2012 National Conference in Sales Management  
Indianapolis  
*March 14 – March 17, 2012*

**Hyatt Regency Indianapolis**  
One S Capitol Ave  
Indianapolis, IN 46204  
Phone: 800-233-1234

The deadline to make hotel reservations at the discounted $145 PSE rate is February 20, 2012. To reserve your room go to [https://resweb.passkey.com/go/PISE](https://resweb.passkey.com/go/PISE) or call 888-421-1442 to reserve your room.

**CHECK-IN FOR CONVENTION REGISTRATION:** The convention registration desk is located in Concept A-C on the second level to your right as you step off the elevators. Please come here to pick up your nametag, registration packet and welcome bag. The registration desk will be open as follows:

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<td>Tuesday, March 13th</td>
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<td>Wednesday, March 14th</td>
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<td>Thursday, March 15th</td>
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<td>Friday, March 16th</td>
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**Wednesday, March 14, 2012**

12:00-2:00   NCSM Board Meeting  
Executive Director, Ellen Pullins, *University of Toledo*  
Network

1:00-2:00   USCA Executive Committee Meeting  
Regency E & F

2:00-5:00   USCA Meeting  
Director, Terry Loe, *Kennesaw State University*  
Regency E & F

2:00-4:00   Pre-session for Doctoral Students  
Session Chair: Fernando Jaramillo, *The University of Texas at Arlington*  
Network

6:00   **Pacers Sports Marketing Presentation**

Join us for a combined PSE/NCSM presentation on sports marketing followed by a Pacers game. This event is limited to attendees who have tickets to the Pacer’s Basketball Game. Faculty and Corporate Partner tickets are available for $20 or $10 for student section seating. To place your ticket order, go to [https://www.pacersgroups.com/tickets/739](https://www.pacersgroups.com/tickets/739) or complete and return the order form available on the PSE website: [https://pse.org/images/stories/main_files/Convention/pacers.pdf](https://pse.org/images/stories/main_files/Convention/pacers.pdf) or call Nathan at (317) 917-2805. The password is PSE. **Orders must be received by Monday, March 12th.**

The tickets will be at a check-in table in the Indiana University Health Entry Pavilion in Conseco Fieldhouse starting at 5:30PM.

7:00   **Indiana Pacers vs. Philadelphia 76ers NBA Basketball Game**  
(Optional event $20 per person – see above for detailed information)
Thursday, March 15, 2012

All NCSM sessions are held in Regency E & F

8:00-8:30  Breakfast (Continental plus Hot Selections)

8:30  Welcome  
Concha Allen, Central Michigan University

8:45-9:15  Special Session

Sales Lifestyle

Presenter: Jeanne Frawley, Sales Education Foundation

Session Moderator: Scott Widmier, Kennesaw State University

The results of a 2010 study by HR Chally looking at where sales is going in the future and what salespeople will look like. After the presentation we will discuss the implications for college sales students.

9:15–10:15  Special Session

Sales in Academia: Now That We Have Arrived, Where Should We Go Next, How Will We Get There, and How Will We Know When We Are There?

Session Moderator: David Reid, Bowling Green State University

Panelists:
Jon Hawes, Professor of Marketing and Director of Sales & Negotiations Center, Indiana State University
Ramon Avila, George and Frances Ball Distinguished Professor of Marketing and Director of the HH Gregg Center for Professional Selling, Ball State University
Tamara Welch, Senior University Specialist, ADP
Marie Artim, VP Talent Acquisition, Enterprise Rent-a-Car
Tim Call, Executive VP, Miller Heiman

10:15-10:30  BREAK
10:30-11:45 Competitive Paper Session #1

Session Chair: Stacey Schetzsle, Ball State University

“Workplace Isolation and Ethical Climate”
Jay Prakash Mulki, Northeastern University
Fernando Jaramillo, The University of Texas at Arlington
Sandrine Hollet-Haudebert, IRG-University Paris Est
Dan Dunn, Northeastern University

“A Conceptual Framework of the Role of Entertaining on Sales Performance”
Michael Rodriguez, Elon University
Charles Ragland, Doctoral Candidate, Kennesaw State University
Earl Honeycutt, Elon University

“Professional Sales Coaching: An Integrative Review and Research Agenda”
Vishag Badrinarayanan, Texas State University – San Marcos
Vicki L. West, Texas State University – San Marcos
Gail M. Zank, Texas State University – San Marcos

12:00 – 1:00 Meet the Recruiters at the Job Fair (box lunch provided for those attending the Job Fair)
Location: Cosmopolitan Ballroom

OR

11:45-1:00 On Your Own

11:45-1:00 PhD Student Lunch (sponsored by University of Toledo)

1:00-1:45 Teaching Tips Session #1

Session Chair: Jay Mulki, Northeastern University

Mary E. Shoemaker, Widener University
“Developing Personal Positioning Statements”
Preparing a Personal Positioning Statement enables the students to think through what they most want an employer to know about them and make it easier to ensure they remember to communicate that quality when they get the opportunity. Developing the PPS is conceptually similar to the Verbal Business Card that students must develop to transition from rapport building to needs discovery in the sales process.
David Fleming, *Eastern Illinois University*

“Quick Tips for Overcoming Public Speaking Fears”

Provide a brief overview of the lesson and have students engage in one of the exercises to make the students do to overcome their fear of public speaking. One of the student's favorites is to take 2 minutes to make up a fictitious animal and then present it to the class. By doing this they can forget about the content because it is all made up, and focus on their speaking (tone, inflection, eye contact, etc.).

Michael Rodriguez, *Elon University*

“Role Play Simulation: A Development Tool for Improving Professional Skills”

Role play simulation has been a popular tool that has helped sales focused students gain the valuable skills needed to improve their communication ability by requiring them to participate in a recorded a two part, buyer-seller role play. This two-stage role play allows students to receive feedback about their initial performance and make corrections to improve the follow-on presentation. In the first role play students identify the needs of the potential customer and in the second role play students are expected to address the buyer’s needs through a customized presentation proposal.

1:45-3:00  Doctoral Student Winning Papers

Session Chair: Fernando Jaramillo, *The University of Texas at Arlington*

"The Impact of Organizational Social Networks on the Implementation of Marketing Strategies through the Business-to-Business Sales Forces"

*Babak Hayati, University of Houston*

"Antecedents of Mentoring: An Empirical Examination of Organizational Citizenship Behaviors and Work Attitudes"

*Nathaniel Hartmann, Purdue University*

"A Componential Framework of Salesperson Creativity: Antecedents and Outcomes"

*James Andzulis and Colin B. Gabler, The University of Alabama*

3:00-3:15  NCSM Board Report

*Ellen Pullins, University of Toledo*

3:15-3:30  BREAK

3:30 - 5:00  Revising Roundtable Session

Facilitator: Andrea Dixon, *Baylor University*
Please join us for the Revising Roundtable, where scholars will share their work (at separate tables) which is preliminary and in need of refinement. Participants at NCSM will have the opportunity to help these scholars move their projects ahead. The session will be interactive and collaborative, and a great way to end the NCSM day.

Presenters:

“Does Wellness Lead to Happier, Better Performing Salespeople?”
Emily Goad, The University of Texas at Arlington
Rebecca VanMeter, The University of Texas at Arlington

“Multichannel Consumers and the Altered Sales Environment”
Cindy Rippé, Nova Southeastern University and Bryant and Stratton College
Dena Hale, Nova Southeastern University

“How Competitiveness and Perfectionism Impact Performance during Sales Contests“
Sandrine Hollet-Haudebert, IRG– Université Paris Est

“Becoming a Customer-Centric Organization: Dealing with the Internal Organizational Tensions”
Sylvie Lacoste, Rouen Business School

“Personality Traits as Determinants of the Salesperson Performance”
François Perotto, INSEEC Business Schools

“Role of Social Media and Its Impacts on Sales Performance in B2B Marketing”
Michael Rodriguez, Elon University
Robert Peterson, Northern Illinois University
Vijay Krishnan, Northern Illinois University

“The Impact of Customer Solution Characteristics on the Cross-Functionality-Performance Relationship”
Doreen Wienhold, Technical University Bergakademie Freiberg

6:00-8:00  Reception: Lucas Oil Stadium Quarterback Suite
Directions:
Walk south on S. Capital Avenue for 4 blocks to stadium on the right.
Friday, March 16, 2012

All NCSM sessions are held in Regency E & F

8:00 – 8:30  Breakfast (Continental plus Hot Selections)

8:30-9:45  Competitive Paper Session #2

Session Chair:  Lenita Davis, University of Alabama

“The Salesperson’s Ability to Bounce Back: Examining the Influence of Salesperson’s Resiliency on Job Attitudes, Behaviors and Performance”
Michael Krush, North Dakota State University
Sukumarakurup Krishnakumar, North Dakota State University
Raj Agnihotri, William Paterson University
Kevin Trainor, Northern Arizona University

“The Double-Edged Effects of Emotional Intelligence on the Adaptive Selling–Customer Loyalty Relationship”
Chien-Chung Chen, Stillman College

“Developing Professional Social Networks: Student Outcomes Using LinkedIn” –
Howard F. Dover, Salisbury University
Robert M. Peterson, Northern Illinois University

9:45 – 10:15  Special Teaching Workshop

D. Joel Whalen, DePaul University
“Classroom Demonstrations of Communication Science Applications for Salespeople”

This workshop presents three practical demonstrations of science-based communication techniques that can be applied in the classroom. These methods enhance sales communication.

Demonstration One: The common miss-modeling of communication processes:
1. Egocentric locus of control, and, 2. Beliefs regarding the magical effects of communication. The mystical model of communication is debunked.

Demonstration Two: A decision model for message strategy is explored: Method for selection of communication modality; to speak or to write the message.


10:15-10:30  BREAK
10:30- 11:45 Doctoral Student Paper Session #2

Session Chair: Richard Buehrer, Virginia Polytechnic Institute and State University

“I Think I Can if You Think I Can: The Impact of Sales Manager Confidence in the Salesperson on Salesperson Self-Efficacy and Performance”
George Allen, Kennesaw State University

“Bribing the Customer: Can Comics Improve Sales Ethics Training?”
Sarah Fischbach, New Mexico State University

“Channeling the Salesperson Channel to Reach B2MCC: An Examination of Perceived Control, Domain Expertise, and Trust for the Multichannel Consumer (MCC) Sale of a High-Tech Product”
Cindy Rippé, Nova Southeastern University and Bryant and Stratton College

11:45 - 1:30 OPTIONAL: PSE Luncheon, $20 must pre-register
Location: Regency A-D

Keynote Speaker - Dave Knox, Chief Marketing Officer, Rockfish Interactive

“What Digital Innovation Means for Business”
Businesses and brands must realize that digital is much more than just advertising. Instead, it is a transformative force across the C-Suite that changes how your company markets, communicates with employees, solve customer service and even sell your products.

OR

11:45-1:30 Lunch On Your Own

1:30–2:00 Special Teaching Workshop

Elizabeth Muniz, Laura Serviere-Munoz, and Gretchen Choe, University of North Texas, Dallas

“Creating and Implementing a Mentoring Program for Business Students”
Presents program’s objectives, the need identification analysis, the structure of the program, suggested mentoring activities, and examples of how to launch a mentor program that could be further tailored to sales majors.

2:00-2:15 All Roche Tour Attendees gather to depart for Roche Tour* (location TBA)
3:00-5:00  Roche Diagnostics Tour

*PROPER FOOT COVERING: Proper foot covering is defined as shoes that comply with the following:

**Required**

- No heels higher than 1.5 inches
- No open toes, open sides or open heels
- Top of foot is covered (no pumps or dress flats)
- No canvas shoes

**Recommended**

- Leather Shoes
- Non-slip or steel toed

6:00-7:00  Pre-Dinner Cocktails (Location TBA)

7:00  PSE/NCSM Awards Dinner featuring Jack Phillips, CEO, Roche

“The Role of Sales in Driving Commercial Excellence”

Regency A-D
Saturday, March 17, 2012

All NCSM sessions are held in Regency E & F

8:00 – 8:30  Breakfast (Continental plus Hot Selections)

8:30 – 9:45  Competitive Paper Session #3

Session Chair:  Rajesh Gulati, St. Cloud State University

“Effects of Mentoring on Salesperson Work Attitudes and Outcomes: Direct or Indirect?”
Nathaniel Hartmann, Doctoral Candidate, Purdue University
Brian Rutherford, Kennesaw State University
Scott Friend, University of Nebraska – Lincoln
Alexander Hamwi, Missouri State University

“Generational Differences and their Impact on Sales Management”
Roberta J. Schultz, Western Michigan University
Charles H. Schwepker, University of Central Missouri
David J. Good, Grand Valley State University

“Does CRM Make Your Sales Force More Knowledgeable? Moderating Effects of Customers’ Attitude toward IT and Salesperson Familiarity”
Othman Boujena, Rouen Business School – France
Wesley Johnston, Georgia State University
Dwight Merunka, Euromed Marseilles School of Management

9:45–10:15  Special Teaching Workshop

Dena Hale, Nova Southeastern University
Linda G. Mullen, Georgia Southern University

“Process Oriented Guided Inquiry Learning in the Classroom”
Present an innovative method of instruction in a professional sales classroom setting, using a research-based structure and methodology. This student-centered method of instruction provides opportunities to teach both discipline content and essential learning-process skills simultaneously. Lessons learned include learning teams, guided-inquiry activities, solving, reporting, meta-cognition, and individual responsibility.

Funded by an NSF Grant, Process Oriented-Guided Inquiry Learning, or POGIL, has been used extensively by the organic science courses in universities and high schools across the nation. The POGIL technique is student-focused and engages the student aurally, visually, and tactically, making it practical for all learning styles. Students become active, rather than passive learners.

10:15 – 10:30  BREAK
10:30 – 11:00  Teaching Tips Session #2

**Al Pelham, The College of New Jersey**

**Riley G. Dugan and Jane Sojka, The University of Cincinnati**

“Selling memberships to the University Alumni Center”

Present the use of service/experiential learning in the context of students selling memberships to the University Alumni Center. This learning process has been sued effectively in our introductory sales management classes at UC. Discuss how this practice has benefited multiple constituencies, both inside and outside of the University.

**Cindy Rippé, Bryant and Stratton College**

“Using Facebook to Sell Your Students (Especially Millennials)”

Focuses on tips on how sales professors can incorporate FB as a way to “sell” students on subject matter. Given the challenges of teaching the new Millennial generation of students/consumers, professors need to become salespeople and engage students. The use of technology such as Facebook allows professors to communicate and understand the needs of Millennials, to influence Millennials by presenting subject matter with their interests in mind, and to coax Millennials to strive for achievement by positioning topics with their interests in mind. Millennials are using FB, and professors can use FB to sell subject matter to students.

11:00 – 11:30  Special Teaching Workshop

**David Allbright, Eastern Michigan University**

“Influence vs. Manipulation”

The module invites an audience member to describe what they consider to be a "manipulative" selling scenario. Then, the instructor leads the audience in an "on-the-spot" collaborative analysis of whether key moments in the selling scenario represent valid assertive attempts to influence or less appropriate (perhaps even illegal / unethical?) attempts to utilize one's power to control and manipulate others. This approach leads to complimentary discussions to outline characteristics of vulnerable targets... and linking relevant legal and ethical concerns.

11:30 – 12:00  WHERE DO WE GO NOW?

*Conference Wrap-up*