



## CALL FOR PAPERS

### *“FROM MANAGING THE SALE TO MANAGING THE SALES FORCE”*

There are two key facets in today's successful sales organizations. First is the sales person's ability to effectively manage the selling process. Today's successful sales reps have moved beyond simply communicating features and benefits of products and services. These top sales people have learned how to partner with customers to deliver customized, integrated solutions that bring more value to the relationship than competitors. In addition to value-creating selling strategies, world-class sales organizations manage the sales force so that sales person motivation is high and costs-of-sales are low.

These two facets of top sales organizations will be explored at the upcoming 2014 GSSI Conference. The 2014 GSSI Conference is seeking papers that deal with either personal selling effectiveness that leads to success of the rep or the aspects of managing the sales force that facilitates increased performance of the firm.

The conference will have presentations of peer-reviewed papers, as well as panel discussions and invited keynote addresses by noted practitioners. All topics related to sales management and personal selling are invited. The papers can range from theory development to concepts for measurements and modeling to testing propositions in empirical or experimental studies. Papers based on cross-cultural studies and having international implications are particularly welcome.

#### **DEADLINE FOR PAPER AND PROPOSAL SUBMISSIONS - EXTENDED:**

You can submit a full paper or a five-page structured abstract to:

[www.globalsalescienceinstitute.org/conference/submit](http://www.globalsalescienceinstitute.org/conference/submit) by **Monday, March 10, 2014**.

The GSSI 2014 Conference, co-organized by University of Portsmouth (England) and Florida State University (US) will be held at Moor Hall, at the Headquarters of the Chartered Institute of Marketing located approximately 30 miles (50km) outside of London and 15 miles (30km) from Heathrow Airport from June 11th-June 13th, 2014. GSSI is an international network formed in 2007 by both academics and practitioners involved in sales & sales management. Its intent is to build knowledge and practice within the sales & sales management areas around the globe. GSSI focuses on further advancing global collaboration in sales research, practice, and education. Please check the GSSI website in the coming weeks for updated details about the conference.

#### **CONFERENCE CO-CHAIRS:**

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