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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.
2. The Journal of Selling has **3 categories of manuscripts**:
  - Academic** manuscripts use the traditional scientific approach for understanding sales phenomena and the goal is to add to the body of knowledge that is supported by rigorous research methods.
  - 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** manuscripts should illustrate a teaching/training improvement when using a certain 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. Case studies are now accepted as well.
3. **Articles in excess of 6000 words** will not normally be accepted. The Editor does welcome shorter articles and case studies.
4. **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.
5. **Any article or other contribution** submitted must be the original unpublished work of the author(s) not submitted for publication elsewhere.
6. **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.
7. **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.
8. **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 Special Issue Editor**



*C. David Shepherd*

Sales literature has traditionally been dominated by a focus on the positive impact that certain variables, such as motivation, skill, or trust, can have on performance and other positive outcomes such as satisfaction, and organizational commitment. However, in recent years there has been a dawning realization, across many fields of research, that variables that have traditionally been seen through a positive lens may also have a negative, or dark side. In this special issue of the *Journal of Selling* we present four academic articles that investigate the dark side of selling.

The first article in this issue, is “Exploring the Dark Side of Trust in Business Relationships from the Perspective of Sales People,” by Leszczyński and Zieliński. The general consensus has been that trust is a fundamentally important aspect in the buyer/seller relationship. However, in this article the authors suggest that trust may have potentially negative aspects in the work of sales people. The authors explore these potentially negative aspects using data collected from essays written by sales managers responsible for customer relationships.

The second article in this issue is Good and Schwepher’s, “In the Shadows: When Unethical Intent Mediates Customer Orientation and Sales Performance.” In this article, the authors empirically examine the relationships between salesperson customer orientation, outcome sales performance and unethical intent. While it is commonly accepted that customer orientation is linked to lower unethical intent and thus higher performance, in this study, the authors explore situations in which higher unethical intent may be linked with higher outcome sales performance. Implications are provided, and insights are offered for managing evolving salesforces.

The first two articles of this special issue focused on identifying negative aspects of constructs that have traditionally been seen from a positive perspective. Conversely, in the third article, “Deviant Behavior in Sales: Positive, Negative Or Indifferent?”, Blaugrund and Holguin suggest that deviant sales behaviors, may actually result in positive outcomes. In their holistic discussion of deviant sales behaviors, Blaugrund and Holguin review previous literature on deviant behaviors, discuss approaches to understanding those behaviors, and identify potential motivational variables for future exploration.

The final article, “Destructive Selling: An Exploratory Descriptive Inquiry Using Qualitative and Survey Research,” by Bristow, Gulati, Titus, Harris, and Wang reviews the rich body of literature investigating ethics and professional selling. The authors identify two themes in this research. The first theme stresses the importance of integrity, honesty and trust to the buyer/seller exchange, while the second notes the continued presence of unethical tactics and behaviors in such relationships. The authors continue to present the results of an exploratory investigation into the perceptions held by professional salespeople toward unethical behaviors with a special emphasis on the use of destructive selling tactics. Future research propositions and implications are provided.

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