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Abstract. In their model of salesforce motivation and performance, Ford, Churchill, and Walker hypothesize that a salesman's selling experience, participation in his supervisor's decision making, and closeness with which he is supervised are negatively related to his perception of role ambiguity and positively related to his job satisfaction.

An empirical test of linkages proposed in the walker

SALES FORCE MANAGEMENT Planning, Implementation, and Control Gilbert A. Churchill, Jr. Graduate School of Business University of Wisconsin Neil M. Ford Graduate School of Business University of Wisconsin Orville C. Walker, Jr. School of Management University of Minnesota Third Edition IRWIN Homewood, IL 60430

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