2007 NATIONAL CONFERENCE IN SALES AND SALES MANAGEMENT

Program

Hyatt Regency Irvine – Irvine California
Wednesday, March 28 through Saturday, March 31

Wednesday, March 28

8:00 AM – 6:00 PM  CONFERENCE REGISTRATION
   Shady Canyon

2:00 – 5:00 PM  UNIVERSITY SALES CENTER ALLIANCE (USCA) SPRING MEETING
   The Board Room

4:30 – 6:30  PSE WELCOME RECEPTION
   Sponsored by GlaxoSmithKline
   Crystal Cove

6:30 – 7:30  NCSM WELCOME RECEPTION
   Presidential Suite, Room 1304

Thursday, March 29  (All regular sessions will be held in The Conference Theater)

8:00 AM – 6:00 PM  CONFERENCE REGISTRATION
   Shady Canyon

9:00 – 9:30 AM  COFFEE & ROLLS WELCOME AND OPENING ANNOUNCEMENTS
   Mark C. Johlke of Bradley University

9:30 – 10:30 AM  PAPER SESSION #1
   Session Chair: Terri Feldman Barr of Miami University of Ohio
   The Millennial Salesperson Challenge: A Research Agenda for Intergenerational Selling
   Michael L. Mallin, Ellen Bolman Pullins, Richard E. Buehrer, and Deirdre E. Jones of the University of Toledo
The Influence of Purchase Importance on Buyer Perceptions of Salesperson: Relational and Task Behaviors in Buyer-Seller Relationships

Joseph J. Belonax, Jr. of Western Michigan University, Richard E. Plank of the University of South Florida, and Stephen J. Newell of Western Michigan University

The Influence of Climate Dimensions on a Salesperson’s Role Salience, Organizational Commitment, Performance, and Turnover

Rajesh Gulati of St. Cloud State University and Jeff Sager of the University of North Texas

10:45 – 11:45 AM

DOCTORAL STUDENT SALES RESEARCH PROGRAM
Session Chair: Mary E. Shoemaker of Widener University

The Performance Implications of Fitting Control Strategy to the Salesperson’s Customer Mind-Set, Job Mind-Set, and Company Mind-Set
Tyler W. Bell, doctoral student at Oklahoma State University

Advertising’s Impact on Salesperson Effort and Performance
Douglas E. Hughes, doctoral student at the University of Houston

Noon – 1:30 PM

DOCTORAL STUDENT LUNCH
Sponsored by the Fisher Institute for Professional Selling at the University of Akron, this event is for all doctoral students and invited guests.

1:30 – 3:00 PM

PAPER SESSION #2
Session Chair: Earl Honeycutt of Elon University

An Empirical Examination of Developing Buyer-Seller Relationships
John D. Hansen of Northern Illinois University
Customer Screening and Selection: The Influence of Salesperson Need for Discretion
Sterling A. Bone of Brigham Young University, John C. Mowen of Oklahoma State University, and Karen E. Flaherty of Oklahoma State University

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

Measuring Reaction & Learning of Sales Training Programs
Ashraf M. Attia of the State University of New York at Oswego

3:15 – 4:15 PM
PAPER SESSION #3
Session Chair: Concha Neely of Central Michigan University

The Selling Enthusiasm Scale (SES): A Conceptual Exploration
Douglas A. Amyx of Louisiana Tech University, Dennis N. Bristow and Rajesh Gulati of St. Cloud State University, and Mike Williams of Illinois State University

The Impact of Industry Conditions and Consulting Oriented Sales Training on Consulting Time and Consulting Effectiveness
Al Pelham of the College of New Jersey

An Examination of the Effects of the Facets of Job Satisfaction on Salesperson’s Propensity to Leave
Brian N. Rutherford of the University of West Georgia, James S. Boles of Georgia State University, G. Alexander Hamwi of Georgia State University, Ramana Madupalli of Georgia State University, and Leann Pashnyak of the Georgia Department of Audits & Accounts

4:30 – 6:00 PM
NCSM EXECUTIVE BOARD MEETING
The Board Room

5:30 – 7:00 PM
NCSM RECEPTION - SPONSORED BY VECTOR MARKETING
The Conference Terrace
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<tr>
<th>Time</th>
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<tr>
<td>8:00 AM – 6:00 PM</td>
<td>CONFERENCE REGISTRATION</td>
<td><em>Shady Canyon</em></td>
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<tr>
<td>8:30 – 9:00 AM</td>
<td>COFFEE &amp; ROLLS</td>
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<tr>
<td>9:00 AM</td>
<td>SPECIAL SESSION #1 - MEDICAL SALES: ISSUES IN SELLING TO THE HEALTH CARE INDUSTRY</td>
<td>Session Chair: Mark Leach of Loyola Marymount University</td>
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<td>Rob Banis, Western US Sales Director for Omnicell</td>
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<td>Tom Bovich, VP of Sales for Leiner Health Products</td>
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<td>Jim Petonella, Ex-Executive VP of Sales &amp; Marketing for medical software firms</td>
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<td>10:00 AM</td>
<td>SPECIAL SESSION #2 – JOURNAL EDITORS &amp; FUTURE EVENTS OF INTEREST</td>
<td>Session Chair: Ellen Pullins of the University of Toledo</td>
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<td>Ken Evans, Editor of the Journal of Personal Selling &amp; Sales Management</td>
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<td>Dan Weilbaker, Editor of the Journal of Selling &amp; Major Account Management</td>
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<td>David Reid of the Russ Berrie Institute at William Patterson University</td>
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<td>Robert M. Peterson of the Russ Berrie Institute at William Patterson University</td>
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<td>Ron Michaels of the University of Central Florida</td>
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<td>Mark C. Johlke of Bradley University</td>
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<td>11:00 AM</td>
<td>SPECIAL SESSION #3 – CURRENT TRENDS IN SALES AND MARKETING</td>
<td>Session Chair: Ellen Pullins of the University of Toledo</td>
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<td>Tom Snyder of Hutwaite, Inc.</td>
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<td>Noon – 1:45 PM</td>
<td>PSE/NCSM AWARDS LUNCH</td>
<td>Kodak’s Digital Transformation</td>
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<td>Jeffrey Hayzlett, Chief Marketing Officer, Eastman Kodak</td>
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Jeff will discuss the role the Graphic Communications Group (GCG) plays in the transformation of Eastman Kodak Company into a digital company and the challenges of creating a new culture from six merged companies.

2:00 – 3:00 PM  
**SPECIAL SESSION #4 – JAMBOREE OF EFFECTIVE SALES PEDAGOGICAL TECHNIQUES**  
Session Chair: Robert M. Peterson of the Russ Berrie Institute at William Patterson University

*The Dreaded Daily Quiz: How More Dread Leads to Less Red*  
James A. Eckert of Western Michigan University

*Time and Territory Exercise*  
John Andy Wood of West Virginia University

*Communications Workshop for Sales Students*  
Terri Feldman Barr of Miami University of Ohio

*Nailing the Sales Interview: Prep & Practice*  
Robert M. Peterson of the Russ Berrie Institute at William Paterson University

3:15 – 4:45 PM  
**PAPER SESSION #4**  
Session Chair: John Andy Wood of West Virginia University

*Exploring Organizational and Psychological Determinants of Customer-Oriented Selling: Service Climate, Perceived Empowerment, and Engagement*  
Frederick Hong-kit Yim of Drexel University

*Stretching the Truth: Exaggeration Practices of Sales Representatives*  
John F. Tanner Jr., and Lawrence B. Chonko of Baylor University, George W. Dudley of Behavioral Sciences Research Press

*Self-Efficacy and Work Overload*  
Paul Solomon of the University of South Florida, Jay Prakash Mulki of Northeastern University, and Fernando Jaramillo of the University of Texas at Arlington
The Importance of Various Motivational Factors to College Students Interested in Sales Positions: Has the Student Lens Changed After Sixteen Years?
Denny Bristow of St. Cloud State University, Douglas Amyx of Louisiana Tech University, and Stephen B. Castleberry of the University of Minnesota, Duluth

8:00 PM
OPTIONAL NCSM EVENING SOCIAL
Pelican Hill

A Comparison of Single Malt Scotches with Single Barrel Bourbons: An Exploratory Study

Our host and presenter, David Reid, will guide us in properly sampling and comparing the six award winning whiskies that he chose especially for the evening.

All are welcome to attend but there will be an additional $20 charge, payable in cash upon entering the tasting area, to sample.

Due to the limited amount of “data” that will be available, sampling will be limited to the first 25 NCSM registrants who separately RSVP for this event with Mark Johlke before March 26th.

Attendees are encouraged to bring their favorite cigars for afterwards (keep in mind that California bans smoking in all indoor areas).

Saturday, March 31

9:00 – 9:30 AM
COFFEE & ROLLS

9:30 – 10:30 AM
PAPER SESSION #5
Session Chair: Jay Prakash Mulki of Northeastern University

The Role of Self-Efficacy on Expectancy, Effort, and Adaptive Selling
Robert C. McMurrian of the University of Tampa and Rajesh Srivastava of Middle Tennessee State University
An Empirical Investigation of Relationship Selling Strategy, Management Controls, Salesperson Behaviors and Sales Organization Effectiveness
Artur Baldauf of the University of Bern and Paolo Guenzi of the Università Commerciale Luigi Bocconi

An Examination of Salesperson Specialization
Mark P. Leach of Loyola Marymount University and Annie H. Liu of Loyola Marymount University

10:45 – 11:30 AM

PAPER SESSION #6
Session Chair: John D. Hansen of Northern Illinois University

The Impact of Practical Experience and Coursework on Student Attitudes Toward Sales Careers
Earl D. Honeycutt, Jr of Elon University, Cassandra DiRienzo of Elon University, Shawn T. Thelen of Hofstra University, and C. David Shepherd of Georgia Southern University.

Work-Related Outcomes of Emotional Intelligence: Exploring the Role of Cognitive Intelligence in a Sales Context
Dheeraj Sharma of Ball State University

11:30 AM

WRAP-UP & FINAL ANNOUNCEMENTS
Mark C. Johlke of Bradley University

OPTIONAL NCSM EVENING SOCIAL

Straggler’s Dinner

While some folks will leave for home on Saturday, others will remain until Sunday. If you’re one of these “stragglers” then help keep the NCSM spirits going just a little longer by joining with the others for the perfect end to another great sales conference: a really good meal.

Depending on what fine dining options are available and what the crowd finds appealing, once all the final announcements have been made we’ll choose a nice restaurant for a group dinner that evening.