

**Agenda for the 2021 National Conference in Sales Management, Virtual Conference April 7-9.**



Time (Eastern)	Session	
Wednesday, April 7		
11:30 - 12:30	Doctoral Pre-session	Bryan Hochstein, University of Alabama and Katy Johnson, University of Toledo
1:00-1:20	Welcome	David Fleming, Conference Chair and Lisa R. Simon, NCSM Executive Director
1:25-2:25	Research Session #1	
	<b>Session Chair:</b>	David Locander, University of Tennessee - Chattanooga
	Presentation #1:	Achim Kiessig, Chemnitz University of Technology A self-determination theory informed model on salesperson political skills, co-worker motivation and salesperson internal support
	Presentation #2:	Rhett Epler, University of Wyoming An examination of effectuation in dynamic sales environments
	Presentation #3:	Aaron Arndt and Kristina Harrison, Old Dominion University What variable pay structures exist and why should researchers care?
2:35 - 3:10	Teaching Moment Session #1	
	<b>Session Chair:</b>	Christine Lai, Emlyon Business School
	Presentation #1:	Mary E. Shoemaker, Widener University Can a secret message improve student sales questioning skills?
	Presentation #2:	David E. Fleming, J. Ricky Ferguson and Allison Crick, Indiana State University Coffee & careers
	Presentation #3:	Michel Klein, Montpellier Research in Management The critical incident technique as a teaching tool to enhance sales negotiation skills
3:10-3:30	<i>Teaching Moment Award</i>	Presented by Vendition
3:40-4:30	Doctoral Working Paper Session #1	
	<b>Session Chair:</b>	Bryan Hochstein, University of Alabama
	Presentation #1:	Bryan Gilliland, University of Alabama Selling to experts: An exploration of absorptive capacity as a mechanism of knowledge transfer
	Presentation #2:	Allen Scogin, University of Alabama Old school meets new school: Predicting sales performance by merging personality assessment with job design
4:45-5:30	Special Session #1:	Robert Peterson, Northern Illinois University Applied improv in the sales classroom

Thursday, April 8

9:30 -9:40 AM

Welcome

9:40-10:30

Doctoral Working Paper Session #2

**Session Chair:**

Catherine Johnson, University of Toledo

Presentation #1:

Maximilian Hofmann, University of Montpellier

AI application in B2B sales

Presentation #2:

Tim Schöllkopf, Aalen University

Social network profiling as part of preparation and the effects on face to face B2B negotiations

10:45-12:00

Teaching Application Session #1

**Session Chair:**

Barb Barney-McNamara, Ferris State University

Presentation #1:

Deirdre Jones and Michael Mallin, University of Toledo

Corporate coaching sessions

Presentation #2:

Katerina E. Hill and Hannah Dunton, Arkansas State University

Advanced sales competition and mentoring,

Presentation #3:

Christine Lai and Maud Poil Burtin, Emlyon Business School

Tell stories that make sense: An example of training business logic in selling

Presentation #4

Laura Munoz and Richard J. Miller, University of Dallas

Getting from why to yes: Using root cause questioning in the discovery step in the sales process

12:00-1:00

Lunch

1:00-2:00

Research Session #2

**Session Chair:**

Christine Lai, Emlyon Business School

Presentation #1:

Allison Crick, Ricky Ferguson and David Fleming, Indiana State University

A conceptual view of the dynamics of global sales leadership: An examination through Hofstede's cultural dimensions

Presentation #2:

Gabriel Moreno, University of Texas - El Paso

Leveraging salespeople's intuition to improve prospecting and sales performance: Exploring the adverse effect of role conflict

Presentation #3:

Nadine Fischer, University of Montpellier, Christophe Fournier, University of Montpellier, and Hanene Oueslati, University of Upper Alsace

Cross-cultural selling: The impact of cultural intelligence on sales skills and sales performance - proposition of a conceptual framework

2:10 -3:25	Teaching Application Session #2	<p><b>Session Chair:</b> Hayam Alnakhli, Central Michigan University</p> <p>Presentation #1: Shannon Cummins, University of Nebraska Omaha Objection practice using a live appointment-setting phone call with sales professionals</p> <p>Presentation #2: Frederik Beuk, University of Akron and David Moulton, Douglas College Adding interactivity to sales management classes during the COVID-19 pandemic with a new sales management simulation</p> <p>Presentation #3: Mark W. McConnell, University of Mount Union A real product to real people for real money: Social responsibility, sustainability and experiential learning</p> <p>Presentation #4: Robert M. Peterson, Northern Illinois University LinkedIn exercises and evaluation rubric</p>
3:30-4:00	The New Chally Assessment	Marty Holmes, Sales Education Foundation
4:10 - 5:25	Teaching Application Session #3	<p><b>Session Chair:</b> David Locander, University of Tennessee Chattanooga</p> <p>Presentation #1: Laura Munoz and Richard J. Miller, University of Dallas Building our questioning muscle: Four techniques to grow our EQ and sales strength</p> <p>Presentation #2: Chuck Howlett, Northern Illinois University Contingency planning: Creating video podcasts that complement virtual classroom</p> <p>Presentation #3: Stefanie Boyer, Bryant University AI for sales and interpersonal communication development</p> <p>Presentation #4: Bryan Hochstein, University of Alabama Leveraging the concept of proximal development to challenge students in a way that engages, expands, and grows their confidence – gaining you better teaching assessments</p>
5:25-5:45	<i>Teaching Application Award</i>	

# ***SALES: THE NEXT GENERATION***

## ***PIVOTING TO AN ERA OF DIGITAL ENGAGEMENT***

Friday, April 9

9:30-9:40	Welcome	
9:40-10:30	Doctoral Working Paper Session #3 <b>Session Chair:</b> Presentation #1:  Presentation #2:	Rhett Epler, University of Wyoming Alec Pappas, Florida State University Competition or cohesion? A multi-method perspective on the effects of competitiveness Rhett Epler, University of Wyoming Salesforce control systems and the implementation of effectual selling behaviors
10:30 - 10:50	<i>Doctoral Working Paper Award</i>	Presented by PSE Foundation  Bryan Hochstein, University of Alabama, Deva Rangarajan, Ball State University, Nawar Chaker, Louisiana State University, Vijay Mehrotra, University of San Francisco and Ruben Rabago, Intellum & Industry Author
11-11:45	Special Session #2:	Subscription sales and the customer success manager: A modularized and specialized sales strategy
11:45 -12:45	Lunch	NCSM Board Meeting
12:45 - 1:30	Special Session #3:	Scott Ingram, Sales Success Media Exploring sales: Telling the stories of successful students and alumni
1:30 - 1:50	<i>Best Doctoral Paper Award</i>	Presented by Shane Hunt
2:00 - 2:40	Research Session #3 <b>Session Chair:</b> Presentation #1:  Presentation #2:	Aaron Arndt, Old Dominion University Michael L. Mallin, Bashar S. Gammoh and Ellen B. Pullins, The University of Toledo The role of incentive-based compensation in shaping the relationships between intrinsic motivation, salesperson-supervisor identification and organizational outcomes Hao Wang, University of South Florida How successful firms manage the power between sales and marketing functions
2:40-3:00	<i>Best Paper Award Winner</i>	Presented by Wessex Press
3:00-4:00	NCSM Board Report	Conference Wrap-up