

The Journal of Selling

Volume 21, Number 1

SPECIAL ISSUE – SALES TRAINING

ACADEMIC ARTICLES:

Antecedents of Sales Coachability

*By Concha Allen, David E. Fleming, Stacey Schetzle,
and Lisa R. Simon*

Career Path Framework of Inside Sales Training

*By Tará Burnthorne Lopez, April Field Kemp,
and C. Michael Wittmann*

APPLICATION ARTICLES:

The Origins and Early History of Sales
Training: A Descriptive Study of Sales
Training Prior to 1900

By Jon M. Hawes and C. David Shepherd

PEDAGOGY ARTICLES:

Cold Calling: An Experiential Learning Exercise
Within a Classroom Setting

*By Brenda B. Dockery, Anna M. Talafuse,
and Jessica Perius*

Embedding Automated Emotional Analysis
into Role-Playing Exercises: Benefits for Sales
Education and Training

By Ilona Pezenka and David Bourdin

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Mission Statement

The objective of the journal is to foment collaboration between practitioners and academics for the advancement of application, education, and research in selling. Our audience is comprised of practitioners in industry and academics researching in sales.

Manuscripts

1. **Articles for consideration** should be sent by email to Editor: Robert M. Peterson, Department of Marketing Northern Illinois University, DeKalb, IL 60115 peterson@niu.edu.
2. The Journal of Selling has **3 categories of manuscripts**:
 - Academic** manuscripts use the traditional scientific approach for understanding sales phenomena and the goal is to add to the body of knowledge that is supported by rigorous research methods.
 - Application** manuscripts focus on sharing cutting edge insight on marketplace behaviors, changes, benchmarks, etc. Theoretically sensible, the papers generally focus on an existing problem/opportunity and provide more information on current reality.
 - Pedagogy** manuscripts should illustrate a teaching/training improvement when using a certain idea/method/content/approach and contain empirical support. The importance of teaching and researching in this domain is vital to help educators and trainers remain on the cutting edge of sales instruction. Case studies are now accepted as well.
3. **Articles in excess of 6000 words** will not normally be accepted. The Editor does welcome shorter articles and case studies.
4. **A manuscript should be submitted via email** to the Editor in Microsoft Word format, with author's name(s) and title of the article. Contributors are advised to check by telephone that submissions have been received. Neither the editor nor Northern Illinois University, Department of Marketing accepts any responsibility for loss or damage of any contributions submitted for publication in the Journal.
 - Biographical note** - supply a short biographical note giving the author(s) full name, contact information, appointment, institutions or organization / company and recent professional attainments.
 - Synopsis** - an abstract of at least 100 words, but not exceeding 175 words should be included.
 - Diagrams / text boxes / tables** - should be submitted without shading although a copy of how the authors wishes the diagram to appear shaded may be submitted by way of illustrative example. These should be numbered consecutively and typed on separate pages at the end of the article with an indication in the text where it should appear.
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 - Footnotes** - are seldom used and should be folded into the article text.
5. **Any article or other contribution** submitted must be the original unpublished work of the author(s) not submitted for publication elsewhere.
6. **Manuscripts should be formatted on 8 1/2" x 11" paper** with all margins of 1" and double-spaced. Font style should be Times New Roman in 12 pitch.
7. **An address for correspondence** (including Email address) should be supplied as well as a telephone and fax number at which the author(s) may be contacted.
8. **Authors undertake the responsibility** to check that the manuscript should be free of grammatical, syntax or spelling errors. The Editor reserves the right not to accept any manuscript in which excess alterations or corrections need to be made.

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From the Guest Editor



Charles H. Schwepker, Jr.

Sales training today is more important than ever. Sales organizations consider salesperson training as one of the top service offerings provided by companies to enable their sales organization's success. Consequently, companies spend billions of dollars a year training sales employees. Despite the significance of sales training, there has been limited academic research in this area over the past decade. Given the landscape of personal selling is constantly changing, this special issue aims to contribute to our understanding of sales training to provide managers and educators with insight for addressing the challenges facing today's sales organizations.

This special issue opens with two academic articles. As sales coaching continues to take on an increasingly significant role in the salesforce, Allen, Fleming, Schetzle, and Simon provide insight for hiring the most coachable individuals by developing and investigating a model of the antecedents (i.e., leadership style, trait competitiveness, motivation, and adaptive selling behaviors) of coachability. With inside sales positions on the rise, Lopez, Kemp, and Wittmann examine inside sales training practices, relate them to sales career pathways and develop a two-dimensional framework of inside sale training.

An application piece by Hawes and Shepherd takes us on an interesting journey through time as they explore the origins and history of sales training before 1900, providing useful context and insight for sales educators.

The special issue closes out with two pedagogical articles that provide insight for training to overcome cold call reluctance and to deal with emotions during sales negotiations. Mental and physical sales call anxiety is a significant hurdle facing salespeople, particularly newly minted graduates embarking on a sales career. In their article on cold calling, Dockery, Talafuse, and Perius share an exercise developed to help sales trainees address and overcome mental and physical sales call anxiety, develop cold call abilities, and learn to handle rejection. Given that emotion can play an important role in sales negotiation, Pezenka and Bourdin explain pedagogy for incorporating facial expression analysis software into sales role-plays as a means for training both students and salespeople on the use of emotion in sales negotiation.

We hope you enjoy this issue and that it provides insight for improving your sales training.

Best regards,

Charles H. Schwepker, Jr., Ph.D.
Guest Editor, *Journal of Selling*