

# The Journal of Selling

Volume 21, Number 2 (2021)

## ACADEMIC ARTICLES:

It is All About Me: Antecedents and Consequences  
of Salesperson Lone Wolf Tendencies

*By David A. Locander, Louis J. Zmich, and William  
B. Locander*

The Role of Salesperson Growth Mindset in  
Organizational Commitment

*By Christopher A. Nelson and Michael F. Walsh*

## APPLICATION ARTICLES:

The 4T Alignment Sales Strategy – A Model  
and Case Study

*By Ahmed F. Taher*

## PEDAGOGY ARTICLES:

Are Sales Graduates Ready?: A Skills Gap  
Analysis

*By Mya Pronschinske Groza, Michele  
L. Kaczka, Charles Howlett*

Do Value-Added Activities Without Grades  
Make Gen Z Sales Students Engage?

*By Kevin W. Westbrook and Charles  
Howlett*

One-Day Internships: An Experiential Activity  
Connecting Sales Students & Local Corporate  
Sponsors

*By M. J. Billups, Aaron C. Johnson, and  
Amit Poddar*

An Exploratory Examination of the Current State  
of Online Sales Courses

*By Allison Crick-Smith, Ayman Abuhamdieh,  
J. Ricky Ferguson, and David E. Fleming*

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## Contents

JS Volume 21, Number 2 (2021)

---

<b><i>From the Editor</i></b>	<b>4</b>
-------------------------------	----------

*by Robert M. Peterson*

### **ACADEMIC ARTICLES**

<b><i>It is All About Me: Antecedents and Consequences of Salesperson Lone Wolf Tendencies</i></b>	<b>5</b>
--	----------

*by David A. Locander, Louis J. Zmich, and William B. Locander*

<b><i>The Role of Salesperson Growth Mindset in Organizational Commitment</i></b>	<b>18</b>
---	-----------

*by Christopher A. Nelson and Michael F. Walsh*

### **APPLICATION ARTICLES**

<b><i>The 4T Alignment Sales Strategy – A Model and Case Study</i></b>	<b>34</b>
--	-----------

*by Ahmed F. Taher*

### **PEDAGOGY ARTICLES**

<b><i>Are Sales Graduates Ready?: A Skills Gap Analysis</i></b>	<b>43</b>
---	-----------

*by Mya Pronschinske Groza, Michele L. Kaczka, Charles Howlett*

<b><i>Do Value-Added Activities Without Grades Make Gen Z Sales Students Engage?</i></b>	<b>60</b>
--	-----------

*by Kevin W. Westbrook and Chuck Howlett*

<b><i>One-Day Internships: An Experiential Activity Connecting Sales Students &amp; Local Corporate Sponsors</i></b>	<b>82</b>
--	-----------

*by M. J. Billups, Aaron C. Johnson, and Amit Poddar*

<b><i>An Exploratory Examination of the Current State of Online Sales Courses</i></b>	<b>91</b>
---	-----------

*by Allison Crick-Smith, Ayman Abuhamdieh, J. Ricky Ferguson, and David E. Fleming*

## **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.
  - References** - should be cited using the Chicago method. No footnotes should be used for references or literature citations. Wherever possible, full bibliographic details (e.g., volume number issue number or date, page numbers publisher year of publication) should be included.
  - 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 Editor



*Robert M. Peterson*

This issue has a rich presence of Pedagogy articles with a record-setting number of manuscripts for a regular publication of the *Journal of Selling*. Pedagogy articles illuminate a pedagogy/training improvement using a certain teaching idea/method/content/approach and contain empirical support. The importance of teaching and researching this area is imperative to help educators and trainers in the hyper evolving buyer-seller environment.

This issue kicks off with an Academic Article exploring the antecedents and consequences of the “lone wolf” salespeople (by Locander, Zmich, and Locander). Next, a study of salespeople with “growth mindsets” shows a positive influence on commitment, satisfaction, and trust from the salesperson (by Nelson and Walsh).

Application Manuscripts focus on sales behaviors, changes, benchmarks, etc. Theoretically pragmatic, the papers often focus on existing challenges/opportunities and potential solutions to market reality. This section contains a novel approach to sales strategy by using a “4T” method (by Taher).

Finally, the Pedagogy section contains several articles that starts with understanding how, and if, sales students are ready for their profession (by (Pronschinske Groza, Kaczka, and Howlett). Further scrutinizing the current students is an article about engaging students with activity-based learning and where students might not feel compelled (by Westbrook and Howlett). Next, a concentrated effort using an experiential one-day internship is introduced with results that are encouraging (by Billups, Johnson, and Poddar). Lastly, a timely article addressing the current state of online sales courses is explored and rounds out the issue (by Crick-Smith, Abuhamdieh, Fergusson, and Fleming).

Enjoy the heavy dose of pedagogy intrigue and other articles in this issue.

Best,

A handwritten signature in black ink that reads "Robert M. Peterson". The signature is fluid and cursive, with a large, sweeping flourish at the end.

Robert M. Peterson, Ph.D.  
Editor, *Journal of Selling*