

THE THOUGHT LEADERSHIP ON THE SALES PROFESSION CONFERENCE AGENDA | MAY 30–31, 2019

Oberndorf Event Center, 3rd Floor, North Building, Stanford Graduate School of Business

Thursday, May 30, 2019 12:00 noon–6:30pm	
12:00–1:30pm	REGISTRATION AND LUNCH
1:30–1:45pm	WELCOMING REMARKS Michael Ahearne , C.T. Bauer Professor of Marketing and Research Director, Sales Excellence Institute, University of Houston C.T. Bauer College of Business James Lattin , Robert A. Magowan Professor of Marketing, Stanford GSB Thomas Steenburgh , Richard S. Reynolds Professor of Business Administration and Senior Associate Dean for Faculty Development and Residential MBA Program, University of Virginia Darden School of Business
1:45–2:45pm	KEYNOTE PRESENTATION <i>The Sales Profession Now and Future: A CEO Perspective</i> <i>A Conversation with Mark Hurd, CEO, Oracle Corporation</i> Host: Thomas Steenburgh , University of Virginia Darden School of Business
2:45–3:15pm	BREAK
3:15–4:15pm	PLENARY PANEL <i>Perspectives on How Technology is Changing Selling and Sales Force Management</i> Moderator: James Lattin , Stanford GSB Erik Charles , Vice President of Strategic Marketing, Xactly Brian Lambert , Senior Director, Enablement, Spectrum Steve Sadler , Vice President, Global Sales Learning, Enablement & Transformation, Dell Technologies Frank van Veenendaal , Vice Chairman (retired), Salesforce.com
4:15–5:15pm	KEYNOTE PRESENTATION <i>Selling to the Human Brain</i> Baba Shiv , Sanwa Bank, Limited, Professor of Marketing, Stanford GSB
5:15–6:30pm	RECEPTION

Friday, May 31, 2019 Morning Session 8:00am–1:00pm	
8:00–9:00am	BREAKFAST
9:00–9:15am	WELCOMING REMARKS Michael Ahearne , University of Houston C.T. Bauer College of Business James Lattin , Stanford GSB Thomas Steenburgh , University of Virginia Darden School of Business
9:15–10:15am	KEYNOTE PRESENTATION <i>Getting (More of) What You Want: Debunking the Myths of Negotiation</i> Margaret Ann Neale , Adams Distinguished Professor of Management, Emerita, Stanford GSB
10:15–10:45am	BREAK
10:45–11:45am	PLENARY PANEL <i>Perspectives on Fostering Effective Negotiation Skills in Sales and the Evolving Nature of Sales Training</i> Moderator: Bob Kelly , Chairman, Sales Management Association Fred King , Group Director, Oncology Market Access and Pricing, AstraZeneca Byron Matthews , President and CEO, Miller Heiman Group Chris Morgan , Principal, ZS Associates Walter Ruckes , Vice President, Sales Engagement, BI Worldwide
11:45–1:00pm	LUNCH
<i>See next page for afternoon breakout sessions</i>	

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Breakout Afternoon Sessions: Oberndorf Event Center, 3rd Floor, Rooms A - C, Stanford Graduate School of Business

TIME	ROOM A	ROOM B	ROOM C
1:00–2:45pm	<p>SELLING IN THE DIGITAL AGE</p> <p>Moderator: Andrea Dixon, Professor, Baylor University</p> <p><i>Digital Transformation and Sales Force Design in B2B Firms</i>, Goutam Challagalla, IMD</p> <p><i>Letting Consumers Win in Web Chat Sales Interactions</i>, Detelina Marinova, University of Missouri; Frank Lin, University of Missouri; Jagdip Singh, Case Western Reserve University</p> <p><i>The Performance Impact of Digital Parties and E-commerce in a Multichannel Strategy</i>, Sandy Jap, Emory University; Ernan Haruvy, University of Texas at Dallas</p> <p>Insights Panel: Shawn Fowler, Vice President, Sales Enablement, SalesLoft Rajdeep Grewal, Professor, University of North Carolina at Chapel Hill Gary Hunter, Professor, Clemson University</p>	<p>QUANTITATIVE MODELING OF SALES FORCE EFFECTIVENESS MANAGEMENT</p> <p>Moderator: Harikesh Nair, Professor, Stanford GSB</p> <p><i>How Often Should You Reward Your Sales Force? Multi-period Incentives and Effort Dynamics</i>, Kinshuk Jerath, Columbia Business School; Fei Long, Columbia Business School</p> <p><i>A Structural Model of a Multi-tasking Salesforce: Job Task Allocation and Incentive Plan Design</i>, Minkyung Kim, Yale School of Management; K. Sudhir, Yale School of Management; Kosuke Uetake, Yale School of Management</p> <p><i>Involving Sales Managers in Sales Force Competition Design</i>, Rob Waiser, London Business School</p> <p>Insights Panel: Charlotte Blank, Chief Behavioral Officer, Maritz Erik Charles, Vice President, Strategic Marketing, Xactly Anne Coughlan, Professor, Northwestern University Murali Mantrala, Professor, University of Missouri</p>	<p>MANAGING SALES FORCE WELL-BEING</p> <p>Moderator: Dawn Iacobucci, Professor, Vanderbilt University</p> <p><i>Prosocial Spending and Life Satisfaction, Prosocial Bonuses and Employee Satisfaction</i>, Michael Norton, Harvard Business School</p> <p><i>Variable Compensation and Salespeople's Health</i>, Johannes Habel, Warwick Business School; Sascha Alavi, Ruhr Universität Bochum; Kim Linsenmayer, Ruhr Universität Bochum</p> <p><i>The Serial Job-hopper: Why Do Salespeople Job-hop and What Can Firms Do About It?</i> Nick Panagopoulos, Ohio University; Mike Pimentel, University of Alabama</p> <p>Insights Panel: Greg Marshall, Professor, Rollins College Craig McAndrews, Executive Professor, University of Houston Alberto Moriana, Vice President of Sales Latin America, Procter & Gamble Adam Rapp, Professor, Ohio University</p>
2:45–3:15pm	BREAK		
3:15–5:00pm	<p>FIELD TEST OF INCENTIVE STRATEGY</p> <p>Moderator: Shrihari Sridhar, Professor, Texas A&M University</p> <p><i>Do Activity-based Incentive Plans Work? Evidence from a Large-scale Field Experiment</i>, George John, University of Minnesota; Raghunath Rao, University of Texas; Madhu Viswanathan, University of Arizona; Sunil Kishore, McKinsey & Company</p> <p><i>The Negative Consequences of Loss-framing in Performance Incentive Contracts</i>, Lamar Pierce, Washington University; Alex Rees-Jones, University of Pennsylvania; Charlotte Blank, Maritz</p> <p><i>Organizing for Cross-selling: Enhancing Cross-selling through Organizational Structures and Steering Instruments</i>, Sebastian Hohenberg, University of Texas at Austin; Christian Homburg, University of Mannheim; Sina Boehler, BASF AG</p> <p>Insights Panel: Pradeep Bhardwaj, Professor, University of Central Florida Randolph Bucklin, Professor, University of California, Los Angeles Dennis Gallinat, Sr. Manager, Sales Compensation, Waste Management Scott Sands, Partner, Sales Force Effectiveness Practice, Aon Consulting</p>	<p>SALES FORCE REPORTING AND CONTROLS</p> <p>Moderator: Noel Capon, Professor, Columbia Business School</p> <p><i>When Silence is Golden: How Manufacturers' Sales Reps' Selective Reporting of Customer Information Can Facilitate Market Exchange</i>, Mark E. Bergen, University of Minnesota; Zuhui Xiao, University of Wisconsin - Milwaukee; Yi Zhu, University of Minnesota; Mark Zbaracki, Western University</p> <p><i>Using Video Analytics in Retail Sales Force Management</i>, Andres Musalem, University of Chile; Marcelo Olivares, University of Chile; Pablo Jofre, University of Chile; Ariel Schilkрут, Data Value/Zippedi</p> <p><i>Managerial Attention: Evidence from Sales Force</i>, Desmond Lo, Santa Clara University; Francisco Brahm, London Business School; Wouter Dessenin, Columbia University</p> <p>Insights Panel: Bob Kelly, Chairman, Sales Management Association TJ Lintz, Sales Director, Hilti Jagdip Singh, Professor, Case Western Reserve University Simon Bell, Professor, University of Melbourne</p>	<p>SELLING STRATEGY BETWEEN AND WITHIN ORGANIZATIONS</p> <p>Moderator: Dominique Rouziès, Professor, HEC Paris</p> <p><i>An Empirical Investigation of Sticky Prices and Delayed Pass-through in B2B Transactions: Role of Salesperson</i>, Shantanu Dutta, University of Southern California; Hernán A. Bruno, University of Cologne</p> <p><i>Sales Lead Prioritization Using a Multi-armed Bandit Approach</i>, Gaurav Sabnis, Stevens Institute of Technology; Steven Kale, Google</p> <p><i>Horizontal Referrals in B2B Markets</i>, Mahima Hada, Baruch College; Arnaud De Bruyn, ESSEC Business School; Gary L. Lilien, Penn State University</p> <p>Insights Panel: Eric Gombrich, Executive Vice President, Cloudbreak Health Jeff Krawitz, Adjunct Professor, New York University and Principal, CMG Raghunath Rao, Professor, University of Texas at Austin Nicholas Lee, Professor, Warwick Business School</p>