Program

2011 National Conference on Sales Management
Doubletree Hotel at the Entrance to Universal Orlando
March 30-April 2, 2011

Wednesday, 3/30/11

Check in between 8:30 am and 6:00 pm at the Registration Desk. This is located in the hotel lobby directly across from the North Tower elevators.

12:00-2:00 NCSM Board Meeting
   Executive Director, Mark Johlke, Bradley University
   Break out rooms D2-D3 in the Universal Center

2:00-5:00 USCA Meeting
   Director, David Shepherd, Georgia Southern University
   Volusia Boardroom

5:00-6:00 Pre-session for Doctoral Students
   Break out rooms D2-D3 in the Universal Center
   Session Chair: Scott Widmier, Kennesaw State University

6:30-9:00 Hospitality Suite
   Top Floor of the South Tower
Thursday, 3/31/11

All NCSM sessions are held in Sun and Surf rooms, located in the convention center, just past the Citrus Crown Ballroom. A map will be provided. Check in between 8:30 am and 5:00 pm at the Registration Desk. This is located in the hotel lobby directly across from the North Tower elevators.

8:00-8:30 Continental Breakfast
8:30 Welcome
   Ellen Pullins, University of Toledo
8:45-9:30 Teaching Workshop: Teaching Students to be Adaptive Sellers
   Presentors: David Fleming and Dick Plank, University of South Florida
   Most sales texts and pop press books state the need to be adaptive, but do not tell the reader what this really means and how it can be implemented. To remedy this a set of exercises have been developed for students to practice being adaptive. Excises will be presented and attendees will have an opportunity to participate in watching a short video and identifying/practicing ways that the seller can be adaptive to the selling situation using the framework presented.

9:30-10:15 Special Session – Promoting Faculty Development
   Panel: Scott Widmier, Kennesaw State University, DBA Director
          Leff Bonney, Florida State University, The Sales Educator’s Academy, Co-Chair
          Andrea Dixon, Baylor University, USCA Committee Chair, PhD Development
   Session Moderator: David Reid, Bowling Green State University
   During this session, each panelist will describe programs currently in place toward addressing the need for more sales faculty. After a 10 minute presentation by each, an open panel discussion will ensue, seeking clarification on presentations and additional ideas for addressing this need for the field.

10:15-10:30 BREAK
10:30-11:30  Teaching Tips Session

Session Chair: Michael Mallin, *University of Toledo*

Presenters:

"Seven Step Model of Storytelling in Sales" - Joel Whalen  
"Getting the Most from Guest Speakers" - Michaelle Cameron  
"Using YouTube to Demonstrate How Salespeople Develop Buyer Trust" - Michael Mark  
"4-A's approach to Helping Students Develop a Sales Call Guide" - Karl Sooder  
"A Rubric for Evaluating Coaching Role Plays" - Lisa Simon

During this session, NCSM participants will informally share best practices in teaching. Tips and ideas will provide both new and seasoned educators alike with innovations to relate with students.

11:30 – 12:00  Meet the Recruiters at the Job Fair (before it opens to students / box lunch provided)  
*Location: Citrus Crown Ballroom (directly across from the NCSM meeting rooms)*

12:00-1:00  On Your Own

11:45-1:00  PhD Student Lunch (sponsored by *Bradley University Professional Sales Program*)

1:00-2:00  Special Teaching Session: Advances in Sales Curriculum  
*Panel:*  
Mike Humphries, *Illinois State University*  
Bill Healy, *William Paterson University*  
Andy Wood, *West Virginia University*

*Moderator: Michael Mallin, University of Toledo*

2:00-3:15  Competitive Paper Session: PhD Winning Papers  
*Session Chair: Mary Shoemaker, Widener University & Fernando Jaramillo, UT-Arlington*

“Yes You Can! Establish Trust and Rapport with Customers in an Initial E-mail Interaction”  
Jennifer Dapko, *University of South Florida*

“Effect of Hispanic Ethnicity on Selling Orientation”  
Michelle Andrews and Emily Goad, *The University of Texas at Arlington*

“Host Country Cultural Influences on Country Selection Decisions in the Direct Selling Industry”  
Charles B. Ragland, *Kennesaw State University*

3:15-3:30  BREAK
3:30-4:15  Teaching Workshop:
I still have 15 minutes! Useful exercises to use when extra class minutes happen
Laura Serviere-Munoz, University of North Texas at Dallas

Occasions arise where an instructor has time left over at the end of a lecture. Rather than dismissing the class early, several exercises will be introduced and practiced by the NCSM audience to demonstrate a valuable way to enhance student learning while utilizing the extra time. These exercises were developed under the theory of experiential learning. An educational approach in which learning takes place by engaging the student in an experience or practice session that utilizes the concepts covered in class. Overall, students at the end of these exercises are satisfied because they “feel they have greater knowledge and know how in the area of sales.” Participants also derive a feeling of empowerment at the conclusion of the exercises.

4:15-5:15  Competitive Paper Session #1

Session Chair: David Fleming, Eastern Illinois University

“The Content of Advanced Professional Selling Courses: A Comparison of Professors’ and Recruiters’ Opinions”
Alfred Pelham, College of New Jersey

“A Meta-Analytic Review of Self-Directed Learning on Key Sales Constructs”
Stephanie L. Boyer, Bryant University, Diane R. Edmonson, Middle Tennessee State University, and Andrew B. Artis, University of South Florida

“Investigating Sales Strategies to Survive an Economic Recession”
Michael Marck, University of Strathclyde

5:30-7:30  Hard Rock Café Reception
Located on Universal City Walk, the private John Lennon Room in the HRC has been reserved for the NCSM participants and the PSE corporate partners. Sponsored by NCSM, PSE, and Miller Heiman, enjoy drinks and hors d’oeuvres, while perusing John Lennon memorabilia. The room also has a private outdoor venue that overlooks the Universal walk.

9:00  Optional: Blue Man Group

Right next to the HRC is the venue for the Blue Man Group. NCSM can order tickets at 40% off for the 9:00 pm show. See link to do so on NCSM registration site. Other Blue Man Group dates and times are also available.
Friday, 4/1/11

All NCSM sessions are held in Sun and Surf rooms, located in the convention center, just past the Citrus Crown Ballroom. A map will be provided. Check in between 8:30 am and 6:00 pm at the Registration Desk (closed from noon – 2:00 pm). This is located in the hotel lobby directly across from the North Tower elevators.

8:00 – 8:30  Continental Breakfast

8:30 – 10:00  Competitive Paper Session #2

Session Chair: Claire Stammerjohan, University of Louisiana, Monroe

“The Impact of Salesperson’s Burnout, Comparing Competing Models”
Nathanial Hartman, Purdue University, Brian Rutherford, Purdue University, James Boles, Georgia State University, G. Alexander Hamwi, Missouri State University

“How Much Do First Impressions Matter? Buyer Judgments of Salesperson on First Encounter”
Vijaykumar Krishnan, Northern Illinois University and David J. Curry, University of Cincinnati

“The Influence of Dual Leadership on Cross-Functional Selling Team Performance”
Ulrich M. Veyhl, Aalen University and John Wilkinson, University of South Australia

“The Effects of Gastronomy Usage in Sales Encounters”
Lionel Bobot, NEGOCIA School of Business

10:00-10:15  NCSM Board Report

Presenter: Mark Johlke, Bradley University

10:15-10:30  BREAK

10:30- 12:00  Competitive Papers #3

Session Chair: Charles Pettijohn, Nova Southeastern University

“Buyers’ Emotional And Cognitive Responses To Ethical Transgressions And Service Failures”
John D. Hansen and Donald J. Lund, University of Alabama, Birmingham

“An Assessment of DISC Behavioral Styles on Salesperson Performance”
Kirk Wakefield, Baylor University and Juliet F. Poujol, University of Montpellier 1
“Workplace Isolation and Its Unintended Consequences on Knowledge Transmission”
Edward Nowlin, Southern Illinois University Carbondale, Raj Agnihotri, William Paterson University, Michael T. Krush, North Dakota State University, Kevin J. Trainor, Canisius College

“Effort-Reward Imbalance and Salesperson’s Work Engagement”
Sandrine Hollet-Haudebert, Université Paris Est Créteil and Jay Prakash Mulki, Northeastern University

12:00 Awards Luncheon
Location: Grand Ballroom
Keynote: Sam Reese, CEO, Miller Heiman (1:00-1:45 Sam will be presenting some sales force research he’s recently undertaken.)

1:50 – 2:50 Special Session: New & Underexplored Topics in Sales
Panelists:
Michael Ahearne, Editor, Journal of Personal Selling & Sales Management
Greg Marshall, Editor, Journal of Marketing Theory & Practice
Nick Lee, Editor, European Journal of Marketing

Session Moderator: Rosann Spiro, Indiana University

The purpose of this session is to spotlight areas that are “hot” topics in sales and sales management and that need more research. The panel includes editors from three top journals, but is intended to be highly interactive involving the audience in generating a strong list of research topics in want of attention.

2:50-3:00 BREAK

3:00 – 4:00 Executive Panel: Preparing the next generation of B2B sales leaders
Session Moderators: Lynn Schleeter & Mary Henderson, St. Katherine’s University

Panelists:

Sam Reese, Miller Heiman
Rick Bakosh, Accenture

Our panelists will explore organizational, technological, and human implications in the B2B sales context. The impact of these on education and future research will be explored.
Program

4:00-5:30 Competitive Paper Round Tables

Session Moderator: Ellen Pullins, University of Toledo

Paper Presenters:

“The Role of the Sales Manager in Shaping Salesperson Perceptions of the Firm: A Technology Perspective”
David E. Fleming, Eastern Illinois University and Andrew B. Artis, University of South Florida Polytechnic

Michael Rodriguez, Elon University and Robert Peterson, Northern Illinois University

“A Theoretical Framework for Salesperson-Manager Relational Identification”
Raj Agnihotri, William Paterson University, Adam Rapp, Clemson University, and Prabakar Kothandaraman, William Paterson University

“Economic Crisis and Sales Management: Proposal for a Conceptual Framework”
Laure Lavorta, IRG-Université Paris Est and Madeleine BESSON, Professor, Institut TELECOM / TEM

"Salespersons’ Extra-Role Service Behaviors: An Exploratory Study of the Direct Selling Industry”
Chia-Chi Chang and ShuHei Chen, National Chiao-Tung University

Train Me To Be Good: The Impact Of Neutralizations And Training In Unethical Sales Behavior”
Laura Serviere-Munoz and Elizabeth Muniz, University of North Texas at Dallas

“Servant Leadership: Authentic Empowerment for Multi-dimensional Sales Performance, An empirical investigation”
Gary R. Schirr, Radford University and Laurel E. Schirr, Virginia Tech

Join us as we try something new. We will invite paper authors to sit at tables and provide brief presentations/lead discussions on particular aspects of their research. Every 20 minutes participants will be invited to change tables. Our hope is that this will provide an interactive way to provide feedback and explore future research collaborations.

On Your Own for Dinner
Program

Saturday, 4/2/11

Breakfast on your own

8:00 AM in front of the lighthouse at the Islands of Adventure

Optional Event: Behind the Scenes Tour (8:00 AM – 11:00 AM) REGISTRATION DUE BY 3/25/11

Session Organizer: Scott Widmier, Kennesaw State University

Behind the Adventure – A Science and Technology Tour of Islands of Adventure*

Discover how science is involved in creating the world’s most technologically-advanced theme park. Find out about real life applications of physics, technology and general sciences that were used to design and build this state-of-the-art theme park.

In this program, guests will:

• Marvel at the technology used to make The Amazing Adventures of Spider-Man®
• Take a look “under the hood” at The Incredible Hulk Coaster®

You must purchase a ticket to the Universal Islands of Adventure Amusement Park through registration in order to participate in this optional activity. Ticket will get you into this behind the scenes tour, and can also be used for the remainder of the day should you choose to spend some time with Universal Orlando. A Free Mardi Gras Celebration is taking place at Islands of Adventures Park Saturday evening. In addition, should you wish, you may enroll one additional travel companion over the age of 18 to join us for the tour (must be registered and purchases through NCSM registration site). Tour tickets much be purchased and reservations made by 3/25/2011.

Tickets for additional family members or travel companions are available at through PSE for Islands of Adventure at our discounted rate of $60 (normally $84). There is a link on the NCSM registration to purchase these tickets.

11:00-12:00 On your own in the Orlando Island of Adventures Amusement Park
Tour the park on your own with other NCSM attendees in small groups, or meet up with family or traveling companions to tour the park.

12:00-1:00 Lunch at the Nascar Café* at Universal Islands of Adventure, provided by NCSM.

Join us with your family or traveling companions or in NCSM groups visiting the Universal Islands of Adventure. NCSM is providing lunch for you AND YOUR COMPANIONS. The only caveat: you must pre-register them at no charge when you register for NCSM.

*The restaurant is at the entrance to the park. You or your companions/family can join us for lunch whether you have purchased an Islands of Adventure ticket or not.