

New Sales Association Launches in CA: Referral Sales Expert Kicks Off Two Meetings

*The Sales Association serving 200,000 sales professionals across the US is launching in California. The “Power Lunch” sessions, **Converting Prospects to Customers**, on November 11th and 13th feature Joanne Black, (<http://www.nomorecoldcalling.com>), America’s leading authority on referral selling..*

([PRWEB](#)) November 8, 2009 -- A national association serving 200,000 sales professionals across the US is launching in California. The Sales Association will hold it’s first-ever event in the Bay Area. The networking and “Power Lunch” session on November 11th will feature Joanne Black, (<http://www.nomorecoldcalling.com>), America’s leading authority on referral selling, and founder of No More Cold Calling. She will also kick-off the inaugural Los Angeles “Power Lunch” on November 13th.

Black’s presentation is titled, “Converting Prospects to Customers.” She says, “I look forward to these two wonderful kick-off events and the opportunity to help sales professionals. The No More Cold Calling Referral-Selling System turns between 50 and 90 percent of sales prospects into clients. It’s especially important to provide new sales and marketing tools as the year comes to an end and to make 2010 a productive and profitable year.”

Black points out she’s pleased that The Sales Association is coming to California. She says participants can network with corporate sales professionals ranging from account reps to sales VPs from all industries, including Fortune 100 companies. Members of The Sales Association include Microsoft, Clear Channel Satellite, Delta Dental, Administaff and Wells Fargo

The meeting is being held Wednesday, November 11, 2009 from 11:15 a.m.-1:15 p.m. at the Doubletree Hotel, 835 Airport Blvd. in Burlingame. There are discounts and special offers for membership. Please visit <http://www.salesassociation.org/>.

To introduce The Sales Association to San Francisco, the first 50 registrants receive 50% off the member-rate. The fee will be \$20, which includes lunch. This a limited-time offer - registrations must be received by close of business Monday, November 9.

For details on the Los Angeles “Power Lunch”, please visit <http://www.salesassociation.org/>.

About No More Cold Calling

Black is the author of No More Cold Calling™: The Breakthrough System That Will Leave Your Competition in the Dust. Her 30-year career includes owning two companies and holding sales and sales management positions with two major consulting and training firms. During the past 13 years, Black has built her business solely on referrals and has trained companies in her proven Referral-Selling System. Visit <http://www.nomorecoldcalling.com/salesconsulting.html>

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