

**2000 NATIONAL CONFERENCE IN SALES  
AND SALES MANAGEMENT**

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**ADVANCE DRAFT PROGRAM**

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**The Disneyland Pacific Hotel – Anaheim, CA  
Thursday, April 6 through Saturday, April 8**

**THURSDAY, APRIL 6**

**8:00 – 8:30 AM      COFFEE AND ROLLS; WELCOME / ANNOUNCEMENTS**

**8:30 – 9:45 AM      SESSION ONE:  
*SELLING SKILLS AND THE CLASSROOM***

**Moderator: Mark Johlke, University of North Carolina, Wilmington**

***An Examination of the Antecedents of a Crucial Selling Skill: Asking Questions***

Mary E. Shoemaker, Widener University

Mark C. Johlke, University of North Carolina at Wilmington

***Applying Selling Skill to the Interviewing Process: A Practical Exercise for Selling Classes***

Don McBane, Central Michigan University

***Making Role Plays More Realistic***

Ramon A. Avila, Ball State University

Joseph D. Chapman, Ball State University

**9:45 – 10:00 AM      BREAK**

**10:00 – 11:30 AM      SESSION TWO:  
*SELLING CENTERS***

**Moderator: Greg Marshall, University of South Florida**

***Special Session Presenters:***

Bill Weeks, Baylor University

Jon Hawes, University of Akron

Dan Weilbaker, Northern Illinois University

David Reid, University of Toledo

**11:30 – Evening      FREE AFTERNOON & EVENING TO ENJOY ANAHEIM!!!**

**FRIDAY, APRIL 7**

**8:00 – 8:30 AM      GOOD MORNING COFFEE AND ROLLS**

**8:30 – 9:15 AM      SESSION THREE:  
SALES TRAINING ISSUES**

**Moderator: Joe Chapman, Ball State University**

***Pre-Negotiation Planning and Preparation: What Is It? Do We Do It?***

Robert M. Peterson, University of Portland

***Sales Training: Technical Knowledge Issues and Implications***

Dan C. Weilbaker, Northern Illinois University

Kenneth Crocker, Bowling Green State University

**9:15 – 9:30 AM      BREAK**

**9:30 – 10:15 AM      SESSION FOUR:  
SALESPERSON – BUYER RELATIONSHIP ISSUES**

**Moderator: Mike Boorum, California State University, San Bernardino**

***Interpersonal Relationships Between Salespeople and Their Customers: The Customer's Perspective***

Lucette B. Comer, Purdue University

Tanya Drollinger, Purdue University

***Enhancing Customer Satisfaction Through Consultative Selling: Examining Organizational Buyers' Perceptions of Salesperson Expertise and Trust***

Annie H. Liu, Purdue University

Mark P. Leach, Purdue University

**10:15 – 10:30 AM      BREAK**

**10:30 – 12:00 PM      SESSION FIVE:  
FEATURED PRESENTATION**

**Moderator: Jon Hawes, University of Akron**

***Special Session Presenter:***

Mr. Mike Bosworth,

Author of *Solution Selling*

**12:00 - 1:30 PM      LUNCH**

**1:30 – 3:00 PM      SESSION SIX:  
SALES AND MARKETING PRACTITIONERS**

**Moderator: David Shepherd, Kennesaw State University**

***Special Session Presenters:***

Mr. Bill Patterson, Vice President of Integrated Marketing Operations, North American Solutions Group – XEROX

Mr. Paul Salce, Consultant, Resource Planning and Recruiting - UNISYS

**3:00 – 3:15 PM      BREAK**

**3:15 – 4:00 PM      SESSION SEVEN:  
SALESFORCE MANAGEMENT**

**Moderator: Brian Connett, California State University, Northridge**

***A Model of Sales Force Communication***

Mark C. Johlke, University of North Carolina at Wilmington

***Measuring Sales Training Effectiveness: A Conceptual Framework***

Ashraf M. Attia, SUNY College at Oswego

Earl D. Honeycutt, Jr., Old Dominion University

**4:15 – 5:15              NCSM Board Meeting**

**6:00 – 7:30              NCSM Educators' Reception  
PSE Presidential Suite**

**SATURDAY, APRIL 8**

**8:00 – 8:30 AM      GOOD MORNING COFFEE AND ROLLS**

**8:30 – 9:15 AM      SESSION EIGHT:  
MEASURING KEY SALESPERSON BEHAVIORS**

**Moderator: Pradeep Tyagi, San Diego State University**

***Measuring Adaptive Selling Behavior: A Re-Examination of the ADAPTS Scale***

Leroy Robinson, Jr., University of South Florida

Greg W. Marshall, University of South Florida

Felica Lassk, Western Kentucky University

William C. Moncrief, Texas Christian University

***Innovativeness of Salespeople: Assessment of Scales***

Rosemary P. Ramsey, Cleveland State University

Marcus L. Myers, Cleveland State University

Dawn Deeter-Schmelz, Ohio University

**9:15 – 9:30 AM      BREAK**

**9:30 – 10:30 AM      SESSION NINE:  
RESEARCH AND PUBLICATION ISSUES: THE JOURNAL OF  
PERSONAL SELLING AND SALES MANAGEMENT**

**Moderator: Ramon Avila, Ball State University**

***Special Session Presenters***

Jeff Sager, Editor – The Journal of Personal Selling and Sales Management

Section Editors

**10:30 – 12:30 PM      PSE RECOGNITION BRUNCH**

**12:45 – 1:30 PM      SESSION TEN:  
SALESFORCE CULTURE**

**Moderator: Scott Inks, Middle Tennessee State University**

***Exploring Multinational Salesforce Culture***

Scott M. Widmer, University of Akron

Donald W. Jackson, Jr., Arizona State University

***Creating a Sales Culture: An Organizational Framework for Growth and Profitability***

Rick E. Ridnour, Northern Illinois University

Felicia Lask, Western Kentucky University

C. David Shepherd, Kennesaw State University

**1:30 – 1:45 PM      BREAK**

**1:45 – 2:30 PM      SESSION ELEVEN:  
SALESFORCE MANAGEMENT II**

**Moderator: Richard Plank, Western Michigan University**

***Help Seeking and Help Getting: A Person-Environment Fit Perspective***

Anne Mathieu, Université Laval

***The Path to Civilized Market: Sales Management in Transitional Economy***

Olena Kanishchenko, Fulbright Scholar – University of South Florida

**2:30 – 3:00 PM      UPDATES, ANNOUNCEMENTS, AND WRAP UP**