



The Journal of Selling

Volume 20, Number 1

ACADEMIC ARTICLES:

Creating Advocates: A Social Network or Role-Making Phenomenon?

*By Jean-Laurent Rodriguez, John F. Tanner, Jr., Concha Allen,
Christophe Fournier, Hervé Fenneteau, and Chin-I Cheng*

Current Trends and Environmental Changes Impacting
Sales Practices

*By Ellen Bolman Pullins, Thomas W. Sharkey, Phuoc
Pham, and Susan Ann Shultz*

Developing Formative Measures for Understanding
Social Media Use in Sales

*By Mary E. Shoemaker, Robert Hooker and
Richard E. Plank*

Sales Enablement: Definition, Domain, and Future
Considerations

By Robert M. Peterson and Howard F. Dover

APPLICATION ARTICLES:

Gender Differences in Salespeople: Implications
for Sales Organizations

By Subhra Chakrabarty

Email, Voicemail, Social Media, or In Person
Visits? Insights into Buyers' Contact Preferences
for Salespeople

*By Joshua T. Coleman, Stephen B.
Castleberry, and Abram D. Anders*

B2B Buyers Want Leadership from Sellers

By Deb Calvert and Barry Z. Posner

PEDAGOGY ARTICLES:

What's In It For Me? Analyzing the Value of University
Sales Competition to Corporate Sponsors

By Scott A. Inks, Terry W. Loe, and Lukas P. Forbes



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ISSN 2329-7751

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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 Editor



Robert M. Peterson

This issue is bursting with perhaps another record-setting number of articles for the *Journal of Selling*. Sandwiched between a special issue on “Sales Management” and the next special issue on “Women in Sales”, this issue features four academic articles, three application articles, and one pedagogy article.

Application Manuscripts focus on sharing insight on sales behaviors, changes, benchmarks, etc. Theoretically prudent, the papers generally focus on an existing problem/opportunity and provide more information on current market reality.

Pedagogy articles illuminate a pedagogy/training improvement when using a certain teaching idea/method/content/approach and contain empirical support. The importance of teaching and researching this area is imperative to help educators stay on the cutting edge of sales instruction.

The Academic Articles kick off with 1) creating advocates within social networks (by Rodriguez, Tanner, Allen, Fournier, Fenneteau, and Cheng), 2) environmental changes impacting sales (by Pullins, Sharkey, Pham, and Shultz), 3) developing formative measures for social media sales (by Shoemaker, Hooker, and Plank), and 4) defining sales enablement (by Peterson and Dover).

The focus then turns to a trio of Applications Articles, including, 5) gender differences in salespeople, a pre-cursor of the next special issue (by Chakrabarty), 6) the fine art of email, voicemail, social media, and the in-person visit as the focal point (by Coleman, Castleberry, and Anders), and 7) the ever elusive study on what buyers want from sales leadership (by Calbert and Posner).

Lastly, the Pedagogy section is capped with an article studying the world of collegiate sales competitions and the value extracted by sponsoring corporations (by Inks, Loe, and Forbes).

Enjoy and best wishes,

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*