2005 NATIONAL CONFERENCE
IN SALES AND SALES MANAGEMENT

Program

Deauville Beach Resort, Miami
Wednesday, March 2 through Saturday, March 5

Wednesday, March 2

5:30 – 7:00 PM  Early Bird Reception – Room S-3

Thursday, March 2

7:30 – 8:00 AM  Kick- Starter - Coffee and Rolls
Welcome/Announcements

8:00 – 9:15 AM  Session One

Session Chair:  Terry W. Loe, Kennesaw State University

Technology and the Sales Force: Does Technology Really Enhance Performance
Eli Jones, University of Houston
Wynne Chin, University of Houston
Andrew Schwarz, Louisiana State University
Suresh Sundaram, Loyola College in Maryland

The Benefits Of Sales Force Automation Explored: An Empirical Examination Of Sfa Usage On Relationship Quality And Performance
Jeong-Eun Park, University of New Hampshire
Betsy Bugg Holloway, Samford University
George D. Deitz, University of Alabama

9:15 – 9:30 AM  Break

9:30 – 10:45 AM  Session Two

The Portal Promise: A Valuable Tool for Salespeople
Mary E. Shoemaker, Widener University
Session Chair: Rick Buehrer, University of Toledo

*How Quota Setting Policy Influences Salesperson Risk Behavior and Effort Level: Sandbagging Effect*
Frank Q. Fu, University of Houston
Eli Jones, University of Houston

*Behavior-Based, Outcome-Based, Or Somewhere In Between? The Role Of Customer Lifetime Value In Designing Sales Control Systems*
Douglas M. Walker, University of Houston
Eli Jones, University of Houston

*An Exploratory Study Of The Relationship Between Sales Manager Goals, Professional Commitment And Ethical Behavior In The Salesforce*
Charles H. Schwepker, Jr, Central Missouri State University
David J. Good, Grand Valley State University

10:45 – 11:00 AM  
**Break**

11:00 – 12:00 PM  
**Session Three – Special Session**

Session Chair: Ramon A. Avila

*Sales and Marketing Executives International (SME) - Certification*

12:00 – 1:30 PM  
**Lunch**

1:30 – 2:45 PM  
**Session Four: JPSSM Special Session**

*Furthering the Field of Selling and Sales Management: Why Attention to Quality in Research Matters So Much*

Session Chair: Greg W. Marshall, Rollins College and Editor *JPSSM*

Panel:
Kenneth R. Evans, University of Missouri and *JPSSM* Associate Editor
Ronald E. Michaels, University of Central Florida and former *JPSSM* Editor
William C. Moncrief, Texas Christian University and *JPSSM* Editorial Review Board Member
2:45 – 3:00 PM  **Break**

3:00 – 4:15 PM  **Session Five**

**Session Chair:** Terri Barr, Miami University

*The Sales Recovery Audit: A Tool For Enhancing Buyer-Seller Relationships*
Gabriel R. Gonzalez, Colorado State University  
K. Douglas Hoffman, Colorado State University  
Thomas N. Ingram, Colorado State University

*The State Of Wellness Of The Salesperson Wellness Lifestyle Scale: An Examination Of The Scale’s Research Fitness*
Stephen S. Porter, Wichita State University  
Frederic B. Kraft, Grand Valley State University  
Cindy Claycomb, Wichita State University

*The Relationship Between Key Selling Abilities and Sales Performance in Pharmaceutical Sales*
Xiang Yuan Zhong, Glaxo SmithKline RTP  
Tanya Drollinger, University of Lethbridge  
Lucette B. Comer, Purdue University

4:15 – 4:30 PM  **Break**

4:30 – 5:45 PM  **Session Six**

**Session Chair:** Doug Walker, University of Houston

*University Sales Centers: A Descriptive Study*
Dan C. Weilbaker, Northern Illinois University  
Michael Williams, Illinois State University

*Teaching Written Communication Skills in Professional Selling*
Vicki L. West, Texas State University – San Marcos
Friday, March 3

7:30 – 8:00 AM  Kick-Starter - Coffee and Rolls

8:00 – 9:15 AM  Session One: Best Practices in Sales

  Session Chair: Robert M. Peterson, University of Portland

  Sales Management – Ethics Assignment
  Terri Feldman Barr, Miami University

  The Professional Inventory
  Robert M. Peterson, University of Portland

  A Little Competition Is Good For The Soul (And Learning)
  Scott Widmier, University of Akron

9:15 – 9:30 AM  Break

9:30 – 10:45 AM  Session Two: Rick Shannon, Western Kentucky University

  The Influence Of Internal Communications And Role Conflict On The Relationship Between Salesperson Citizenship Behaviors And Supervisor-Rated Performance
  Sterling A. Bone Oklahoma State University
  C. Shane Hunt, Oklahoma State University

  An Exploratory Examination Of Individual And Manager Level Effects On Salesperson Performance Using Hierarchical Linear Modeling
  Adam A. Rapp, University of Connecticut
  Tammy L. Woods, University of Connecticut

  When the Product Doesn't Sell Itself
  Adam A. Rapp, University of Connecticut
  Keith Richards, University of Houston

10:45 – 11:00 AM  Break

11:00 – 1:00 PM  Session Three – Poster Session

  Session Chair: David Shepherd, Kennesaw State University

  Do You See What I See? A Look at Professional Selling From the Students’ Perspective: A Replication and Extension
Dennis Bristow, St. Cloud State University
Rajesh Gulati, St. Cloud State University
Douglas Amyx, Louisiana Tech University

Job Involvement: The Impact Of Leaders And Customers
Fernando Jaramillo, University of Texas at Arlington
Jay Prakash Mulki, Northeastern University
William B. Locander, Jacksonville University

The Relationship Of Optimism To Salesperson Goal Orientation And Performance: A Research Proposal
Lawrence Silver, Mississippi College
Sean Dwyer, Louisiana Tech University

Between Sales 101 and Sales Force Management: Integrating Strategic Account Management in a Sales Curriculum
Mary U. Henderson, The College of St. Catherine
Marjorie Mathison Hance, The College of St. Catherine
Lynn Schleeter, The College of St. Catherine

Trying to Adhere to the ADA: Understanding “Mental Disability” in Hiring Sales Personnel
Anne Keaty, University of Louisiana at Lafayette
Rajesh Srivastava, University of Louisiana at Lafayette

A Model of the Non-Interpersonal Aspects of Personal Selling in the Internet Era
Lucette B. Comer, Purdue University
Stacey Schetzsle, Purdue University

12:00 – 1:00 PM Lunch

1:00 – 2:15 PM Session Four – Special Session

Session Chair: Dawn Deeter-Schmelz, Ohio University

Sales Training: From the Consultant to the Classroom

Panel:
Tom Cooke, Learning Outsource Group
Jeff Lovejoy, Burton Training Group
Karen Norman Kennedy, University of Alabama at Birmingham
Dawn Deeter-Schmelz, Ohio University
2:15 – 2:30 PM  Break

2:30 – 3:45 PM  Session Five

Session Chair: Scott Widmier, University of Akron

Measuring Customer Relationship Management: Finding Value Drivers
Keith Richards, University of Houston
Eli Jones, University of Houston

Building Trust through Synergistic Solutions in a Key Account Setting: An Empirical Study
Laurent Georges, EDHEC
Paolo Guenzi, SDA Bocconi, Via Bocconi, 8, 20136 Milano, Italy
Catherine Pardo, EM-Lyon

Adaptive Selling Behavior: A Deeper Review of the Range of Adaptive Outputs
James A. Eckert, Western Michigan University

3:45 – 4:00 PM  Break

4:00 – 5:00 PM  Session Six - Special Session

Session Chair – Scott A. Inks, Ball State University

Assessment: The Science Behind the Numbers
Bruce Sevy, Vice President of Product Consulting
SHL Group

Saturday, March 4

7:30 – 8:00 AM  Kick-Starter - Coffee and Rolls

8:00 – 9:00 AM  Session One

Session Chair: Fernando Jaramillo, University of Texas at Arlington

An Empirical Analysis Of Sales Call Anxiety And New Sales Representatives
Lukas P. Forbes, Western Kentucky University
Jule B. Gassenheimer, Rollins College
Andrea L. Dixon, University of Cincinnati
The Impact of Knowledge and Empowerment on Working Smart and Working Hard: The Moderating Role of Experience
Adam Rapp, University of Connecticut
Michael Ahearne, University of Houston
John Mathieu, University of Connecticut
Niels Schillewaert, Vlerick School of Management

9:00 – 9:15 AM Break

9:15 – 10:30 AM Session Two

Session Chair: Sean Dwyer, Louisiana Tech University

SFA: Measuring Sophistication Levels
Susan K. DelVecchio, East Carolina University
Norris W. Smith, East Carolina University

The Impact Of Company Support Of Sales Technology And Previous Experience On Self-Reported Individual Sales Performance
David L Jones, San Francisco State University
Seyhmus Baloglu, University of Nevada, Las Vegas

Perceive Me Useful Or Perceive Me Not – An Empirical Study Of Salesforce Automation Tool Use
Michael L. Mallin, Kent State University
Susan K. DelVecchio, East Carolina University

10:30 – 10:45 PM Break

10:45 – 11:45 PM Session Three

Session Chair: David Jones, San Francisco State University

The Impact of Observable Similarity on Salespeople's Expectations About The Cross-Cultural Sales Interaction
Lucette B. Comer, Purdue University
J.A.F. Nicholls, Florida International University
Alberto Rubio Sanchez, Purdue University
Alejandro Pico, ITESM, Campus Monterrey

Leading Your Peers in Sales Management Peer-Level Developmental Relationships as a Determinant of Peer-Level Leadership
Bruce Robertson, San Francisco State University
Andrea L. Dixon, University of Cincinnati
Ajay Mehra, University of Cincinnati

11:45 PM  Closing Comments