

# NATIONAL CONFERENCE IN SALES MANAGEMENT

*Celebrating 40 Years*

## JOIN US IN NORFOLK TO CELEBRATE 40 YEARS OF SALES RESEARCH, TEACHING, AND COLLABORATION FOSTERED BY THE SALES COMMUNITY THAT GATHERS AT NCSM!

National Conference in Sales Management is the premier international gathering of scholars, instructors, and practitioners interested in professional selling and sales management research and teaching.

NCSM 2026 will be held in Norfolk, VA on March 25-27, 2026. Sessions will begin Wednesday at 1:00 p.m. followed by a welcome event that evening. Thursday will consist of a full day of research, teaching and special sessions followed by an evening activity.

There are several awards for research, teaching, and doctoral papers. More details will be shared on [www.NCSMWeb.com](http://www.NCSMWeb.com) as the registration date approaches.

**At the 2026 NCSM Conference, we will be celebrating “40 Years” of NCSM, including:**

- The NCSM Hall of Fame will be established, honoring those who have contributed to the growth and impact of our conference over the past 40 years.
- The “Best of the Best” lighting round sessions will allow prior award winners to update us on their research and teaching, with the crowd assigning awards.
- Recipients of the new PSE Education Foundation Research Grant will present on their proposal and progress toward advancing sales research and pedagogy.
- Special Sessions will highlight the past and future of NCSM as a leading outlet for thought leadership on sales research, doctoral mentoring, and instruction.

### COMPETITIVE PAPER SUBMISSIONS

Conceptual and empirical papers related to all aspects of professional selling and sales management are welcome. Papers which connect scholarship with practice and those which explore interesting new trends, directions, and important developments in selling and sales management are especially encouraged.

Papers should be submitted [here](#).

Authors of the competitive paper manuscript judged to be the top paper in terms of quality and relevance will receive the \$500 Best Paper Award.

#### SESSION CHAIR

Dr. Rhett Epler  
Old Dominion University  
[repler@odu.edu](mailto:repler@odu.edu)

### DOCTORAL STUDENT SALES RESEARCH PROGRAM

Doctoral student papers, empirical or conceptual, related to any selling and/ or sales management issue authored primarily by current doctoral students in marketing or a closely related field are welcome. There are two \$500 Doctoral Research Awards, one for the Best Competitive Paper and one for the Best Working Paper! Doctoral student presentations will be interspersed throughout research paper sessions.

Papers should be submitted [here](#).

#### SESSION CHAIR

Emily Tanner  
West Virginia University [emily.tanner@mail.wvu.edu](mailto:emily.tanner@mail.wvu.edu)

#### SESSION CHAIR

Colleen McClure  
University of Alabama at Birmingham [cemclur@uab.edu](mailto:cemclur@uab.edu)

### SUBMISSION DEADLINE

**Monday, December 1, 2025**

Submission guidelines are provided below and on the submissions website. Follow them closely!



## SPECIAL SESSION SUBMISSIONS

We encourage a wide variety of proposals for special sessions, which are a hallmark of NCSM. These can be focused on sales practice, academic research, bridging the gap between theory and practice, or emerging technology and other sales topics.

Please include name, affiliation, email and phone number for each person in the session, resources needed, an explanation with a title for the session and why it should be considered. Proposals should be submitted [here](#).

### SESSION CHAIR

Ricky Fergurson  
Middle Tennessee State University  
[Ricky.Fergurson@mtsu.edu](mailto:Ricky.Fergurson@mtsu.edu)

## BEST PRACTICES IN SALES EDUCATION

NCSM also highlights best practices in teaching providing a development opportunity for everyone that teaches sales-related classes. A portion of the schedule will be aimed at everyone wishing to develop, improve or refresh their sales teaching skills. The 2026 NCSM will again offer this session highlighting innovative sales pedagogy.

Dependent on the innovation's breadth, it may be presented as either a teaching "Moment" (standalone activity) or a more involved teaching "Application" that spans beyond one class period. The best teaching innovations presented at the conference will be selected by a panel, and the presenter(s) of the top "Moment" and the top "Application" will each receive a \$500 award.

Those interested in submitting a proposal for consideration should submit their proposal [here](#).

### SESSION CHAIR

Dr. Nicole Flink  
Weber State University  
[nicoleflink@weber.edu](mailto:nicoleflink@weber.edu)

## HOTEL ACCOMODATIONS

### NORFOLK WATERSIDE MARRIOTT

Norfolk, VA

**ROOM RATES :** \$165/NIGHT PLUS TAX

**RESERVATIONS :** (757) 627-4200

*Reference Pi Sigma Epsilon National  
Convention - 2026*

**ALL RESERVATIONS SHOULD BE RECEIVED BY  
THE HOTEL NO LATER THAN MARCH 13, 2026.**

## PAST AWARD WINNER COMPETITION

At the 40th Celebration, two special lighting rounds will be held to honor and feature past winners of NCSM awards. The first session will focus on prior winners of research awards (competitive and doctoral) to allow each winner an opportunity to update us on their prior or current research. The second session will focus on teaching and special session winners, providing a platform for new ideas in these areas that will help attendees develop their classes. Both lightning rounds will conclude with awards based on audience voting to identify the "Best of the Best," as well as encourage presenters to "sell" their ideas.



For more information about the NCSM, please go to <https://pse.org/ncsm/> or contact the Program Chair, Dr. Bryan Hochstein, [bhochstein@ua.edu](mailto:bhochstein@ua.edu)

