# 2000 National Conference in Sales and Sales Management

## Advance Draft Program

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

## Thursday, April 6

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<th>Time</th>
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<tr>
<td>8:00 – 8:30 AM</td>
<td>COFFEE AND ROLLS; WELCOME / ANNOUNCEMENTS</td>
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| 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 |
<p>| 11:30 – Evening | FREE AFTERNOON &amp; EVENING TO ENJOY ANAHEIM!!!               |</p>
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<tr>
<th>Time</th>
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<td>8:00 – 8:30 AM</td>
<td>Good Morning Coffee and Rolls</td>
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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 Lassk, 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