2006 NATIONAL CONFERENCE IN SALES AND SALES MANAGEMENT

Program

Minneapolis Marriott City Center
Wednesday, March 1 through Saturday, March 4

Wednesday, March 1

5:00 – 6:00 PM Early Bird Reception – Minnesota Room (6th Floor)

6:00 – 6:30 PM Presentation by Chris Wright, President - Minnesota Timberwolves

8:00 PM Timberwolves vs. the New Jersey Nets
Tickets are available for the game for $19.50 by calling 800-761-9350, or sign up online with a credit card at: https://www.pse.org/convention-pay.asp

Thursday, March 2  (St. Croix Rooms 1 and 2)

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

8:00 – 9:15 AM Session One – Sales Education and Training

Session Chair: Jim Randall, Georgia Southern University

Sales Training Practices in Malaysia: Comparisons of Domestic and Multinational Companies
M. Asri Jantan, State University of New York at Brockport
Ashraf M. Attia, State University of New York at Oswego

Recruiting the Sales Rep: The Willingness of College Students to Relocate for Employment Opportunities
Richard E. Buehrer, University of Toledo
Deirdre E. Jones, University of Toledo
Michael L. Mallin, University of Toledo
Thomas Nowak, NFO Worldgroup
Do You See What I See? A Comparison of “Ivory Tower” and “Real World” Perspectives Regarding the Contribution of Sales Related Courses in University Curricula
Rajesh Gulati, St. Cloud State University
Dennis N. Bristow, St. Cloud State University
Douglas A. Amyx, Louisiana Tech University

The Effects of Salesperson’s Relational Selling Behaviors on Their Outcomes: Performance and Job Satisfaction
Jeong Eun Park, University of New Hampshire
Myung Su Chae, Hankuk University of Foreign Studies

9:15 – 9:30 AM  Break

9:30 – 10:45 AM  Session Two - Trends in Sales Practice & Management

Session Chair: Dennis Bristow, St. Cloud State University

Impact of Anticipated Collaborative vs. Competitive Negotiation Encounters on Planning Behaviors
Robert M. Peterson, William Paterson University
Richard E. Plank, William Paterson University

Commission Compensation, Control Systems & Salesperson Motivation
Michael L. Mallin, University of Toledo
Ellen Bolman Pullins, University of Toledo

Assessing Behavior & Results of Sales Training Programs
Ashraf M. Attia, State University of New York at Oswego

Integrating Marketing and Sales: A Means-End Approach
Paolo Guenzi, Universita L. Bocconi
Gabriele Troilo, Universita L. Bocconi

10:45 – 11:00 AM  Break

11:00 – 12:00 PM  Session Three – Special Session on Developing the Critical Thinking Skills of Collegiate Sales Students

Session Chair: Jon M. Hawes, University of Akron

An Overview of Critical Thinking Skill Development for Collegiate Sales Student
Jon M. Hawes, University of Akron
Measuring Critical Thinking Skills
Victor Petrovic, Therm-Equip, Inc. and Kent State University

The Role of Business Policy Classes in Developing Critical Thinking Skills for Sales Students
Ray Gehani, University of Akron

12:00 – 1:00 PM  Lunch

1:00 – 2:00 PM  Session Four – Sales Relationships: Antecedents & Consequences

Session Chair: Scott Preston, Eastern Illinois University

Interpersonal Conflict: Antecedents and Consequences
Jay Prakash Mulki, Northeastern University
Fernando Jaramillo, University of Texas at Arlington
William B. Locander, Jacksonville University
Paul Solomon, University of South Florida

Selling Enthusiasm: A Conceptual Exploration
Denny Bristow, St. Cloud State University
Doug Amyx, Louisiana Tech University
Rajesh Gulati, St. Cloud State University
Mike Williams, Illinois State University

The Importance of Culture in Personal Selling & Sales Management
Earl D. Honeycutt, Elon University
Coleman Rich, Elon University

2:00 – 2:15 PM  Break

2:15 – 3:30 PM  Session Five – 2006 NCSM Doctoral Fellows

Session Chair: Mary E. Shoemaker, Widener University

Salesperson Attributions: The Effect of Perceptions of Past Performance on Future Performance
Keith Richards, University of Houston

Internet Channels and Perceived Cannibalism: Scale Development and Validation in a Personal Selling Context
Dheeraj Sharma, Ball State University

Antecedents and Consequences of Psychological Empowerment of Salespeople
Frederick Hong-kit Yim, Drexel University
3:30 – 3:45 PM  
**Break**

3:45 – 5:00 PM  
**Session Six – Special Session on Headaches and Nightmares: What Keeps the Practicing Sales Professional Awake at Night**

*Session Chair:* Kenneth Evans, University of Missouri

Kym Harrington - Sales Division Manager, Pragmatech
Sarah Dorey - Product Sales Manager, General Mills
Kathy Rubenstein - Tissue and Towel Division Manager for Target, Proctor & Gamble
Steve Keating - Sales Education Manager - The Toro Company

5:00 – 6:00 PM  
**NCSM Board Meeting**

*Cook’s Room (8th Floor)*

6:00 – 7:30 PM  
**NCSM Reception - Sponsored by Vector Marketing**

*Minnesota Room (6th Floor)*

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**Friday, March 3 (St. Croix Rooms 1 and 2)**

7:00 AM  
**Bus Leaves for 3M Headquarters**  
**Continental Breakfast at 3M Headquarters**

8:00 – 11:00 AM  
**Session Seven - On Site with 3M: Excellence In Execution**

*Session Chair:* John Lanning, Sales and Marketing Recruiting and Training Manager, 3M

Darrell Gacom, VP of Consumer & Office Business Key Accounts
Bill Smith, Director of Sales Center Excellence, 3M
Dean Adams, Director of Corporate Brand Management, 3M
Greg Ehler, Executive Director, Supply Chain for Consumer & Office Business, 3M

11:00 AM  
**Return to the Marriott**

12:00 – 1:45 PM  
**Annual PSE Luncheon - Ballroom**

*Awards Presentation and Presentation on Current Trends in Sales & Marketing*

Tom Snyder, Vice President of Business Development, Huthwaite
2:00 – 3:15 PM  **Session Eight - Meet the Editors Special Session**

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

**Panelists:**
- Kenneth Evans, University of Missouri
  Editor, *Journal of Personal Selling & Sales Management*
- Barry Babin, University of Southern Mississippi
  Marketing Editor, *Journal of Business Research*
- Earl Honeycutt, Elon University
  Associate Editor, *Industrial Marketing Management*
- Dan Weilbaker, Northern Illinois University
  Editor, *Journal of Selling & Major Account Management*

3:15 – 3:25 PM  **Break**

3:25 – 4:15 PM  **Session Nine – Special Session on Best Practices in Sales Education**

**Session Chair:** Robert M. Peterson, William Paterson University

Terri Feldman Barr - Miami University
Lukas P. Forbes - Western Kentucky University
Jon M. Hawes - University of Akron
Robert M. Peterson - William Paterson University

4:15 PM  Group departs for the Mall of America

5:00 PM  **Mall of America VIP Tour**

*Cost per person, $1.95 train transportation to the Mall
$5.50 per person for tour, reservations required*
Saturday, March 4 (St. Croix Rooms 1 and 2)

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

8:00 – 9:00 AM  Session Ten – Special Session on Sales Education: Past, Present, and Future

**Session Chair:** Karen Norman Kennedy, University of Alabama-Birmingham

**Panelist:**
Dawn Deeter-Schmelz, Ohio University
Earl D. Honeycutt, Elon University
Jon Hawes, University of Akron

9:00 – 9:15 AM  Break

9:15 – 10:30 AM  Session Eleven – Beyond Selling in the Organization

**Session Chair:** Mary Henderson, The College of St. Catherine

*The New Product Development Process: Let the Voice of the Salesperson Be Heard*
Denise D. Schoenbachler, Northern Illinois University
Geoffrey L. Gordon, Northern Illinois University
Rick E. Ridnour, Northern Illinois University
Kimberly M. Judson, Northern Illinois University
Dan C. Weilbaker, Northern Illinois University

*Sales-Force Involvement in Product Design: The Influence on the Relationships Between Consulting-Oriented Sales Management Programs and Performance*
A. Pelham, College of New Jersey

*Brand Perceptions within the Sales Force: The Importance of Product Image and Salesperson Effort on the Success of a New Product Introduction*
Mike Ahearne, University of Houston
Adam Rapp, University of Houston
Gregory A. Rich, Bowling Green State University
Keith Richards, University of Houston

**The Importance of Customer Retention**
Tony Carter, William Paterson University

10:30 – 10:45 AM  Break
10:45 – 11:45 AM  

**Session Twelve: Sales Performance**

**Session Chair:** Marjorie Mathison Hance, College of St. Catherine

*Salesperson Objective Performance and Role Stress – Evidence of an Inverted-U Relationship*
Vincent Onyemah, Boston University

*Sales Management Coaching: A Model for Improved Insurance Company Performance*
Tony Carter, William Paterson University

*Individual Differences as Antecedents to Motivation, Sales Aptitude and Role Clarity: An Investigation of The Effects of Need For Cognition*
Dawn Deeter-Schmelz, Ohio University
Jane Sojka, Ohio University

11:45 - 12:30 PM  

**Conference Wrap-Up and Closing Remarks**