Presenters: Michael Rodriguez & Earl Honeycutt, *Elon University*

The purpose of this session is to discuss the importance of academia’s increased role in alcohol awareness, the consequences of drinking, and to recommend how future sales professionals should handle themselves when entertaining clients, prospects, and/or network partners.

Program

3:45 Meet Bus for Brewery Tour

4:30 (Optional Activity: \$15 cost) Brewery Tour and Marketing Presentation, Sprecher Brewery

Participation in this event includes transportation to and from the brewery, a facility tour, marketing talk, and reserve tasting (includes 10 pours of premier and limited edition beer or soft drink products paired with artisan cheeses and etched tasting glass). Sprecher Brewing Co. was founded in 1985 by Randal Sprecher, formerly a brewing supervisor at Pabst Brewing Company. Sprecher's root beer was named the Best in America by the New York Times in 2007.

7:00 On Your Own for Dinner

Program

Saturday, 4/10/10

All NCSM sessions are held in “the Rouge” by the concierge desk unless otherwise noted.

8:15-8:45 Continental Breakfast

8:45-10:00 Competitive Paper Session #3

Session Chair: Rajesh Gulati, *St. Cloud State University*

“Effects of Workplace Ostracism on Customer-Oriented Selling: The Roles of Psychological Distress, Uncertainty Management Capability, and Lone Wolf Tendencies”

- Frederick Hong-kit Yim, *University of Akron*
- Ho Kwong Kwan, *Drexel University*

“Sales behavior and performance in reactive cultural setting: Evidence from two empirical studies”

- Liisa Kairisto-Mertanen, *Turku University of Applied Sciences*
- Harri Terho, *Turku School of Economics*

“A Refined Measure of Salespeople Helping Behavior”

- Chia-Chi Chang, *National Chiao-Tung University*
- Yi-Hsuan Chiang, *National Chiao-Tung University*

“Customer Account Type Impact on the Strategic Use of Sales and Marketing Collaboration in Strategic Account Management”

- Steven Rayburn, *Oklahoma State University*

10:15-10:30 BREAK

10:30-11:15 Special Session: Supporting Sales Education and Research on Various Fronts

Presenters: Rob Peterson, *Northern Illinois University* & Jeanne Frawley, *University Sales Education Foundation*

The University Sales Education Foundation is making research data and research awards available through various partnerships. Additional opportunities will be highlighted for students; faculty and universities who wish to explore and embrace sales education.

Program

11:15-12:30 Competitive Paper Session #4

Session Chair: Joel Whalen, *DePaul University*

“CRM's Impact on the Collaboration of Sales Professionals”

- Michael Rodriguez, *Elon University*
- Earl Honeycutt, *Elon University*

“Looking for Optimal Scales in JPSSM”

- Chien-Chung Chen, *University of Texas at Arlington*

“Does the marketing orientation of the firm moderate the relationship between sales evaluation behaviors, salesperson behaviors and sales performance?”

- Alfred M. Pelham, *College of New Jersey*
- Mary E. Shoemaker, *Widener University*

12:30

WRAP UP

LUNCH ON YOUR OWN

3:00

Stragglers Event

- Part 1 Tour Harley Davidson Museum
- Part 2 Dinner at the Museum

Museum Admission Cost: \$15

Motor Museum Restaurant: American Fare, Moderately Priced

Details for coordinating transportation and so forth will be shared as we get closer.

For more information, visit the museum website (restaurant info and pricing also provided there):

http://www.harley-davidson.com/wcm/Content/Pages/HD_Museum/Museum.jsp?locale=en_US