



The Journal of Selling

Volume 15, Number 2

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By Rebecca Dingus and Alex Milovic

Developing Professional Social Networks: Student Outcomes Using LinkedIn

By Howard F. Dover, Robert M. Peterson, and Gary L. Selden

How Sales Managers Evaluate Talent to Optimize Sales Results: A Classroom Case Study For Sales Students

By Charles H. Howlett and Sonia M. Newman

Developing Effective Habits of Self-Management: Preparing the Salesforce for the Future

By Dawn R. Deeter-Schmelz and Cliff Sutton

Bringing Sales Analytics to the Classroom: Teaching Sales Students How to Use Excel to Derive Insight From Sales Data

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The UniversitySalesCup Competition – Engaging & Motivating Sales Students

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Mission Statement

The objective of the journal is to foment collaboration between practitioners and academics for the advancement of application, education, and research in selling. Our audience is comprised of practitioners in industry and academics researching in sales.

From the Editor



Robert M. Peterson

The *Journal of Selling* is proud to publish our first ever special issue on Training and Teaching Innovations: Sales Force and Sales Students' Improvement. One of the more remarkable achievements of this special issue is the speed in which it went from an initial submission (February 1) to print (November). Getting information from theory/practice to dissemination within 10 months is a compliment to both the authors and the reviewers! As editor, I would like to thank all who were involved in this process.

The demand for sales students continues to outstrip supply by a significant margin. Getting individuals ready for a challenging and lucrative career is not easy, however. One central aim of this issue is to share the best cutting-edge practices from the innovative sales classrooms around the world.

The focus of the initial articles begin at the classroom level, and leads off with an approach to exploring ethical behavior in selling exchanges. The second article delves into students using LinkedIn to build their professional networks. Next, two articles look at the managerial level of selling by introducing students to the nuances of evaluating the sales force and offering evaluations and adjustments. This is followed by an article in which sales representatives learn self-managed techniques. The next pedagogical article covers students working to improve their analytical skills using Excel. In a novel approach, the *Journal of Selling* will make this author's database file available to all who wish to download it from the website. Finally, this issue ends with an outline of a year-long contest to engage and reward sales students with scholarships who deliver value to themselves, other students, and the sales program at large.

While this special pedagogical issue kicks off a regular section that will be introduced to the *Journal of Selling*, the journal will continue to focus on traditional research articles that place an emphasis on grounded theory that has practicable managerial implications. We will continue to seek "application articles", often written by practitioners, that are shorter in nature and emphasize a more managerial understanding of what is valuable to the practice of sales. Finally, the journal will seek articles that elevate the education of selling for the next generation of professionals, be they students or a sales force.

The future of selling is bright and ever changing; so is the *Journal of Selling*.

A handwritten signature in black ink that reads "Robert M. Peterson". The signature is fluid and cursive, with a large, sweeping flourish at the end.

Robert M. Peterson, Ph.D.
Editor, *Journal of Selling*
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