Winners of the MSI/SEI Competition to Promote Thought Leadership on the Sales Profession

The Marketing Science Institute (MSI) and the Sales Excellence Institute (SEI) at the University of Houston are pleased to announce the winners of our research proposal competition to promote thought leadership on the sales profession. Thirty-eight high-quality research proposals were submitted. The competition review committee selected five outstanding submissions as the competition winners. MSI and SEI have awarded the competition winners research grants to help support their work.

We congratulate the competition winners, and we want to express our appreciation to the authors of the many other high-quality submissions we received.

The authors of the winning proposals have been invited to present their research at the next Thought Leadership on the Sales Profession Conference, which will be held at Columbia University in June of 2014. This conference is intended to showcase the best practices taking place in the field today and to promote discussion between leading academics and senior practitioners.

**Competition Winners**

**CRM and the Relationship between Marketing and Sales**
Othman Boujena, Wesley J. Johnston, and Russell S. Winer

**Team Composition, Compensation, and Sales Force Performance**
Tat Y. Chan, Jia Li, and Lamar Pierce

**Leveraging the Social Network to Improve Sales Prospecting Outcomes**
Srinath Gopalakrishna, Andrew Crecelius, and Raghuram Iyengar

**Making Solution Selling More Effective: The Role of Team Composition and Task Effort**
V. Kumar, J. Andrew Petersen, and Adam Rapp

**Email Negotiations in B2B Selling: Dynamic Use of Textual Cues as Influence Strategies**
Jagdip Singh, Detelina Marinova, and Sunil Singh

A distinguished panel of reviewers selected the competition winners:

- Mike Ahearne, University of Houston (Co-chair)
- Noel Capon, Columbia University
- John Deighton, Harvard Business School
- Bob Kelly, Sales Management Association
- Ajay Kohli, Georgia Tech
- Tom Steenburgh, University of Virginia Darden School (Co-chair)
- Jim Lattin, Stanford University
- Len Lodish, University of Pennsylvania
- Earl Taylor, Marketing Science Institute
- Bart Weitz, University of Florida