
ABSTRACT

Effectively managing the sales function is a prerequisite for success in business markets. Thus, practitioners are increasingly interested in improving the performance of their sales function. However, there is evidence pinpointing that academic research in the area may be experiencing a decline in its status among other subject areas in the marketing discipline. Fortunately, advances in the field of selling and sales management as reflected in the organization of specialized conferences/meetings and the development of special journal issues hold the promise of enhancing the status of sales within marketing academia. Following this stream of activities, this IMM special section on “Selling & Sales Management” aims at stimulating the level of discourse regarding how research in our field can be advanced. The present article introduces the special section; next, it summarizes the articles comprising the special section; and, finally, it concludes with some thoughts on fruitful research opportunities in the sales area.

KEYWORDS personal selling; sales management; research agenda; research priorities