The

# Journal of Selling

Volume 18, Number 1

# **ACADEMIC ARTICLES:**

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The Influence of Servant Leadership on Business-to-Business Salespeople's Social Media Usage By Charles H. Schwepker, Jr.

Understanding the Role of Trust and Expertise When Developing Business-to-Business Relationships in France By Stephen J. Newell, Paul Lapoule and Duke Leingpibul

Developing Social Selling Influence: An Archetypal Examination of Content Strategies and Influence Tactics

By James M. Barry and John T. Gironda

Perceptions of Professional Sales Careers: The Impact of Various Sources for Information By Nancy E. Waldeck, Ellen Bolman Pullins and Mary Jean Blink

### **APPLICATION ARTICLE:**

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and Alexa D. Potocki

# PEDAGOGY ARTICLES:

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Shore Distributing, Inc.

By Hannah Bell-Lombardo, Stefanie L. Boyer and John Lombardo

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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.

# **Manuscripts**

- 1. **Articles for consideration** should be sent by email to Editor: Robert M. Peterson, Department of Marketing Northern Illinois University, DeKalb, IL 60115 peterson@niu.edu.
- Articles in excess of 6000 words will not normally be accepted. The Editor does welcome shorter articles and case studies.
- 3. A manuscript should be submitted via email to the Editor in Microsoft Word format, with author's name(s) and title of the article. Contributors are advised to check by telephone that submissions have been received. Neither the editor nor Northern Illinois University, Department of Marketing accepts any responsibility for loss or damage of any contributions submitted for publication in the Journal.

**Biographical note** - supply a short biographical note giving the author(s) full name, contact information, appointment, institutions or organization / company and recent professional attainments.

Synopsis - an abstract of at least 100 words, but not exceeding 175 words should be included.

**Diagrams / text boxes / tables** - should be submitted without shading although a copy of how the authors wishes the diagram to appear shaded may be submitted by way of illustrative example. These should be numbered consecutively and typed on separate pages at the end of the article with an indication in the text where it should appear.

**References** - should be cited using the Chicago method. No footnotes should be used for references or literature citations. Wherever possible, full bibliographic details (e.g., volume number issue number or date, page numbers publisher year of publication) should be included.

Footnotes - are seldom used and should be folded into the article text.

- 4. **Any article or other contribution** submitted must be the original unpublished work of the author(s) not submitted for publication elsewhere.
- 5. **Manuscripts should be formatted on 8 1/2" x 11" paper** with all margins of 1" and double-spaced. Font style should be Times New Roman in 12 pitch.
- 6. **An address for correspondence** (including Email address) should be supplied as well as a telephone and fax number at which the author(s) may be contacted.
- 7. Authors undertake the responsibility to check that the manuscript should be free of grammatical, syntax or spelling errors. The Editor reserves the right not to accept any manuscript in which excess alterations or corrections need to be made.

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# From the Editor



Robert M. Peterson

I am excited to publish what might be the largest issue ever from the *Journal of Selling*. Coming on the heels of a special issue on "Inside Sales" and before the next special issue on "The Dark Side of Selling", this publication is filled with engaging research that has something for every reader.

This issue features five academic articles, one application article, and two pedagogy articles (a first). As a reminder, Application Manuscripts focus on sharing cutting edge insight on marketplace behaviors, changes, benchmarks, etc. Theoretically sensible, the papers generally focus on an existing problem/opportunity and provide more information on current reality.

Pedagogy articles should illustrate a pedagogy/training improvement when using a certain teaching idea/method/content/approach and contain empirical support. The importance of teaching and researching in this domain is vital to help educators and trainers remain on the cutting edge of sales instruction.

This issue leads off with 1) a framework for evaluating sales managers by Mallin, followed by various informative articles on 2) Schwepker investigates servant leadership and social media usage, 3) Newell, Lapoule, and Leingpibul address trust and expertise when developing relationships in France, 4) Barry and Gironda examine social selling influence, both strategy and tactics, and 5) Waldeck, Pullins, and Blink explore the perceptions of professional selling careers.

Focus then turns to an applications article, 6) Connolly, Phillips-Connolly, and Potocki tackle the art of planning. 7) Heinze, Lee, and Fortune lead off the pedagogy section with a focus on student sales competitions that are held to improve student learning, and 8) Bell-Lombardo, Boyer, and Lombardo publish our first ever case in the *Journal of Selling* on the ubiquitous sales challenges of account and territory management, as it relates to a sales force, along with a teaching note found online on the Journal's website.

Best,

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

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