

Wednesday, March 29th

Start Time	Presentation Title	Author
1:00	Welcome	
1:05	Teaching Moment: Session 1 Warm Up Role Play and Adaptive Selling Exercise Networking Activity for Sales Classes: Get to Know Each Other Bingo I saw it on the screen: Helping students understand power in sales and negotiations Non-Profit Strategic Team Sales Plans: An Advanced Selling Project Where Everybody Wins!	Michael Rodriguez Linda Mullen Allison Crick-Smith Sarah Magnotta
1:55	Research: Session 1 Loneliness, Ethical Behaviors, and Performance: Examining Socially Relevant Job Resources How Sales Ethics Subcultures Clarify the Relationship between Grit, Unethical Sales Behavior and Performance: A Moderated Mediation Model Automated Lead Nurturing in Business-to-Business Sales Organizations	Bruno Lussier Adam Merkle Shashank Vaid
3:00	Teaching Moment: Session 2 Selling on the Green, Scotland, U.K.: A Faculty-Led Study Abroad Experience The Academic Ask: Student Solicitation for University Advancement Getting Crafty with It: Using Collage-making to Understand Social Styles and Flexing	Deborah Gray Kimberly McNeil Emily Tanner
4:00	Applied Improv in the Sales Classroom	Robert M. Peterson
4:45	Announcements	
5:30	Welcome Reception with light hors d'oeuvres and drinks	

Thursday, March 30th

Start Time	Presentation Title	Author
9:00	Welcome	
9:05	Research: Session 2 Toward a Universally Applicable Measure of Frontline Employee Sales/Service Ambidexterity: Scale Development and Empirical Validation Sales Content Platform Usage and Sales Success Surviving the Great Resignation: "Best to Sell For" Firms and Human Factors that Drive Sales Performance and Salesperson Sentiment & Retention	Benjamin Britton Heiko Wieland Bryan Hochstein
10:15	Teaching Application: Session 1 Aristotle in an elevator: Mastering a student's speed-sell pitch through the three modes of rhetoric Lessons from Our Sales Journey: From Guest Speaker, To Sales Workshop, To Named Sales Suite Are you a Pro? Using RNMKRS for Complex buying situations	Brock T. Adams Connie R. Bateman Stefanie Boyer
11:15	Research: Session 3 Effectiveness drivers of value-based selling: Evidences from an emerging market Linking B2B sales performance to salespeople's creative selling and self-efficacy	Priyavrat Sanyal Romain Franck
12:00	Lunch	
1:30	Teaching Application: Session 2 Expanding the Buyer Persona: Using a "Buyer Job Role Lens" to impact student development of sales questions for customer discovery Empowering and Enabling Students to Better Understand Their Sales Journey Game Time! Sales Mentor Draft & Rally Season	Nicole A. Flink Jeffrey Hoyle April F. Kemp

2:30	The Importance of a High-Quality Sales Journal: The Role of Authors	Adam Rapp
3:45	Teaching Application: Session 3 Salesforce Trailmix for Professional Selling Course: Modern Selling For Sales Education "Selling in the Round" Exercise: Understanding the Progression of the Sales Process Sales and Marketing Rock: Using Songs in the Classroom	Michael Rodriguez Don Thacker Gregory A. Rich
4:45	Announcements	
6:30	Spirit of Norfolk for Dinner Cruise	

Friday, March 31st

Start Time	Presentation Title	Author
9:00	Welcome	
9:05	From the Sales Trenches to CEO: Stihl Straight Talk About Sales	Terry Horan
10:15	Research: Session 4 Exploring the Effectiveness of Storytelling in Buyer–Seller Interactions – A Mixed-Method Study Um, I Was Kind of Thinking That Maybe Using Filler Words Hurt Sales Call Success... Ya Know What I Mean? What Makes Salespeople Happy? Antecedents and Consequences of Salesperson Well-being	Melanie Bowen Allison Crick-Smith Michael Mallin
11:45	Lunch	
1:15	Announcements and Board Meeting Report	
1:30	Research: Session 5 Integrating Buyer Behavior Research and Sales Strategy: Selling the Way the Buyer Wants to Buy Workplace Isolation of the Road Warrior Sales Force: A Job Demands-Resources Perspective Examining the Antecedents and Consequence of the Monetary Sweepstake in Social Selling Rejecting the Sales Role: Toward a Model and a Measure? The Role of Supervisor’s Empathy and Enthusiasm on Employee’s Creativity and Sales Performance: Structured Abstract Sales Prospecting: The Role of Momentum and Salesperson Characteristics in Securing Sales Meetings Self-Power: Customer-Company Identification fuels Organizational Goal Performance Despite Negative On-line Presence	Jeff Tanner Scott C. Ambrose An Jiyeon Emily Tanner Simon Boissonneault Kaitlin Gravios Christine Summers
3:20	Overview of the Sales Researchers’ Collaboration Consortium: Vision, Mission, and Results	Bryan Hochstein
4:20	Closing remarks and announcement of 2024 NCSM location	