

# 2002 NATIONAL CONFERENCE IN SALES AND SALES MANAGEMENT

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## PROGRAM

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The Omni Hotel at CNN Center in Atlanta, Georgia  
Thursday, April 4 through Saturday, April 6

THURSDAY, APRIL 4

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**7:30 – 8:00 AM**      **COFFEE AND ROLLS; WELCOME / ANNOUNCEMENTS**

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**8:00 – 9:15 AM**      **SESSION ONE:**  
*Let's Get Physical: The Impact of Physical Characteristics and Well-being on the Salesperson*

**Session Chair: Dan Weilbaker, Northern Illinois University**

*The Effects of Salesperson Obesity on the Sales Manager Territory Assignment Decision Process*

Ramon A. Avila, Ball State University  
Joe Chapman, Ball State University  
Shaheen Borna, Ball State University  
Scott A. Inks, Middle Tennessee State University

*Racial Diversity in Professional Selling: A Conceptual Investigation of the Differences in the Perceptions and Performance of African-American and Caucasian Salespeople*

Craig A. Martin

*Consequences of Wellness in a Selling Environment: An Exploratory Investigation*

Stephen S. Porter, Wichita State University  
Frederic B. Kraft, Wichita State University  
Cindy Claycomb, Wichita State University

**Discussion Leader: Eli Jones, University of Houston**

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**9:15 – 9:30 AM**      **BREAK**

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**9:30 – 10:45 AM**      **SESSION TWO:**  
*My Bonnie Lies Over the Ocean: International Research in the Sales Domain*

**Session Chair: Bill Moncrief, Texas Christian University**

*Selling Encounters When East Meets West: Preparation Differences*

Robert M. Peterson, University of Portland

*A Determination of the Effect of National Culture on Interpersonal Interaction Factors in the International Buyer-Seller Relationship*

David L. Jones, University of Nevada, Las Vegas  
Ken W. McCleary, Virginia Polytechnic Institute and State University

**9:30 – 10:45 AM      SESSION TWO (Continued):**

***Learning to Become a Relational Seller: An Epistemology of Practice for Sales Training***

Susi Geiger, University College Dublin

Darach Turley, Dublin City University

**Discussion Leader: David Shepherd, Kennesaw State University**

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**10:45 – 11:00 AM      BREAK**

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**11:00 – 1:00 PM      VISIT AND LUNCH AT COCA-COLA**

**Presentation by Steve Crawford, Brand Manager**

Meet in lobby for pick-up by Kennesaw State University vans.

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**1:15 – 2:15 PM      SESSION THREE:**

*Sales Education: Using Integrative Learning Experiences Across Multiple Sections and Within Single Classes*

**Session Chair: Susan Powell Mantel, The University of Toledo**

Session Presenters:

Richard E. Buehrer, The University of Toledo

Julie Johnson, Western Carolina University

Scott A. Inks, Middle Tennessee State University

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**2:15 – 2:30 PM      BREAK**

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**2:30 – 3:45 PM      SESSION FOUR:**

*Strategic Issues in Selling: How to Implement the Game Plan*

**Session Chair: Tim Longfellow, Illinois State University**

***Optimizing Sales Force Size Through Optimal Workload Assessment***

René Y. Darmon, ESSEC Business School

***Sales Design: The Point of Maximum Leverage***

Charles N. Farmer, Xtemplo LLC

***Salespeople's Role in Knowledge Management in an Organization***

Sandra S. Liu, Purdue University

Lucette B. Comer, Purdue University

**Discussion Leader: Thomas Leigh, University of Georgia**

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**3:45 – 4:00 PM      BREAK**

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**4:00 – 5:00 PM      MEETING WITH HAWKS' MANAGEMENT**

**Presentation by Dexter C. Santos, Senior Director of Marketing**

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**5:00 – 6:30 PM      RECEPTION – SPONSORED BY THE UNIVERSITY OF TOLEDO  
COLLEGE OF BUSINESS ADMINISTRATION**

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**7:30 – 10:00 PM      HAWKS/PACERS BASKETBALL GAME (Optional)**

FRIDAY, APRIL 5

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**7:45 – 8:00 AM**      **GOOD MORNING COFFEE AND ROLLS**

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**8:00 – 9:15 AM**      **SESSION FIVE:**  
*A Rose By Any Other Name: Explaining How to Sell*

**Session Chair: Rick Shannon, Western Kentucky University**

*Customer Oriented Selling: A Review and Extension*  
Charles H. Schwepker, Jr., Central Missouri State University

*Relationship Selling: Towards a Better Definition of the Construct*  
Paolo Guenzi, Università Commerciale Luigi Bocconi

*Adaptive Selling and Techniques for Addressing Objections*  
Susan DelVecchio, East Carolina University  
James Zemanek, East Carolina University  
Reid Claxton, East Carolina University  
Roger McIntyre, East Carolina University

**Discussion Leader: Sean Dwyer, Louisiana Tech University**

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**9:15 – 9:30 AM**      **BREAK**

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**9:30 – 11:00 AM**      **SESSION SIX:**  
*Diversity in Sales Organizations in 2002: Myth or Reality*

**Session Co-Chairs: James S. Boles, Georgia State University**  
**Greg W. Marshall, Oklahoma State University**

*Special Session Presenters:*  
Michael J. Beres, VP of Human Resources, Sherwin-Williams Southeastern Division  
Lucette B. Comer, Purdue University  
Charles R. Edwards, Executive VP and Managing Director, Leadership Ventures LLC, DHR International  
– Atlanta  
Richard M. McCrae, VP of Marketing, Sherwin-Williams Southeastern Division  
Jesse N. Moore, Clemson University  
Jay P. Mulki, University of South Florida  
Kerri L. Rodgers, Area Human Resources Manager, Sherwin-Williams Southeastern Division  
Miriam B. Stamps, University of South Florida

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**11:00 – 11:15 AM**      **BREAK**

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**11:15 – 12:15 PM**      **SESSION SEVEN:**  
*Sales Education: A Jamboree of Effective Sales Pedagogical Techniques: Round II*

**Session Chair: Robert M. Peterson, University of Portland**

*Special Session Presenters:*  
Buddy LaForge, University of Louisville

**11:15 – 12:15 PM      SESSION SEVEN (Continued):**

Sue Mantel, University of Toledo  
Joe Chapman, Ball State University  
Lois Smith, University of Wisconsin - Whitewater  
Robert Peterson, University of Portland

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**12:15 – 1:45 PM      LUNCH**

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**1:45 – 3:15 PM      SESSION EIGHT:**  
*Doctoral Student Papers*

**Session Chair: Scott Inks, Middle Tennessee State University**

*Session Presenters:*

***Adaptive Selling Behavior Revisited: An Empirical Examination of Learning Orientation, Sales Performance, and Job Satisfaction***

Jeong-Eun Park and Betsy B. Holloway, The University of Alabama

***Salesperson Market Orientation: The Constructs, Theoretical Framework, and Research Propositions***

Srinivas Sridharan, Indiana University

***Trust Formation During the Initial Face-to-Face Sales Encounter***

John Wood, Georgia State University

***A Dual Process Model of Technology Adoption by the Sales Force***

Deva Rangarajan, University of Houston

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**3:15 – 3:30 PM      BREAK**

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**3:30 – 5:00 PM      SESSION NINE:**  
*Best Practices for Keeping Pace with Rapid Change in Selling*

**Session Chair: Ellen Bolman Pullins, The University of Toledo**

*Special Session Presenters:*

Dan Ball, Regional Vice President, Miller Heiman  
Sue Melone, Sales Training Director, Owens Corning  
Gary Summy, Principal Solutions Manager, Motorola University

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**5:00 – 6:30 PM      NCSM Educators' Reception  
PSE Presidential Suite**

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**7:30 – 10:00 PM      BRAVES/METS GAME (Optional)**

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**SATURDAY, APRIL 6**

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**7:45 – 8:00 AM      GOOD MORNING COFFEE AND ROLLS**

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**8:00 – 9:30 PM      SESSION TEN:**  
*Four Promising Methods for Conducting Sales Research: Insights and Applications*

**Session Chair: Daniel J. Goebel, Illinois State University**

*Special Session Presenters:*

James S. Boles, Georgia State University

Dawn R. Deeter, Ohio University

Daniel J. Goebel, Illinois State University

Karen Norman Kennedy, University of Alabama - Birmingham

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**9:30 – 9:45 AM      BREAK**

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**9:45 – 10:30 AM      SESSION ELEVEN:**  
*Sales Research: Exploring New Research Avenues*

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

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**12:30 – 1:45 PM      SESSION TWELVE:**  
*Focus on Selling Skills: Educating, Training, and Understanding*

**Session Chair: Sandra Liu, Purdue University**

*The Teaching of Sales Related Courses at the University Level: An Empirical Look From the Sales Manager's Perspective*

Dennis N. Bristow, St. Cloud State University

Rajesh Gulati, St. Cloud State University

*Testing Alternative Models of Selling Skills and Job Performance*

Mark C. Johlke, University of North Carolina at Wilmington

Mary E. Shoemaker, Widener University

*Evaluating Sales Training Programs: A Revised Framework and Research Questions*

Ashraf M. Attia, State University of New York at Oswego

Earl D. Honeycutt, Old Dominion University

**Discussion Leader: Michael Williams, Illinois State University**

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**1:45 – 2:00 PM      BREAK**

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**2:00 – 3:15 PM**

**SESSION THIRTEEN:**

*Psychology 101: Empirical Research into the Psychology of the Salesperson*

**Session Leader: Richard Plank, Western Michigan University**

***Salesperson Reaction to Rejection and Failure: The Role of Implicit Personality Theory***

Lawrence S. Silver, Mississippi College

Sean Dwyer, Louisiana Tech University

***The Mediating Effect of Job Perceptions on the Feedback-Satisfaction Linkage***

Rajesh Srivastava, University of Louisiana at Lafayette

Terry Holmes, Murray State

Jeff Sager, University of North Texas

***Entrepreneurship and the Salesperson: An Exploratory Empirical Investigation***

Felicia G. Lassk, Northeastern University

Ronald J. Kuntze, Northeastern University

**Discussion Leader: Donald McBane, Central Michigan University**

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**3:15 – 3:30 PM**

**UPDATES, ANNOUNCEMENTS, AND WRAP UP**

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