THURSDAY, APRIL 4

7:30 – 8:00 AM  COFFEE AND ROLLS; WELCOME / ANNOUNCEMENTS

8:00 – 9:15 AM  SESSION ONE:

*Let’s Get Physical: The Impact of Physical Characteristics and Well-being on the Salesperson*

Session Chair: Dan Weilbaker, Northern Illinois University

- *The Effects of Salesperson Obesity on the Sales Manager Territory Assignment Decision Process*
  Ramon A. Avila, Ball State University
  Joe Chapman, Ball State University
  Shaheen Borna, Ball State University
  Scott A. Inks, Middle Tennessee State University

  Craig A. Martin

- *Consequences of Wellness in a Selling Environment: An Exploratory Investigation*
  Stephen S. Porter, Wichita State University
  Frederic B. Kraft, Wichita State University
  Cindy Claycomb, Wichita State University

Discussion Leader:  Eli Jones, University of Houston

9:15 – 9:30 AM  BREAK

9:30 – 10:45 AM  SESSION TWO:

*My Bonnie Lies Over the Ocean: International Research in the Sales Domain*

Session Chair: Bill Moncrief, Texas Christian University

- *Selling Encounters When East Meets West: Preparation Differences*
  Robert M. Peterson, University of Portland

- *A Determination of the Effect of National Culture on Interpersonal Interaction Factors in the International Buyer-Seller Relationship*
  David L. Jones, University of Nevada, Las Vegas
  Ken W. McCleary, Virginia Polytechnic Institute and State University
9:30 – 10:45 AM **SESSION TWO (Continued):**

*Learning to Become a Relational Seller: An Epistemology of Practice for Sales Training*
Susi Geiger, University College Dublin
Darach Turley, Dublin City University

Discussion Leader: David Shepherd, Kennesaw State University

10:45 – 11:00 AM **BREAK**

11:00 – 1:00 PM **VISIT AND LUNCH AT COCA-COLA**
Presentation by Steve Crawford, Brand Manager
Meet in lobby for pick-up by Kennesaw State University vans.

1:15 – 2:15 PM **SESSION THREE:**
*Sales Education: Using Integrative Learning Experiences Across Multiple Sections and Within Single Classes*

Session Chair: Susan Powell Mantel, The University of Toledo

Session Presenters:
Richard E. Buehrer, The University of Toledo
Julie Johnson, Western Carolina University
Scott A. Inks, Middle Tennessee State University

2:15 – 2:30 PM **BREAK**

2:30 – 3:45 PM **SESSION FOUR:**
*Strategic Issues in Selling: How to Implement the Game Plan*

Session Chair: Tim Longfellow, Illinois State University

*Optimizing Sales Force Size Through Optimal Workload Assessment*
René Y. Darmon, ESSEC Business School

*Sales Design: The Point of Maximum Leverage*
Charles N. Farmer, Xtemplo LLC

*Salespeople’s Role in Knowledge Management in an Organization*
Sandra S. Liu, Purdue University
Lucette B. Comer, Purdue University

Discussion Leader: Thomas Leigh, University of Georgia

3:45 – 4:00 PM **BREAK**

4:00 – 5:00 PM **MEETING WITH HAWKS’ MANAGEMENT**
Presentation by Dexter C. Santos, Senior Director of Marketing

5:00 – 6:30 PM **RECEPTION – SPONSORED BY THE UNIVERSITY OF TOLEDO COLLEGE OF BUSINESS ADMINISTRATION**

7:30 – 10:00 PM **HAWKS/PACERS BASKETBALL GAME (Optional)**
FRIDAY, APRIL 5

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<th>Time</th>
<th>Session</th>
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<td>7:45 – 8:00 AM</td>
<td>GOOD MORNING COFFEE AND ROLLS</td>
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<td>8:00 – 9:15 AM</td>
<td>SESSION FIVE:</td>
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<td><em>A Rose By Any Other Name: Explaining How to Sell</em></td>
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<td>Session Chair: Rick Shannon, Western Kentucky University</td>
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<td><em>Customer Oriented Selling: A Review and Extension</em></td>
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<td>Charles H. Schwepker, Jr., Central Missouri State University</td>
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<td><em>Relationship Selling: Towards a Better Definition of the Construct</em></td>
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<td>Paolo Guenzi, Università Commerciale Luigi Bocconi</td>
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<td><em>Adaptive Selling and Techniques for Addressing Objections</em></td>
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<td>Susan DelVecchio, East Carolina University</td>
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<td>James Zemanek, East Carolina University</td>
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<td>Reid Claxton, East Carolina University</td>
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<td>Roger McIntyre, East Carolina University</td>
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<td>Discussion Leader: Sean Dwyer, Louisiana Tech University</td>
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<td>9:15 – 9:30 AM</td>
<td>BREAK</td>
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<td>9:30 – 11:00 AM</td>
<td>SESSION SIX:</td>
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<td><em>Diversity in Sales Organizations in 2002: Myth or Reality</em></td>
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<td>Session Co-Chairs: James S. Boles, Georgia State University</td>
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<td>Greg W. Marshall, Oklahoma State University</td>
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<td>Special Session Presenters:</td>
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<td>Michael J. Beres, VP of Human Resources, Sherwin-Williams Southeastern Division</td>
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<td>Lucette B. Comer, Purdue University</td>
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<td>Charles R. Edwards, Executive VP and Managing Director, Leadership Ventures LLC, DHR International – Atlanta</td>
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<td>Richard M. McCrae, VP of Marketing, Sherwin-Williams Southeastern Division</td>
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<td>Jesse N. Moore, Clemson University</td>
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<td>Jay P. Mulki, University of South Florida</td>
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<td>Kerri L. Rodgers, Area Human Resources Manager, Sherwin-Williams Southeastern Division</td>
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<td>Miriam B. Stamps, University of South Florida</td>
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<td>11:00 – 11:15 AM</td>
<td>BREAK</td>
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<td>11:15 – 12:15 PM</td>
<td>SESSION SEVEN:</td>
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<td><em>Sales Education: A Jamboree of Effective Sales Pedagogical Techniques: Round II</em></td>
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<td>Session Chair: Robert M. Peterson, University of Portland</td>
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<td>Special Session Presenters:</td>
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<td>Buddy LaForge, University of Louisville</td>
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11:15 – 12:15 PM  SESSION SEVEN (Continued):

Sue Mantel, University of Toledo
Joe Chapman, Ball State University
Lois Smith, University of Wisconsin - Whitewater
Robert Peterson, University of Portland

12:15 – 1:45 PM  LUNCH

1:45 – 3:15 PM  SESSION EIGHT:

*Doctoral Student Papers*

**Session Chair:** Scott Inks, Middle Tennessee State University

*Session Presenters:*

- **Adaptive Selling Behavior Revisited: An Empirical Examination of Learning Orientation, Sales Performance, and Job Satisfaction**
  Jeong-Eun Park and Betsy B. Holloway, The University of Alabama

- **Salesperson Market Orientation: The Constructs, Theoretical Framework, and Research Propositions**
  Srinivas Sridharan, Indiana University

- **Trust Formation During the Initial Face-to-Face Sales Encounter**
  John Wood, Georgia State University

- **A Dual Process Model of Technology Adoption by the Sales Force**
  Deva Rangarajan, University of Houston

3:15 – 3:30 PM  BREAK

3:30 – 5:00 PM  SESSION NINE:

**Best Practices for Keeping Pace with Rapid Change in Selling**

**Session Chair:** Ellen Bolman Pullins, The University of Toledo

*Special Session Presenters:*

- Dan Ball, Regional Vice President, Miller Heiman
- Sue Melone, Sales Training Director, Owens Corning
- Gary Summy, Principal Solutions Manager, Motorola University

5:00 – 6:30 PM  NCSM Educators’ Reception

PSE Presidential Suite

7:30 – 10:00 PM  BRAVES/METS GAME (Optional)
SATURDAY, APRIL 6

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

8:00 – 9:30 PM  SESSION TEN:
Four Promising Methods for Conducting Sales Research: Insights and Applications

Session Chair: Daniel J. Goebel, Illinois State University

Special Session Presenters:
James S. Boles, Georgia State University
Dawn R. Deeter, Ohio University
Daniel J. Goebel, Illinois State University
Karen Norman Kennedy, University of Alabama - Birmingham

9:30 – 9:45 AM  BREAK

9:45 – 10:30 AM  SESSION ELEVEN:
Sales Research: Exploring New Research Avenues

10:30 AM – 12:30 PM  PSE RECOGNITION BRUNCH

12:30 – 1:45 PM  SESSION TWELVE:
Focus on Selling Skills: Educating, Training, and Understanding

Session Chair: Sandra Liu, Purdue University

The Teaching of Sales Related Courses at the University Level: An Empirical Look From the Sales Manager’s Perspective
Dennis N. Bristow, St. Cloud State University
Rajesh Gulati, St. Cloud State University

Testing Alternative Models of Selling Skills and Job Performance
Mark C. Johlke, University of North Carolina at Wilmington
Mary E. Shoemaker, Widener University

Evaluating Sales Training Programs: A Revised Framework and Research Questions
Ashraf M. Attia, State University of New York at Oswego
Earl D. Honeycutt, Old Dominion University

Discussion Leader: Michael Williams, Illinois State University

1:45 – 2:00 PM  BREAK
2:00 – 3:15 PM  SESSION THIRTEEN:
Psychology 101: Empirical Research into the Psychology of the Salesperson

Session Leader: Richard Plank, Western Michigan University

Salesperson Reaction to Rejection and Failure: The Role of Implicit Personality Theory
Lawrence S. Silver, Mississippi College
Sean Dwyer, Louisiana Tech University

The Mediating Effect of Job Perceptions on the Feedback-Satisfaction Linkage
Rajesh Srivastava, University of Louisiana at Lafayette
Terry Holmes, Murray State
Jeff Sager, University of North Texas

Entrepreneurship and the Salesperson: An Exploratory Empirical Investigation
Felicia G. Lassk, Northeastern University
Ronald J. Kuntze, Northeastern University

Discussion Leader: Donald McBane, Central Michigan University

3:15 – 3:30 PM  UPDATES, ANNOUNCEMENTS, AND WRAP UP