



THE 2019 NATIONAL CONFERENCE IN SALES MANAGEMENT

Wednesday, March 27

Time	Session
11:00 to 1:00	Doctoral Pre-Conference Session and Doctoral Lunch <i>River Terrace 3, Level 3</i>
1:00 to 1:15	Welcome from the NCSM Board <i>River Terrace 3, Level 3</i>
1:15 to 2:15	Research Session 1 Chair: Greg Rich (Bowling Green University) Desiree Jost (Justus-Liebig University), "Revising the customer-orientation performance link" Michael Peasley (Middle Tennessee State University), Rajesh Srivastava (Middle Tennessee State University), "What happens at home doesn't stay at home: Evaluating the impact of personal stress on salesperson burnout and performance" Bruno Lussier (HEC Montréal), Nathaniel Hartmann (University of Hawai'i at Mānoa), Willy Bolander (Florida State University), "Protecting against the effects of emotional exhaustion on unethical behaviors: The moderating roles of perceived supervisor support and salesperson grit"
2:30 to 3:15	Teaching Session 1 Chair: Ricky Ferguson (Nova Southeastern University) Don Thacker (Kent State University), "The future generation that modifies the approach to teaching professional selling" Rebecca Dingus (Central Michigan University), Jeffrey Hoyle (Central Michigan University), "Please don't hang up: Integrating cold calling and phone skills in the professional sales classroom" Charles Howlett (Northern Illinois University), "Professional selling in the field" Greg McAmis (Mercer University), "An options-based final project in personal selling"
3:15 to 3:35	Pi Sigma Epsilon (PSE)
3:35 to 4:35	Research Session 2 Chair: Bruno Lussier (HEC Montréal) Christopher Nelson (Duquesne University), James Brown (West Virginian University), "Trust recovery in the buyer-seller relationship" Bryan Hochstein (University of Alabama), Willy Bolander (Florida State University), Benjamin (Ben) Britton (University of Alabama), Alexander Pratt (University of Alabama), "Face-to-face B2C sales value delivery: Knowledge brokers and consumer informedness" Juliana White (Southeastern Louisiana University), James 'Mick' Andzulis (Ohio University), Vincent Jeseo (Louisiana State University), "Relationship selling and value co-creation: Enhancing customer loyalty"

4:45 to 5:30 Do you Teach Sales from a Script? Try a Dose of Improv

Chair: Andy Arts (University of South Florida)

Join us for fun, laughs and instruction on how to implement improv in the classroom. We will share techniques to help you use improv workshops in your sales classes for groups, small groups, mass instruction, games and more. Learning has never been more fun!

Robert Peterson (Northern Illinois University), Stefanie Boyer (Bryant University)

5:30 to 5:45 Carew International

6:30 to 8:30 Welcome Reception Sponsored by Carew International

Morton's The Steakhouse, located on the lobby level of the Hyatt Regency Hotel

All NCSM attendees are invited to this networking event with representatives from our hosts, Carew International, PSE partners, faculty and members of the PSE National Leadership Team. Enjoy delicious cuisine and a memorable experience.

Thursday, March 28

Time	Session
8:00 to 8:30	Breakfast <i>River Terrace 3, Level 3</i>
8:30 to 9:30	Research Session 3 Chair: Michael Mallin (University of Toledo) Anna Abramova (Hanken School of Economics), "Sales-service interface on a team level: How inclusion of service employees in a sales team influences customer satisfaction" Gary Schirr (Radford University), Maneesh Thakkar (Radford University), Laurel Schirr (Virginia Tech), Richard Buehrer (University of Toledo), Lisa R. Simon (California Polytechnic State University), "Relevant research for sales managers and professionals" Elina (Yihui) Tang (University of Illinois at Chicago), Murali Mantrala (University of Missouri), "Business-to-business selling with tandem customer needs in mind"
9:30 to 10:15	Meet the Editors Chair: Stefanie Boyer (Bryant University) Editors from the Journal of Marketing Education, Journal of Personal Selling and Sales Management, and Journal of Selling share their vision for future research. Be sure to join us for this session and find out how your latest research can get accepted. Vicky Crittedon, Journal of Marketing Education Doug Hughes, Journal of Personal Selling and Sales Management Rob Peterson, Journal of Selling
10:30 to 11:30	Research Session 4 Chair: Nathaniel Hartmann (University of Hawai'i at Mānoa) Michael Mallin (University of Toledo), Ellen Pullins (University of Toledo), Susan Shultz (University of Toledo), "Sales leadership development gap: What Sales Managers are saying" Allison Crick (Indiana State University), David Fleming (Indiana State University), Concha Allen (Central Michigan University), "Empirical investigation of employee preference based typology for adaptive leadership" Nawar Chaker (Elon University), Andrea Dixon (Baylor University), "Teaching political skill to students in formal sales education"

11:30 to 11:45 Wessex

11:45 to 1:30 PSE Networking Luncheon and Keynote Speaker, Jeffrey Hayzlett - CEO, The Hayzlett Group
Grand Ballroom 5-8, Level 2

1:45 to 2:45 **Teaching Session 2**

Chair: Eddie Inyang (The College of New Jersey)

River Terrace 3, Level 3

Stefanie Boyer (Bryant University), Michael Rodriguez (Campbell University) "Mix it up: Teaching sales students about AI with the help of salesforce.com"

Harvey Markovitz (Pace University), "Teaching students how to turn cold calls into 'gold calls'"

2:45 to 3:05 USCA

3:15 to 4:15 **Special Session 3 - Demystifying Digital Sales Tools: Opportunities in Digital Transformation**
Chair: Rebecca Dingus (Central Michigan University)

The sales role is rapidly changing and so are the tools salespeople use to recruit, train, and serve their customers better. In this session, you will discover how your students can get their hands on AI and machine learning tools for free and participate in a virtual sales competition. You will also find out about the latest technology and most impactful tools salespeople are using to perform their jobs better.

Michael Rodriguez (Campbell University), Salesforce Tools

Stefanie Boyer (Bryant University), Virtual Sales Competitions

Scott Randall (RNMKRS), Virtual Sales Competitions

6:00 to 10:00 **Top Golf**

10531 Brightman Blvd, Jacksonville FL

Board bus at 5:45pm at the Newnan Street exit located on the Lobby Level of the Hyatt for a prompt 6:00pm departure

Share in an evening of music, fun, games, food and drinks with your favorite colleagues at Top Golf, Jacksonville.

Friday, March 29

Time	Session
8:00 to 8:30	Breakfast <i>River Terrace 3, Level 3</i>
8:30 to 9:30	Research Session 5 Session Chair: Christine Lai (EMLYON Business School) Benjamin (Ben) Britton (University of Alabama), "I know what I want, and it's yours: Managing the envy of competitive salespeople" Hatem Bata (Albany State University), Earnell La'Shaun Seay (Albany State University), "Problems in selling of green information system from a procuring manager's view" Ricky Ferguson (Nova Southeastern University), Thomas Morgan (Shippensburg University), "Information sharing within the supply chain: the criticality of salespeople"

9:30 to 9:50 Gartner

10:00 to 10:45 Teaching Session 3

Chair: Ellen Daniels (Kent State University)

Lisa R. Simon (California Polytechnic State University), "Sales role play popcorn"

Charles Ragland (Indiana University), "Sales position analysis"

Robert Peterson (Northern Illinois University), Howard Dover (University of Texas-Dallas), "Design thinking via post-it note approach"

Kelly Blay (Kent State University), "Mastering a money making personality: Demonstrating a technique or assignment"

10:45 to 11:45 Special Session 4 - The Chally Assessment: Bringing the Opportunity to You and Your Students

Chair: Stefanie Boyer (Bryant University)

In this session you will learn about how students can evaluate their potential for sales careers through the Chally Group Assessment. During the session, you will get a mini certification so that your students can take the Chally Assessment for FREE! Hear from your colleagues how they are using this tool.

Marty Holmes, Sales Education Foundation

11:45 to 1:45 Lunch/NCSM Board Meeting

1:45 to 2:00 Report from the NCSM Board, Awards Presentation

River Terrace 3, Level 3

2:00 to 2:20 University of Western Florida

2:20 to 3:00 Research Session 6 - with beverages

Chair: Catherine Johnson (University of Toledo)

Mary Shoemaker (Widener University), Robert Hooker (University of South Florida), Richard Plank (University of South Florida), "A comparison of social media usage by industrial buyers and sellers: A user objectives/goals perspective"

Aaron Arndt (Old Dominion University), "The sensing-interpreting-responding model of dialogue exchanges"

4:00 to 7:00 Escape Room and Dinner

Board bus at 3:45pm at the Newnan Street exit located on the Lobby Level of the Hyatt for a prompt 4:00pm departure

Can you escape? Join us for this team building exercise that will put your brain to the test and help you get to know your awesome colleagues. Each team has 1 hour to escape from their room using clues and patterns to solve puzzles. Dinner follows your escape!

