2013 National Conference in Sales Management
San Diego
April 3 – April 6, 2013

Town and Country Resort Hotel
500 Hotel Circle North
San Diego, California 92108

Located in the Heart of San Diego, America’s Finest City, the Town and Country Resort Hotel encompasses the “Best of All Worlds.” Just minutes from the vibrant nightlife of Downtown San Diego, the oasis of beautiful Mission Valley, and the thrill of San Diego’s beaches and attractions, sits a resort renowned for its legendary service and country feel. The hotel is situated across from a large shopping mall with a variety of stores and restaurants. A 27-hole golf course is also adjacent to the hotel.

The deadline to make hotel reservations at the discounted $149 PSE rate is March 3, 2013. The PSE rate will include high-speed Internet access in each guest room.

Reserve your room online at https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=9651651 or call 800-772-8527. When calling for reservations be sure to mention “Pi Sigma Epsilon Annual Convention”.

CHECK-IN FOR CONVENTION REGISTRATION:

The convention registration desk is located in Terrace Salon 3, just inside and to the left of the convention center entrance. The convention center is by the Lion Fountain Court. Please come here to pick up your nametag, registration packet and welcome bag. The registration desk will be open as follows:

- Tuesday, April 2\textsuperscript{nd}        4:00 pm – 8:00 pm
- Wednesday, April 3\textsuperscript{rd}     8:30 am – 8:00 pm
- Thursday, April 4\textsuperscript{th}      7:30 am – 5:00 pm
- Friday, April 5\textsuperscript{th}        8:30 am – 6:00 pm (Closed during lunch)
ANNOUNCEMENT:

National Conference in Sales Management (NCSM) and University Sales Collegiate Alliance (USCA) Strategic Alliance

The NCSM 2013 Teaching Workshop presenters are invited to post their slides and support materials on the University Sales Center Alliance web page. To promote the finest ideas in professional sales education, The USCA is serving as the curator and host for a downloadable library of sales teaching resources available to members of the NCSM and USCA.

NEW for 2014: NCSM USCA Best Practices in Teaching Award

The Best Sales Teaching Innovation-method Award, sponsored by the University Sales Center Alliance, will be presented at the 2014 NCSM Meeting. The winner will receive $1,000 and a plaque.

Please contact Linda Mullen or Jay Mulki for further details.

Wednesday, April 3, 2013

3:00-5:00 Pre-session for Doctoral Students
Session Chairs:
Fernando Jaramillo, The University of Texas at Arlington
Brian Rutherford, Kennesaw State University
Pacific Salon 6

6:00-7:30 Welcoming Reception sponsored by PSE National Educational Foundation and Miller Heiman – Trellis Poolside
Thursday, April 4, 2013

All NCSM sessions are held in Sunrise Room in the Meeting House (Center of Resort)

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

8:20  Welcome
Ellen Pullins, NCSM Executive Director, University of Toledo

8:30-9:00  Special Session

Implementing Social Media in B2B Sales Organizations: Challenges and Opportunities for Sales Managers

Presenters:
Greg Marshall, Rollins College
William Moncrief, Texas Christian University
John Rudd, Aston Business School

A recent special issue of the Journal of Personal Selling & Sales Management called attention to numerous critical aspects of social media in selling. One emerging area that deserves highlight is the impact of sales organizational social media deployment on the sales manager role, particularly in firms whose buyers are professionals within a channel (i.e., B2B). This timely special session draws on data collected from a series of focus groups in the U.S. and U.K. to identify the main areas in which sales managers are likely to feel inadequate to lead and manage within a social media augmented sales world. Then, the session attendees will participate with the presenters to draw together an action agenda to better prepare sales managers to facilitate and add value to the success of their salespeople desiring to effectively apply social media in their jobs.

9:00–10:15  Competitive Paper Session

Session Chair: Scott Widmier, Kennesaw State University

“Green versus The Green: Sales Job Applicant Tradeoffs between Corporate Social Responsibility and Compensation Levels”
Riley G. Dugan, Doctoral Candidate, University of Cincinnati
James J. Kellaris, University of Cincinnati
Linda Orr, University of Akron
Jane Z. Sojka, University of Cincinnati
Casey Donoho, California State University, Chico
Christophe Fournier, University Montpellier
Timothy Heinze, California State University, Chico

“The Proactive Entrepreneurial Behavior of Salespeople: A Model of Antecedents and Outcomes”
Charles B. Ragland, University of Toledo
Michael L. Mallin, University of Toledo
Todd A. Finkle, Gonzaga University

10:15-10:30 BREAK

10:30-11:45 Competitive Paper Session

Session Chair: Stacey Schetzse, Ball State University

“Emotions, Intuition, Deliberation and Adaptive Selling”
David Locander, Louisiana Tech University
Jay Prakash Mulki, Northeastern University

“Examining a Stress Contingency Model within a Sales Context: The Role of Salesperson Emotional Intelligence”
Sukumar Kurup Krishnakumar, North Dakota State University
Michael T. Krush, North Dakota State University
Raj Agnihotri, Ohio University
Kevin J. Trainor, Northern Arizona University

“Sales Research Sweet Spot: Is Academic Research in Sales and Sales Management Relevant to Practitioners? If it is Relevant, is there a “Sweet Spot” between the Academic Research and the Need for a More Practitioner-Friendly Sales Journal?”
Richard E. Buehrer, Virginia Polytechnic Institute and State University
Lisa Simon, California Polytechnic State University
Mark David Bieraugel, California Polytechnic State University

11:45 – 1:00 Meet the Recruiters at the Job Fair
Location: Pacific Ballroom
and
Lunch on Your Own
Program

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

1:00-1:30  Special Session

**Online Journal for Business Translational Research**

Presenters:
Richard Plank, University of South Florida
John Riggs, Nova Southeastern University
Scott Widmier, Kennesaw State University

An issue that has always been with us and has most recently been addressed by Reibstein, Day and Wind (2009) is how to make our research contribution more relevant to practitioners. This session invites NCSM participants to get involved in a project to form an online journal called the *Journal of Business Translational Research*. The goal of this journal is to provide an online search engine for practitioners providing a window into what is happening in business research. This special session will outline the project and seek input to guide the formation of the journal and authors to provide articles of both abstract and full form written for practitioners.

1:30-2:15  Teaching Workshop

*National Conference in Sales Management (NCSM) and University Sales Collegiate Alliance (USCA) Strategic Alliance*

D. Joel Whalen, DePaul University
“Helping your students awaken the dormant 50% of their brain”

Joel’s presentation will include a short video and exercises to help our teaching colleagues address student’s attention deficit trait.

2:15-3:00  Doctoral Student Winning Papers

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

“A Cascading Model of Listening”
Emily Goad, The University of Texas at Arlington

"Like Us, Follow Us, Connect with Us: When Does Salesperson Social Media Use Increase Customer Satisfaction"
Rebecca Dingus, Kent State University
3:00-3:15  BREAK

3:15 - 4:00  Competitive Paper Session

Session Chair:  Rajesh Gulati,  St. Cloud State University

“Encouraging the Sales Force to Leverage Social Media”
Mark D. Groza,  Northern Illinois University
Robert M. Peterson,  Northern Illinois University

“Impact of Sales Process Capability on CRM/Social Media Technology and Sales Performance”
Haya Ajjan,  Elon University
Michael Rodriguez,  Elon University
Robert M. Peterson,  Northern Illinois University

4:00–4:30  Teaching Workshop

Mary Shoemaker,  Widener University

“CRM Sales Force Automation – The Scavenger Hunt and Beyond”
Sales Force Automation is widely used by salespeople and sales managers to improve individual and organizational performance. Most salespeople employ some technology, ranging from personal excel spreadsheets to enterprise wide CRM access. Clearly, a sales or sales management oriented curriculum should include some coverage of sales force automation. Students that graduate with a basic understanding of how available technology can impact their sales performance are more likely to request and utilize the technology, reducing their learning curve and accelerating their sales success.

4:30-5:00  Practitioner Special Session

Cutco in the Classroom

Presenter:
Helen Brown,  Vector Marketing
Dr. Derek Hassay,  University of Calgary

6:00-8:30  Vector Marketing Reception at Fiesta de Reyes:
Directions/Transportation: (details to be provided)
Friday, April 5, 2013

All NCSM sessions are held in Sunrise Room

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

8:30-9:45 Competitive Paper Session

Session Chair: Lenita Davis, University of Alabama

“Examining the Link Between Sales Force Investments and Firm Financial Performance”
John D. Hansen, University of Alabama at Birmingham
Joshua J. Racca, University of Alabama at Birmingham
George D. Deitz, University of Memphis

“The Impact of Pharmaceutical Industry Regulations on Sales Behaviors: A Taxonomy with Managerial Insights”
John F. Riggs, Nova Southeastern University
Scott Widmier, Kennesaw State University
Richard Plank, University of South Florida

“An Economic Analysis of Sales Force Turnover”
Rene Y. Darmon, ESSEC

9:45 – 10:15 Special Session

Using LinkedIn to Drive Learning and Network Outcomes

Presenters:
Robert Peterson, University of Northern Illinois
Howard Dover, University of Texas at Dallas

With 60% of people finding their last jobs through social networking (Bradford 2005) online networking has become a major force in job seeking. We would like to continue the LinkedIn conversation begun at last year’s conference in Indianapolis. Rob Peterson will share his exercise which won the 2012 Innovation in Business Education Award from the MidAmerican Business Deans Association. After the short presentation of research results and demonstration we’d like to move to a workshop format. We intend to create small group dialogues that are tasked with improving upon the approach taken to date including ethical considerations and maximizing LinkedIn tools.

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

Session Chair:  Brian Rutherford, Kennesaw State University

“Escalation of Commitment in Small business Sales Management: When Persistence May Not Be the Best Course of Action”
Jeremy Woods, University of Cincinnati

“Prospect Theory and Risk Aversion: Implications for Outcome Based Sales Systems”
Jared Oakley, University of Memphis

“The Effect of Selling at Home on Compliance”
Alex Milovic, University of Wisconsin at Milwaukee

12:00 - 2:00  PSE Luncheon and NCSM Awards Presentation

Location: Pacific Ballroom

Keynote Speaker – Catherine Monson, CEO, FASTSIGNS

“What it Takes to Become a Leader”

Catherine Monson, who was recently featured on CBS’ hit show, Undercover Boss, will share what she has learned during her successful career about success and achievement. Monson will share the 5 common characteristics of highly successful people and how to develop those characteristics within yourself. In addition, she will share a proven process for setting and achieving goals, whether business or personal.

2:00–2:30  Practitioner Special Session

Presenter:
Jeffrey Hayzlett

JEFFREY HAYZLETT is a global business celebrity and former Fortune 100 c-suite executive. From small business to international corporations, he has put his creativity and extraordinary entrepreneurial skills into play, launching ventures blending his leadership perspectives, insights into professional development, mass marketing prowess and affinity for social media. He is a well-traveled public speaker, the author of the bestselling books, The Mirror Test and Running the Gauntlet, celebrity editor to one of the largest-circulation business publications and one of the most compelling figures in global business.
2:30–3:00  Teaching Workshop

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David Fleming, Eastern Illinois University
Jon Hawes, Indiana State University

“Integrative Learning Exercises for Negotiations in the Sales Curriculum”
The ability to negotiate win-win solutions is one of the key skills that helps differentiate a good sales person from a great sales person. David Fleming will discuss his use of the Adaptive Negotiation Scorecard tool with undergraduate students and a video case exercise that requires students to assess a negotiating situation.

Jon Hawes will describe how he has introduced his graduate students in a “blended” Professional MBA program to the use of Skype for skill practice exercises in negotiations. Jon will present the case used and discuss methods for incorporating this technology into a course.

3:00-3:15  BREAK

3:15-5:00  Revising Roundtable Session

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.

Facilitator: Michael Mallin, University of Toledo

Presenters:

“An Investigation of the Millennial Generation’s Attitudes toward Email Usage in Personal Selling”
Ali Besharat, University of Denver
Stefanie L. Boyer, Bryant University
Jennifer Dapko, Florida Southern College

“Traits and Characteristics of Fortune 500 Sales Professionals as Presented on Social Media”
Gregory A. Rich, Bowling Green State University

“The Effects of Supervisory Feedback on Salesperson Proclivity to Deviance: The Central Role of Trust in Manager”
Mahmoud Darrat, Auburn University Montgomery
Guclu Atinc, Auburn University Montgomery
“An Analysis of the Challenger and Silent Edge Selling Models: What Might these New Models say about the Future of the Sales Profession?”
Richard Plank, University of South Florida
David Reid, Bowling Green State University

“Managing and Leading the Sales Force for Short- and Long-term Performance: A Conceptual Framework”
René Y. Darmon, ESSEC Business School
Xavier C. Martin, Novancia Business School

5:00-6:00 NCSM Board Meeting
Executive Director, Ellen Pullins, University of Toledo

7:00 – 10:00ish East Village Tavern Bowling – ($25 per person – registration required)

The NCSM ’13 Friday Bowling Night at the East Village Tavern is sponsored by the University Sales Center Alliance to promote collegial communication and enhance relationships among conference attendees. Roll ‘em straight.

The venue is Tavern Bowl (http://www.tavernbowl.com/) in East Lake near the gas lamp district. We have our own private room with 6 lanes and a bar. Food and beverages will be provided. We will also be setting up teams for our first ever NCSM bowling tournament. Anyone who wants to win will be placed on Concha’s team! After, transportation will be provided back to the hotel or people can tour the gas lamp district.
Saturday, April 6, 2013

All NCSM sessions are held in Sunrise Room

8:00-8:45 Breakfast (Continental plus)

8:45-9:00 NCSM Board Report

Ellen Pullins, University of Toledo

9:00–10:15 Competitive Paper Session

Session Chair: Al Pelham, The College of New Jersey

“A ‘Causal Look’ at the Impact of a Professional Selling Course on Student Perceptions”
Rajesh Gulati, St. Cloud State University
Dennis N. Bristow, St. Cloud State University
Garth Harris, St. Cloud State University
Douglas Amyx, Louisiana Tech University
Kenneth Schneider, St. Cloud State University

“Exploratory Cross-National Study of Student Career Preferences and Perceptions of Sales Careers”
Jill Attaway, Illinois State University

“Sales Training Practices in Egypt”
M. Asri Jantan, Edinboro University of Pennsylvania
Ashraf M. Attia, State University of New York at Oswego
Nermine Atteya, Modern Academy of Management and Computer Science
Rana Fakhr, State University of New York at Oswego

10:15 – 10:30 BREAK

10:30 – 11:00 Special Session

Researching the Impact of Web 2.0 and 3.0 on Selling

Presenters:
Riley Dugan, Doctoral Candidate, University of Cincinnati
John Dinsmore, Xavier University
The purpose of this special session proposal is for the participants at the National Conference in Sales Management (NCSM) to provide ideas for how we - as academic researchers - can measure the success of Web 2.0 (Social Media) technologies in the sales process. In other words, is social media merely an aid in the sales process, or is it fundamentally altering the process? Outcomes are:

1. To build dialogue amongst sales researchers and practitioners regarding the “proper” role of social media in the selling process.
2. To discuss “novel” ways that social media is being used as part of the selling process.
3. To suggest possible measures to quantify the success of social media within the selling process.
4. To suggest possible relationships that may be mediated – or moderated - by the use/presence of social media.

11:00 – 12:00 Teaching Workshops

National Conference in Sales Management (NCSM) and University Sales Collegiate Alliance (USCA) Strategic Alliance

David Jones, La Salle University

“Improving Sales Role play Training With Wireless Real Time Prompting (RTP) Versus Traditional Videotaping And Post Role play Critiques”
This presentation demonstrates a novel technology for giving buyers and sellers unobtrusive prompts during sales training role-plays. The prompts are delivered through small wireless receivers worn by buyers and sellers in the role-play and trains both buyers and sellers. The instructor/trainer monitors the role-play from an observation room and can use commands that have been recorded on a computer or verbally prompt the buyer or seller about what to do next. The RTP approach was created to maximize the likelihood that sellers would be able to use basic skills immediately and experience the consequences and rewards for successful interactive behaviors. The traditional approach of post-role-play critiques and videotaping significantly delays feedback, and that feedback is often what the learner did wrong or did not take advantage of in the role-play.

Linda Greef-Mullen, Georgia Southern University
Michael Lee Thomas, Georgia Southern University

“Introducing Leadership Styles in a PBL Exercise”
This article suggests a PBL activity, which introduces sales management students to several leadership styles that are often found in cross-functional business teams. Originally developed as an exercise for team-building, we extend the previous work by focusing on emerging leadership styles in newly formed teams. Students are given the opportunity to look at their own leadership abilities. This exercise gives an easy activity that can be completed in a one-hour class period.
1:30 – 4:30

**STRAGGLERS EVENT – ($15 per person – registration required)**

Two hour guided private tour of the San Diego Maritime Museum (http://www.sdmaritime.org) going aboard six vessels including the ship used as the Surprise in the movie Master and Commander and a cold war era soviet sub. Includes a 45 minute narrated cruise of San Diego harbor aboard a 1914 restored pilot boat and a 30 minute meeting with the museum’s sales director discuss the challenges in event marketing.

*Were these guys cooking our food?*

*I don’t feel so good!***