

The Thought Leadership on the Sales Profession Conference Agenda 2019

Thursday, May 30, 2019
Oberndorf Event Center
Stanford, California
12:00 PM – 6:30 PM

- 12:00 PM – 1:30 PM **Registration and Lunch**
- 1:30 PM – 1:45 PM **Welcoming Remarks**
- Michael Ahearne, C.T. Bauer Professor of Marketing & Research Director, Sales Excellence Institute, *University of Houston – C.T. Bauer College of Business*
 - James M. Lattin, The Robert A. Magowan Professor of Marketing, *Stanford Graduate School of Business*
 - Thomas J. Steenburgh, Richard S. Reynolds Professor of Business Administration & Senior Associate Dean for Faculty Development and Residential MBA Program, *University of Virginia – Darden School of Business*
- 1:45 PM – 2:45 PM **“The Sales Profession Now and Future - A CEO Perspective” - A Conversation with Mark Hurd**
- Speaker:
Mark Hurd, CEO, *Oracle Corporation*
- Host:
Thomas J. Steenburgh, *University of Virginia*
- 2:45 PM – 3:15 PM **Coffee Break**
- 3:15 PM – 4:15 PM **Plenary Panel – Perspectives on How Technology is Changing Selling and Sales Force Management**
- Moderator:
James M. Lattin, *Stanford Graduate School of Business*
- Panelists:
- Erik Charles, Vice President of Strategic Marketing, *Xactly Corp*
 - Brian Lambert, Senior Director, Enablement, *Spectrum*
 - Steve Sadler, Vice President, Global Sales Transformation, Learning & Enablement, *Dell Technologies*
 - Frank van Veenendaal, Former Vice Chairman (retired), *Salesforce.com*
- 4:15 PM – 5:15 PM **“Selling to the Human Brain”**
- Baba Shiv, The Sanwa Bank, Limited Professor of Marketing, *Stanford Graduate School of Business*
- 5:15 PM – 6:30 PM **Cocktail and Hors d'oeuvres Reception**

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Friday, May 31, 2019
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8:00 AM – 5:00 PM

- 8:00 AM – 9:00 AM **Breakfast**
- 9:00 AM – 9:15 AM **Remarks on Day 2's Program**
- Michael Ahearne, *University of Houston*
 - James M. Lattin, *Stanford Graduate School of Business*
 - Thomas J. Steenburgh, *University of Virginia*
- 9:15 AM – 10:15 AM **“Getting (more of) What You Want: Debunking the Myths of Negotiation”**
Margaret Ann Neale, The Adams Distinguished Professor of Management, *Stanford Graduate School of Business*
- 10:15 AM – 10:45 AM **Coffee Break**
- 10:45 AM – 11:45 AM **Plenary Panel – Perspectives on Fostering Effective Negotiation Skills in Sales and The Evolving Nature of Sales Training**
Moderator:
Bob Kelly, Chairman, *The Sales Management Association*
Panelists:
- Frederic King, Group Director Oncology Market Access and Pricing, *AstraZeneca*
 - Byron Matthews, President & CEO, *Miller Heiman Group*
 - Chris Morgan, Principal, *ZS Associates*
 - Walter Ruckes, Vice President, Sales Engagement, *BI Worldwide*
- 11:45 AM – 1:00 PM **Lunch**

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1:00 PM – 2:45 PM

Parallel Research Presentation Sessions

Session Title: Selling in the Digital Age

Location: Oberndorf Event Center - Room A

Moderator: Andrea Dixon, *Baylor University*

Presentations:

- Goutam Challagalla, *IMD*:
“**Digital Transformation and Sales Force Design in B2B Firms**”
- Detelina Marinova, *University of Missouri*; Frank Lin, *University of Missouri*; Jagdip Singh, *Case Western Reserve University*:
“**Letting Consumers Win in Webchat Sales Interactions**”
- Sandy Jap, *Emory University*, Ernan Haruvy, *University of Texas at Dallas*:
“**The Performance Impact of Digital Parties and E-Commerce in Multichannel Strategy**”

1:00 PM – 2:45 PM

Parallel Research Presentation Sessions

Session Title: Quantitative Modelling of Salesforce Effectiveness Management

Location: Oberndorf Event Center - Room B

Moderator: Harikesh Nair, *Stanford Graduate School of Business*

Presentations:

- Kinshuk Jerath, *Columbia Business School*; Fei Long, *Columbia Business School*:
“**How Often Should You Reward Your Salesforce? Multi-Period Incentives and Effort Dynamics**”
- Minkyung Kim, *Yale School of Management*; K. Sudhir, *Yale School of Management*; Kosuke Uetake, *Yale School of Management*:
“**A Structural Model of a Multi-Tasking Salesforce with Private Information**”
- Rob Waiser, *London Business School*:
“**Involving Sales Managers in Sales Force Compensation Design**”

1:00 PM – 2:45 PM

Parallel Research Presentation Sessions

Session Title: Managing Sales Force Wellbeing

Location: Oberndorf Event Center - Room C

Moderator: Dawn Iacobucci, *Vanderbilt University*

Presentations:

- Mike Norton, *Harvard Business School*:
“**Prosocial Spending and Life Satisfaction, Prosocial Bonuses and Employee Satisfaction**”

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- Johannes Habel, *Warwick Business School*; Sascha Alavi, *Ruhr-University Bochum*; Kim Linsenmayer, *Ruhr University Bochum*:
“Variable Compensation and Salespeople’s Health”
- Nick Panagopoulos, *Ohio University*; Mike Pimentel, *University of Alabama at Birmingham*:
“The Serial Job Hopper: Why Salespeople Job Hop and What Can Firms Do About It?”

2:45 PM – 3:15 PM

Coffee Break

3:15 PM – 5:00 PM

Parallel Research Presentation Sessions

Session Title: Field Test of Incentive Strategy

Location: Oberndorf Event Center - Room A

Moderator: Shrihari Sridhar, *Texas A&M University*

Presentations:

- George John, *University of Minnesota*; Raghunath Rao, *University of Texas at Austin*; Madhu Viswanathan, *University of Arizona*:
“Do Activity-Based Incentive Plans Work? Evidence from a Large-Scale Field Experiment”
- Lamar Pierce, *Washington University in St. Louis*; Alex Rees-Jones, *University of Pennsylvania*; Charlotte Blank, *Maritz*:
“The Negative Consequences of Loss-Framing in Performance Incentive Contracts”
- Sebastian Hohenberg, *University of Texas at Austin*; Christian Homburg, *University of Mannheim*; Sina Boehler, *BASF AG*:
“Organizing for Cross-Selling: Enhancing Cross-Selling through Organizational Structures and Steering Instruments”

3:15 PM – 5:00 PM

Parallel Research Presentation Sessions

Session Title: Sales Force Reporting and Controls

Location: Oberndorf Event Center - Room B

Moderator: Noel Capon, *Columbia Business School*

Presentations:

- Mark E. Bergen, *University of Minnesota*; Zuhui Xiao, *University of Wisconsin-Milwaukee*; Yi Zhu, *University of Minnesota*; Mark Zbaracki, *Western University*:
“When Silence is Golden: How Manufacturers’ Sales Rep’s Selective Reporting of Customer Information Can Facilitate Market Exchange”
- Andres Musalem, *University of Chile*; Marcelo Olivares, *University of Chile*; Ariel Schilkrut, *SCOPIX*:

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“Using Video Analytics in Retail Salesforce Management”

- Desmond Lo, *Santa Clara University*; Francisco Brahm, *London Business School*; Wouter Dessen, *Columbia University*:

“Managerial Attention: Evidence from Salesforce”

3:15 PM – 5:00 PM

Parallel Research Presentation Sessions

Session Title: Selling Strategy Between and Within Organizations

Location: Oberndorf Event Center - Room C

Moderator: Dominique Rouziès, *HEC Paris*

Presentations:

- Shantanu Dutta, *University of Southern California*; Herman A. Bruno, *University of Cologne*:

“An Empirical Investigation of Sticky Prices and Delayed Pass-through in B2B Transactions: Role of Salesperson”

- Gaurav Sabnis, *Stevens Institute of Technology*; Steven Kale, *Google*

“Sales Lead Prioritization Using a Multi-Armed Bandit Approach”

- Mahima Hada, *Baruch College*; Arnaud De Bruyn, *ESSEC Business School*; Gary L. Lilien, *Penn State University*:

“Horizontal Referrals in B2B Markets”