

## Events

### Sales Management Association Sales Force Productivity Conference

#### Related Professionals

[Whitney C. Gibson](#)

#### Related Services

[eControl](#)

10.17.2018

On October 17, 2018, Partner Whitney Gibson will speak at the *Sales Management Association Sales Force Productivity Conference*. In his session, he will present with Denise Hampton of Zebra Technologies and Sandy Jap of Emory University. This panel will examine the impact of channel conflict on business-to-business sales organizations, while presenting channel conflict resolution strategies for sales management. It includes case study examples of successful tactics, and insight into implementing effective MAP programs across offline and online channels.