



An Association of African-American Sales Professionals

NATIONAL SALES NETWORK

MEMBER GUIDE

Meeting the Professional and Developmental Needs of Sales Professionals



BENEFITS

Skill Development

- Learn and cultivate new skills without interrupting your professional career
- Professional sales and sales management training & development opportunities

Networking

- Connect with professionals in your market and across the globe
- Gain access to local and national corporate partners

Community Involvement

- National HBCU Scholarship program
- Mentoring opportunities and other local chapter initiatives

Financial Return

- Free and/or discount admission discounts to chapter events
- Discounts on Annual Conference registration

18 Chapters • Access to 40+ Sponsors Nationwide • Over 15,000 Sales Professionals Across the Globe

Atlanta • Austin • Birmingham • Charlotte • Chicago • Dallas • Detroit • Houston • Jacksonville • NY/NJ
Los Angeles • Memphis • Nashville • Orlando • St. Louis • Philadelphia • Phoenix • Washington DC

Join or Renew Online at www.SalesNetwork.org

GET CONNECTED! NSN PROGRAMS & EVENTS



Our **networking events and career-oriented programs and workshops** feature top-notch speakers representing a variety of industries within the sales profession. Hear from go-to experts on career development, career transition, search strategy, personal branding and self-marketing. Members are welcomed to attend any NSN event across the nation.

Attend a **chapter's kick-off event held annually** during the months of January and February. Meet the local chapter president, leadership team and national officers and network with members and guests.

CHECK OUT SALESNETWORK.ORG TO SEE HOW YOU CAN GET INVOLVED AND STAY CONNECTED YEAR-ROUND

ANNUAL CONFERENCE & CAREER FAIR

The NSN Annual Conference and Diversity Career Fair is the premier event for African-American sales professionals and the largest of its kind. The conference features industry-led **keynote presentations, workshops, panel debates and high-level networking**. More than 1,100 of the nation's top sales and sales management decision-makers gather once a year to make the most of cutting-edge and alternative Sales & Marketing innovation best-practices. For attendees, exhibitors and/or sponsors, our conference is the greatest opportunity to meet and interact with this select group on a one-to-one basis.

The conference has featured such **speakers** as George Fraser, Susan Taylor, Les Brown, Tony Brown, Bruce Gordon, Dennis Kimbro, Ed Gordon, Dr. Randal Pinkett, Keith Clinkscapes, Cathy Hughes, Dr. Julianne Malveaux, Emmitt Smith and Soledad O'Brien. The conference career fair has grown to include more than 45 companies that have provided **career opportunities** for NSN members.



SPONSORSHIP OPPORTUNITIES

National Sales Network invites your organization to participate as a sponsor. Sponsorships are not limited to employers with current job openings. A range of opportunities are available and can be customized to meet your specific business objectives. For further information on sponsorship opportunities, please visit our web site at www.salesnetwork.org and click "sponsors."



MAKE YOUR PLANS NOW TO ATTEND OUR UPCOMING
16TH ANNUAL CONFERENCE & CAREER FAIR
AUGUST 8-11, 2012

HILTON BALTIMORE | 401 WEST PRATT STREET | BALTIMORE, MARYLAND



FOR MORE INFORMATION, VISIT NSN ONLINE AT
WWW.SALESNETWORK.ORG

WHY SELECT NSN?

Re-Invent Yourself Here

Never before has re-inventing yourself been so important. To remain relevant and competitive we must all continuously conduct self evaluations and determine whether a new career course needs to be charted. The current evidence clearly supports that an unprecedented number of people are determining that they have TRANSFERABLE SKILLS, are researching the growth industries and making the LEAP. National Sales Network is playing a critical role in facilitating career reinvention by providing a forum that brings people and companies together so the OPPORTUNITIES can be explored. Imagine having the ability to talk to successful sales professionals from an industry you are pursuing BEFORE you take the leap. Then imagine having the ability to approach the companies in the specific industry you are seeking to build your new career path. Priceless.

NSN Thrives In Down Economy

Since 2009, our annual conferences have defied “economic logic.” Conference registrations were up 28 percent in 2009 (1,039 attendees) and this year (2011) we set a record – with a 24 percent increase. More than 1,100 professionals attended. NSN also experienced several firsts this year, including a two-day career fair with 45 companies represented, 13 of which were *first-time* participants. The “Career Strategies for the Professional Woman” session was also a successful first.

Not Just Sales Careers

The 2011 career fair included companies recruiting for positions in Sales, Marketing, Finance, Operations, HR, Technology and Business Development.

Your Partner For Success

No matter how sophisticated technology becomes, it will NEVER replace good old fashioned personal networking. By joining National Sales Network, you will take an important step in investing in your personal growth and making connections with industry leaders in your market and across the globe.

OUR HISTORY

National Sales Network (NSN) was founded in 1992 by a group of African-American Sales and Sales Management professionals in Newark, New Jersey. The purpose and objective was to develop a national organization that could meet the needs of the African-American Sales and Sales Management professional.

Since its inception, the organization has experienced explosive growth. Eighteen chapters have been established nationwide in Atlanta, Austin, Birmingham, Charlotte, Chicago, Dallas, Detroit, Houston, Jacksonville, NY/NY, Los Angeles, Memphis, Nashville, Orlando, St. Louis, Philadelphia, Phoenix, and Washington DC. In September of 1996 the organization conducted its first national conference in Somerset, NJ. Since that time conferences have been held in: Chicago 1997, Philadelphia 1998, Washington DC 1999, Atlanta 2000, Houston 2002, Detroit 2003, Dallas 2004, Chicago 2005, Atlanta 2006, Washington DC 2007, Atlanta 2009, Orlando 2010, and Houston 2011. We are looking forward to Baltimore in 2012.

NSN continues to serve the professional needs of the African-American sales professional, regardless of industry, location or job level.

OUR MISSION

Our mission is to meet the professional and developmental needs of the African-American sales and sales management professionals by:

- Becoming the professional association of choice for the African-American sales professional
- Encouraging African Americans to pursue sales careers
- Empowering African Americans through community involvement and service
- Providing career development strategies for sales professionals
- Providing a forum by which sales professionals can network within their profession.

GO TO SALESNETWORK.ORG TO LEARN MORE ABOUT US!