THURSDAY, MARCH 29

7:45 – 8:15 AM  COFFEE AND ROLLS; WELCOME / ANNOUNCEMENTS

8:15 – 9:30 AM  SESSION ONE:
METHODS AND MEASUREMENT IN SALES RESEARCH:
Current Issues

Session Chair: Greg Marshall, University of South Florida

Special Session Presenters:
Jesse Moore, Clemson University
Leroy Robinson, Jr. University of South Florida
Miriam Stamps, University of South Florida

9:30 – 9:45 AM  BREAK

9:45 – 10:30 AM  SESSION TWO:
THE SALES ENCOUNTER I: Understanding Conflict and Stress

Session Chair: Mark Johlke, University of North Carolina - Wilmington

Measuring Perceived Sales Interaction Conflict in Business-to-Business Sales
David A. Reid, University of Toledo
Ellen Bolman Pullins, University of Toledo
Richard E. Plank, Western Michigan University
Richard E. Bueher, University of Toledo
Thomas Blackshear, Tennessee Wesleyan College

The Use of Coercive Seller Influence Tactics in the Sales Encounter: Its Resulting Impact on Salesperson Stress
Richard G. McFarland, Kansas State University
10:30 – 11:15 AM  SESSION TWO (cont.):
THE SALES ENCOUNTER II: Preparation and Management for Successful Sales Interactions

Pre-Negotiation Planning and Preparation: Phases and Activities Defined
Robert M. Peterson, University of Portland

Establishing Credibility and Trustworthiness: The Role of Information Control on the Road to Persuasion
Lenita Davis, University of Cincinnati
Andrea L. Dixon, University of Cincinnati

11:15 – 11:30 PM  BREAK

11:30 – 12:15 PM  SESSION THREE:
DOCTORAL STUDENT PAPERS

Session Chair: Scott Inks, Middle Tennessee State University

In Search of Networking Salespeople
Elina Oksanen, Helsinki School of Economics and Business Administration

Sales Forecasting: An Analysis of Political Process and Output Control
Zhilin Yang, New Mexico State University

12:15 – Evening  FREE AFTERNOON & EVENING TO ENJOY DALLAS!!!
(Possible evening social and dinner event at Joe T. Garcia’s sponsored by Texas Christian University….Check Details!)
FRIDAY, MARCH 30

7:45 – 8:00 AM GOOD MORNING COFFEE AND ROLLS

8:00 – 8:45 PM SESSION FOUR: 
SALES EDUCATION ISSUES

Session Chair: Rick Shannon, Western Kentucky University

Taking the Advanced Professional Selling Class to the Field and Back into the Classroom
Ramon A. Avila, Ball State University
Joseph D. Chapman, Ball State University
Scott A. Inks, Middle Tennessee University

Unrealistic Career Expectations of Undergraduate Marketing Students: What Are the Responsibilities of Business Educators
Mark A. Patton, Indiana Wesleyan University

8:45 – 9:45 PM SESSION FIVE:
REAL-WORLD EXPERIENTIAL LEARNING OPPORTUNITIES AND NON-TRADITIONAL INTERNSHIPS

Session Chair: Mike Humphreys, Illinois State University

Special Session Presenters:
Michael R. Williams, Illinois State University
Sarah Baker Andrus, Director of Campus Relations – Vector Marketing Corporation

9:45 – 10:00 PM BREAK

10:00 – 11:30 AM SESSION SIX:
SALES EDUCATION: Best Teaching Practices

Session Chair: Robert M. Peterson, University of Portland

Special Session Presenters:
Jon Hawes, University of Akron
Charles Futrell, Texas A & M University
Karen Kennedy, University of New Orleans
Sean Dwyer, Louisiana Tech. University
Don McBane, Central Michigan University
James Eckert, Western Michigan University
Eli Jones, University of Houston
Scott Inks, Middle Tennessee University
11:30 – 1:00 PM  LUNCH

1:00 – 1:45 PM  SESSION SEVEN:  

PERSPECTIVES ON THE EVOLUTION OF SELLING

Session Chair: Bill Moncrief, Texas Christian University

Special Session Presenter:
Steven R. Costello, Tropicana Products, Inc.

Discussion Panel:
James Boles, Georgia State University
Bill Moncrief, Texas Christian University

1:45 – 2:30 PM  SESSION EIGHT:

MEASURING AND MANAGING SALESPERSON CUSTOMER ORIENTATION

Session Chair: Eli Jones, University of Houston

An Application of Q Methodology in the Assessment of Salesperson Customer Orientation
W. Gary Wolfe, Griffith University – Gold Coast

Do Sales Quotas Hinder Customer-Oriented Selling?
Charles H. Schwepker, Central Missouri State University

2:30 – 2:45 PM  BREAK

2:45 – 4:15 PM  SESSION NINE:

CUSTOMER RELATIONSHIP MANAGEMENT

Session Chairs: Tom Leigh, University of Georgia
Jeff Tanner, Baylor University

Special Session Presenters:
TBA

4:25 – 5:15  NCSM Board Meeting

5:00 – 6:30  NCSM Educators’ Reception
PSE Presidential Suite
SPONSORED BY VECTOR MARKETING

7:00 –  PSE “Texas-Style” Barbeque and Roundup at Park Lane Ranch
(Check Details!)
SATURDAY, MARCH 31

7:45 – 8:00 AM GOOD MORNING COFFEE AND ROLLS

8:00 – 9:30 AM SESSION ELEVEN:  
ADAPTIVE SELLING BEHAVIOR: Theoretical Perspectives

Session Chair: David Shepherd, Kennesaw State University

Special Session Presenters
James A. Eckert, Western Michigan University
Richard E. Plank, Western Michigan University
Joseph Belonax, Jr. Western Michigan University

9:30 – 9:45 AM BREAK

9:45 – 10:30 AM SESSION TEN:  
SALESFORCE MANAGEMENT I: Salesforce Automation

Session Chair: Jakki Williams, North Carolina A & T State University

ERP Driven Sales and Marketing Benefits
Mary Shoemaker, Widener University

An Examination of Selected Factors Related to Salesforce Automation Productivity
Donald W. Jackson, Jr., Arizona State University
Mark Rosenbaum, Arizona State University
Scott Widimier, University of Akron

10:30 – 12:30 PM PSE RECOGNITION BRUNCH
SESSION TWELVE:
SALESFORCE MANAGEMENT II: Salesperson Feedback and Organizational Support

Session Chair: David Reid, University of Toledo

The Effects of Perceived Supervisory Information Feedback On Salesperson Role Ambiguity Facets and Self-Efficacy
Kevin G. Celuch, Illinois State University
Michael R. Williams, Illinois State University

Individual and Organizational Antecedents to Salesperson Perceived Organizational Support
Mark C. Johlke, University of North Carolina - Wilmington
Christina L. Stamper, University of North Carolina - Wilmington
Mary E. Shoemaker, Widener University

Antecedents of Team Effectiveness in a Business-to-Business Selling Context: A Conceptual Model
Eli Jones, University of Houston
Deva Rangarajan, University of Houston

2:00 – 2:15 PM  BREAK

SESSION THIRTEEN:
SALESFORCE MANAGEMENT III: Incentive and Control Systems

Session Chair: Sean Dwyer, Louisiana Technological University

How Are Salespeople Managed Abroad? The Impact of Culture on Selected Consequences of Salesforce Management Control Systems
Dominique Rouzies, Groupe HEC
Anne Macquin, Groupe HEC

Efficient and Equitable Salesforce Incentive Plans
Rene Darmon, ESSEC

3:00 – 3:30 PM  UPDATES, ANNOUNCEMENTS, AND WRAP UP