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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 Guest Editor



Michael L. Mallin

I am excited to have been given the opportunity to serve as guest editor for this special edition of *Journal of Selling*. Sales Leadership Development is an important issue and we are fortunate to be able to highlight papers shedding perspectives on the topic for research, practice, and pedagogy.

Contributing to the academic literature, Claudio Pousa provides us with a new sales performance model based on the impact of leader-member exchange and coaching relationships as well as the mediating forces of salesperson adaptive selling and behavior performance. Authors David Gilliam and Steven Rayburn offer perspectives from the salesforce by qualitatively examining how salespeople view the support provided from their sales managers and the degree of managerial participation of in their selling efforts. Arran Caza and Barry Posner provide additional research insight on the role of grit in impacting the leadership practices of sales managers.

We have two application papers to share. Barry Posner presents sales management leadership practices and discuss the impact on salesperson engagement in the workplace. In a second article, the author team of Allison Crick, David Fleming and Concha Allen examines existing leadership literature to develop a typology that categorizes leader styles and customization strategies based on salesperson preferences.

Two pedagogy papers highlight sales education contributions. The author team of April Schofield, Sally Baalbaki-Yassine, Mick Jackowski, and Scott Sherwood provide us with a pedagogy paper centered on the importance of social selling as the theme for the development of a new sales course. Michael Mallin, Ellen Pullins and Susan Shultz report the findings of focus group discussions to help shape a Master's curriculum for sales leadership development.

We hope you enjoy reading the issue.

Best,

A handwritten signature in cursive script, reading "Michael L. Mallin".

Michael L. Mallin, Ph.D.
Guest Editor, *Journal of Selling*