Conference Announcement

6th Biennial Enhancing Sales Force Productivity Conference
March 23-24, 2018

Hosted by Robert J. Trulaske Sr. College of Business, University of Missouri (MU), Columbia, Missouri, USA

Conference Co-Chairs: Murali Mantrala (MU), Srinath Gopalakrishna (MU), Manfred Krafft (U. of Muenster), and Kissan Joseph (U. of Kansas)

The quality, quantity, deployment and motivation of sales force efforts significantly affect both the top and bottom lines of companies in many industries where personal selling plays a critical role in the promotion of their offerings. As outbound and inbound marketing become digital and data-driven, and new digital information technologies shape B2B buyer behavior, firms’ customer lead management, acquisition, retention, and relationship management efforts are becoming more complex and demanding. In response, new forms of selling strategies, sales organizations, and CRM systems, e.g., AI-powered Salesforce Einstein, are emerging. However, there are many open questions regarding the optimal use, management and impact of these developments on enhancing sales force productivity. Consequently, new theoretical and empirical research to improve understanding of evolving sales force productivity issues as well as tools, models, metrics, analytics, and methodologies to aid B2C and B2B sales force management strategies and decisions are urgently needed.

Following the success of the first five conferences, we are pleased to announce that the 6th Enhancing Sales Force Productivity Conference will take place at the University of Missouri on March 23-24, 2018.

The conference will begin at 8:30 AM on Friday, March 23 following a continental breakfast and feature plenary sessions, concurrent tracks of academic presentations, and a reception followed by a keynote banquet dinner on Friday evening. The conference will continue with concurrent academic presentation sessions on Saturday from 8:30 AM through the afternoon and end at 3:00 PM. The sessions will include marketing academics, industry professionals and doctoral students.

The registration fee is $450 for faculty and professionals and $150 for doctoral students.

We also encourage you to nominate a doctoral student or early-career scholar for the inaugural Marketing Strategy Consortium that will be held March 22-23 at the University of Missouri immediately before the conference. For more information, visit http://msc.missouri.edu.
Conference Call for Abstracts

6th Biennial Enhancing Sales Force Productivity Conference
University of Missouri, March 23-24, 2018

Deadline for Abstracts: January 10, 2018

We encourage submissions of abstracts of research on a wide range of topics – normative, methodological, empirical models research papers on sales management and personal selling (see below). Submissions that provide valuable insights for practitioners or stimulate idea generation for new research will be given priority. Abstract Submissions should not exceed two double-spaced pages. We have no restrictions in publishing this research at any journal. The deadline to submit your abstract is January 10, 2018. Abstracts which arrive by this deadline will be peer reviewed through a double-blind process and authors of the papers that are accepted for presentation at the Conference will be informed by February 10, 2018. Abstracts should be emailed to: marketing@missouri.edu

Examples of topics suitable for the Special Conference include:

- Sales force strategy and changing sales models
- Outside, inside, and hybrid sales organizations
- Value of personal selling and sales representatives
- Lead management and managing the sales funnel
- Frontline sales and service coordination and management
- Sales force role in orchestrating B2B marketing
- Optimal design of sales teams
- Sales analytics and data-driven sales management
- Value of new evolving AI-driven CRM systems
- CRM strategies and optimal sales resource allocation
- Role and ROI of personal selling in companies’ marketing mix
- CSO role and impact on firm value
- Competitive selling strategies
- Developing new sales force productivity metrics
- Optimizing sales goal-setting, compensation, and incentives
- Models for effective strategic and global account management
- Managing marketing-sales interfaces
- Pricing and personal selling
- Optimal strategies for sales force recruiting, training, promotion, and evaluation
Conference Co-Chairs and Contact Information:

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