

Journal of Selling

Special Issue Call for Papers – Deadline for submissions - September 1, 2022

Communication in Sales

Guest Editor: David A. Locander, The University of Tennessee Chattanooga

Today's business environment is rapidly changing due to a number of factors: globalization, technology, pandemics, more informed buyers, etc. These factors have undoubtedly changed the sales process and the way communication is utilized within customer interactions and internally, within sales organizations. Salesperson communication is the most fundamental element of sales. Whether written, spoken over the phone or face-to-face, internally, externally, nonverbally, or over social media, salesperson communication influences customers' perception of value.

With the changing business environment, a great opportunity exists for research on communication in sales. Will technology create a generational gap in communication? How does phone/video conferencing affect communication? What are the effective tools for training salesperson communication given the changing environment? What communication modalities are the most effective and why? These are just a few areas of research that this special issue attends to address.

Submissions of empirical studies, practical applications, pedagogy, and/or conceptual papers that offer considerable contributions are invited to address this gap in sales research.

Topics of interest for this issue include (but are not limited to):

- Difference in generational communication
- Salesperson and/or sales managers communication styles/preferences
- Inside salesperson communication (e.g., phone sales)
- Communication through the written word (e.g., proposals, emails, text messages, CRM systems, letters, etc.)
- Nonverbal communication (e.g., body language, facial expressions, etc.)
- Online video conferencing communication (e.g., Zoom)
- Cold-calling communication (e.g., interacting with gate keepers, voice mails, etc.)
- Salesperson/Sales students communication training with different modalities
- Ethical/Legal issues dealing with salesperson communication
- Communication through social media
- How sales enablement affects salesperson communication (e.g., access to information)
- Salesperson internal communication (e.g., communication with manager(s), coworker(s), or cross-functional areas of the organization)
- Communication and diversity

Contact information for the Special Issue Editor:

David Locander, DBA
The University of Tennessee at Chattanooga
615 McCallie Avenue
Chattanooga, TN, 37403
(423) 425-4217
david-locander@utc.edu

Submission Information:

Each electronic submission should contain two Microsoft WORD files (no PDFs, please). The cover page document should include the title of the paper (upper/lower case), name, position, and complete contact information for each author. The other document should contain the manuscript without any author-identifying information. *Journal of Selling* manuscripts must contain a “managerial implications” section. Manuscripts should be prepared in accordance with *Journal of Selling* author guidelines:

<https://www.cob.niu.edu/academics/marketing/certificates/journal-of-selling/contributions.shtml>.

The *Journal of Selling* has three categories of manuscripts:

- **Academic** manuscripts use the traditional scientific approach for understanding sales phenomena with the goal to add to the body of knowledge 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 in helping educators and trainers remain on the cutting edge of sales instruction. Case studies are now accepted as well.

Please submit papers directly to david-locander@utc.edu with the subject line: JS Special Issue Submission.