2015 National Conference in Sales Management
Houston, TX
April 15 – April 18, 2015

Hyatt Regency Houston
1200 Louisiana St.
Houston, TX 77002
713-654-1234

Sponsored by:

The University Sales Center Alliance (USCA)
USCA Best Sales Teaching Innovation-method Award will be presented at the 2015 NCSM Awards Luncheon. The winner will receive $1,000 and a plaque.

The Pi Sigma Epsilon National Educational Foundation (PSE NEF)
The PSE NEF is committed to further the teaching and research of sales by supporting current and future generations of sales faculty. The PSE NEF will be sponsoring all Doctoral students to be a part of the NCSM.

Axcess Capon/Tanner, Honeycutt, and Erffmeyer BEST PAPER AWARD.

Authors of the NCSM manuscript judged to be the top paper in terms of quality and relevance will receive a $500 award.

MultiView - a digital marketing company that brings businesses and customers together where commerce and new opportunities thrive.
**Wednesday, April 15, 2015**

8:30-6:30  Event Registration  
Location:  Cottonwood, 3rd Floor

12:00-1:30  USCA Executive Board Meeting  
Director, **Mark Johlke**, **Bradley University**  
Location:  Regency Room, 2nd Floor

12:00-2:00  NCSM Board Meeting  
Executive Director, **Concha Allen**, **Central Michigan University**  
Location:  Imperial Suite B – 30th Floor, Rm 3030

2:00-4:00  Pre-session for Doctoral Students  
Session Chairs:  
**Brian Rutherford**, **Kennesaw State University**  
**Mick Andzulis**, **Louisiana State University**  
Location:  Dogwood, 3rd Floor

2:00-5:00  USCA Member Meeting  
Director, **Mark Johlke**, **Bradley University**  
Location:  Regency Room, 2nd Floor

6:00-9:00  Welcoming Reception *sponsored by* Pi Sigma Epsilon and Routledge (JPSSM Publisher)  
Location:  Don Patron Mexican Bar & Grill, 500 Dallas St. across the street from the Hyatt at the corner of Dallas St. and Smith St.  
Complimentary fajitas, nachos, margaritas, beer and wine.
Thursday, April 16, 2015

All NCSM sessions are held in Regency Room Junior Ballroom, Second Floor

7:30-8:00  Breakfast (Continental)

8:00-8:15  Welcome
  Michael Mallin, NCSM Conference Chair, University of Toledo
  Scott Widmier, NCSM Proceedings Editor, Kennesaw State University
  Lisa Simon, NCSM Special Session Chair, California Polytechnic State University

8:15-8:45  Special Introduction Session on Sales Education
  “A Comprehensive Research Study of Sales Curricula”
  Andrea Dixon, Baylor University

8:45-10:15  Education Program Overview

  University Sales Center Alliance sponsors the Best Sales Teaching Innovation-method Award ($1,000 cash & plaque). A team of three judges will select the winner from the innovations presented at this session.

  The NCSM 2015 Education Program presenters are invited to post their slides and support materials on the University Sales Center Alliance web page. To promote the finest ideas in professional sales education, the USCA is serving as the curator and host for a downloadable library of sales teaching resources available to members of the NCSM and USCA.

  Jay Mulki, Education Session Chair, Northeastern University

Education Session Presentations

  “Ethics in Action: Facilitating Dialogue in Sales Education”
  Alex Milovic, Marquette University
  Rebecca Dingus, Central Michigan University
“Presentation Skills”
Mary E. Shoemaker, Widener University
“Living the Subject Rather than Teaching the Subject: The Realities of Selling or Being Homeless”
Andrea Dixon, Baylor University

10:15-10:30  Break

10:30-12:00  Education Session Presentations

“Experiential Interviewing Activity for a Sales Management Class”
Brad Eskridge, Bradley University
Jason Garrett, Bradley University

“Designing a Massive Online Open Course (MOOC) for Teaching Personal Selling: Challenges and Pitfalls”
Christophe Fournier, Montpellier 2 University
Patricia Minouflet, Montpellier 2 University
Sophie Moser, Montpellier 2 University
Maude Serrat, Montpellier 2 University

“Professional Selling Specialization: A Capstone Course for Building Sales Professionals at St. Cloud State University”
David Titus, St. Cloud State University
Garth Harris, St. Cloud State University
Rajesh Gulati, St. Cloud State University
Dennis Bristow, St. Cloud State University

12:00-1:00  Meet the Recruiters at the Job Fair and Lunch on Your Own
Location: Imperial Ballroom, Third Floor

12:00-1:00  Doctoral Student Lunch (sponsored by Central Michigan University)
Pappas BBQ restaurant – further details to be provided
1:00- 2:30  Education Session Presentations

“Teaching Networking to Sales Students: From ‘How to’ to ‘Why’ ”
Darell Wilson, Salisbury University
Amit Poddar, Salisbury University

“It’s Not Just About Sales Skills: Teaching Young Sales Professionals the Look of Luck”
Joël Le Bon, University of Houston

“Sales Training Role Play Exercise”
Anthony L Vennero, Hartwick College

2:30-2:45  Break

2:45-4:15  Education Session Presentations

“Selling Sales: Applying Advanced Positional Selling Skills to Grow CMU’s Professional Sales Program”
Kenneth Cherry, Central Michigan University

“Socializing Sales Students and Never Discuss a Grade Again”
Robert Peterson, Northern Illinois University

“Students Warm Up to Cold Calls”
Brenda Dockery, Montana State University

4:15-5:00  Special Session
Session Chairs: Concha Allen, Central Michigan University
Lisa Simon, California Polytechnic State University

"An Overview of the University Sales Competition Landscape"

Session Panelists:
Terry Loe, Kennesaw State University
Stacey Schetzsle, Ball State University
Brandon Wessley, Account Manager, Hilti
Mark Franklin, Director, Recruiting & Talent Acquisition, MultiView
Abstract:
Bringing together insight from multiple perspectives, the current university sales competition landscape will be explored. In this interactive session, benefits and challenges will be discussed to assist universities and sponsor organizations in leveraging participation in the numerous sales competitions emerging across the country.

6:30-9:30 Evening Event
Pete’s Dueling Piano Bar- 1201 Fannin St., Suite 310, Houston
6:30-7:30PM Cocktail hour (Open bar and Barbeque available)
7:30-9:30PM Entertainment – Piano players (Open bar available)

Sponsored by MultiView and NCSM.
Logistic details for meeting and departure to be provided at the conference.

Friday, April 17, 2015

All NCSM sessions are held in Regency Room Junior Ballroom, Second Floor

8:00-8:30 Breakfast (Continental)

8:30-9:30 Doctoral Papers Session – Winning Papers
Session Chair: 
Brian Rutherford, Kennesaw State University

“The Buffering Effects of Salesperson Service Performance on Customer Loyalty after Service Failure and Recovery”
Aniefre Inyang, University of Texas - Arlington

“You Are the Company You Keep: A Cross-Level Examination of Individual and Sales Team Goal Orientations”
Jessica Ogilvie, University of Alabama

“The Role of Trust and Information Value on Salesperson Competitive Intelligence”
Chris Nelson, West Virginia University
9:30-10:30  Competitive Paper Session  
   Session Chair: Charlie Ragland, Indiana University  
   
   Nick Panagopoulos, University of Alabama  
   Adam Rapp, University of Alabama  
   
   “Influencing Salesperson Perceptions of New Product Introductions”  
   Gregory McAmis, Western Kentucky University  
   
   “A More Nuanced View of Sales Manager Support versus Participation”  
   David Gilliam, University of Arkansas at Little Rock  
   Steven Rayburn, Texas State University  

10:30-10:45  Break  

10:45-11:45  Competitive Paper Session  
   Session Chair: Ellen Pullins, University of Toledo  
   
   “What You Don’t Say Matters: The Development of a Relational Listening Scale in Sales”  
   Emily Goad, Illinois State University  
   Fernando Jaramillo, University of Texas at Arlington  
   
   “I Believe in Luck, Therefore I Sell: The Role of Serendipity in Inexperienced Sales Professionals' Performance”  
   Joël Le Bon, University of Houston  
   
   “Enablers and Barriers: A Scale to Measure Millennial-Age Business Students' Intent to Pursue Sales Careers”  
   Carlin Nguyen, University of South Florida  
   Ryan McCarfferty, University of South Florida  
   Andrew Artis, University of South Florida
12:00 - 2:00  PSE Luncheon and NCSM Awards Presentation
Location:  Imperial Ballroom, 3rd Floor

Axcess Capon/Tanner, Honeycutt, and Erffmeyer BEST PAPER AWARD.

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PSE NATIONAL CONVENTION, KEYNOTE SPEECH

“Selling in the New Millennium: What Has and Has Not Changed”
Ed Albertson, Partner, Carew International

In recent years, so much has changed in the sales process. Does that include the fundamental role of the sales professional and the specific skills needed to be a sales superstar? Carew International Partner Ed Albertson examines which elements of professional selling have changed, which functions are timeless, and shares his insights on today’s optimal balance for sales excellence.

Since 1986 Ed has been selling, designing, and delivering a vast assortment of sales performance improvement experiences for a variety of companies across multiple industries representative of manufacturing, consumer goods, telecommunications and professional services. Ed has trained thousands of sales professionals, sales managers, and business people worldwide and consulted with senior sales leaders for a multitude of Fortune 500 companies.

2:00 - 3:00  Competitive Paper Session
Session Chair:  Michael Rodriguez, Elon University

“Influencing the Salesforce through Ethical Leadership: The Role of Salesforce Socialization and Person-Organization Fit on Salesperson Ethics and Performance”
Charles Schwepker Jr., University of Central Missouri

“Sequencing Job Satisfaction: Establishing Robustness, Generalizability, and a Nomological Network”
Bryan Rutherford, Kennesaw State University
Nathaniel Hartmann, University of Hawaiʻi at Mānoa
JungKun Park, University of Houston

Brian Hochstein, Florida State University
Willy Bolander, Florida State University

3:00-3:45 Special Session
Session Co-Chairs:
Laura Serviere-Munoz, University of Dallas
David Fleming, Eastern Illinois University

“Meet the Editors”
Session Panelists:
Barry Babin - Journal of Business Research (area editor)
Manfred Krafft - Journal of Personal Selling & Sales Management
Peter LaPlaca - Industrial Marketing Management
Robert Peterson - Journal of Selling

Meet the editors of these top journals as they will share their insight and guidance as well as fielding questions from authors relative to publishing selling & sales management related articles in these publication outlets.

3:45-4:00 Break

4:00-5:15 Revising Roundtable Paper Session
The revising roundtable paper session is held in a format whereby the paper author(s) summarize their research in a small group (3-4 participants) setting. Group participants offer feedback through discussion designed to help the author(s) advance their paper toward journal submission and publication. Group participants rotate on a periodic basis so author(s) receive several sets of group feedback.

Session Co-Chairs: Laura Serviere-Munoz, University of Dallas
David Fleming, Eastern Illinois University
Competitive Paper Track:

“Handling of Prospective Customers’ Objections by Salespeople: A Double-Edged Sword?”
Bruno Lussier, Grenoble University
Jean-François Ouellet, HEC Montréal
Haithem Guizani, Sciences Po. Grenoble

“Customer Focus, Passive Deviance and Selling Orientation – Their Impact on Creative Selling and Performance”
David Locander, California State University, Fullerton
Barry Babin, Louisiana Tech University
Mark Groza, Northern Illinois University
Frankie Weinberg, Loyola University New Orleans

“Sales Manager Active Listening - Impact on Salesperson Turnover Intentions”
Amit Poddar, Salisbury University
Ramana Madupalli, Southern Illinois University Edwardsville

“Reaching the Under-Thirty Salesperson”
Gary Schirr, Radford University
Maneesh Thakkar, Radford University
Laurel Schirr, Virginia Polytechnic Institute and State University
Richard Buehrer, University of Toledo
Lisa Simon, California Polytechnic State University

“Revisiting Sales Training: Are Sales Professionals to Include Sales Managers Receiving Adequate Sales Training?”
Callie Spicher, Shippensburg University
Ronald K. Taylor, Shippensburg University

Doctoral Paper Track:

“Examining the Effectiveness of a Trust Repair Strategy following a Breach of Trust”
Chris Nelson, West Virginia University

“The Antecedents and Consequences of an Entitled Salesforce”
Matthew Lastner, Louisiana State University
Erik Taylor, Louisiana State University
**Phuoc Pham, University of Toledo**

“How Selling of Green information system: a purchasing manager’s perspective”  
**Hatem Bata, University of Toledo**

6:00 – 9:00  **Evening Event**  
**Lucky Strikes Bowling Alley**

NCSM has reserved a private room that includes unlimited bowling on 4 private lanes, shoes included, and unlimited play on 2 two billiard tables. Area includes multiple lounge areas, private bar, and private restrooms. Also included is substantial food and open bar of beer, wine and soda.

Logistic details for meeting and departure to be provided at the conference.
Saturday, April 18, 2015

All NCSM sessions are held in Regency Room Junior Ballroom, Second Floor

8:00-8:30  Breakfast (Continental)

8:30-8:45  NCSM Board Report
Concha Allen, Central Michigan University

8:45-9:45  Doctoral Student Paper Session
Session Chair: Mick Andzulis, Louisiana State University

“Awareness and Action: Implications and Dimensionality of Salesperson Emotional Intelligence”
Katy Johnson, University of Alabama

Scott Ambrose, Kennesaw State University

“Sales Quota and Salesperson’s Selling Behavior: The Missing Link of Felt Stress and the Moderating Role of Ethical Climate”
Omar Itani, UT - Arlington

9:45-10:45  Competitive Paper Session
Session Chair: Concha Allen, Central Michigan University

“Price Setting Patterns in Direct Selling Organizations: Insights from Nigerian Organizations”
Uchenna Uzo, Pan-Atlantic University
Chris Ogbechie, Pan-Atlantic University

“Sales Training’s Impact: An Exploratory Study of eLearning and Its Relationship with Sales Performance and Customer Satisfaction”
Michael Rodriguez, Elon University
Earl Honneycutt Jr., Elon University
Stephanie Boyer, Bryant University
“Use of Role-Play to Understand Ethical Decision Making in a Selling Context”
Jill Attaway, Illinois State University
Jeri Mullins Beggs, Illinois State University

“Reducing Salesperson Turnover: The Roles of Market Orientation and Grit”
David Fleming, Eastern Illinois University
Mattew Askew, Eastern Illinois University
Andrew Artis, University of South Florida
Alex Milovic, Marquette University

10:45-11:00 Break

11:00-12:00 Special Session
Session Chair: Ellen Pullins, University of Toledo

"Rapport Building in the Sales Process"

Session Panelists:
Jarkko Niemi, Finnish Centre of Excellence in Intersubjectivity in Interaction
Timo Kaski, HAAGA-HELIA University of Applied Sciences
Lenita Davis, University of Alabama
Mark Groza, Northern Illinois University

Abstract:
One of the most under-researched areas in professional sales is the actual buyer-seller interaction, including the initial establishment of relationships and credibility. Rapport Building is a foundation for relationship development, trust and credibility and, as a topic, has seen very little work directly addressing it. The session explores current research on this important topic, while considering the implications of what is/isn’t known on future research, teaching and practice.