



## NEWS RELEASE

Contact: Karen Angellatta-Wheeler  
Phone: +1 678 591 3513  
E-mail: Karen@EffectiveSalesStrategies.com

### EFFECTIVE SALES STRATEGIES ANNOUNCES PRESIDENT TO SPEAK AT THE NATIONAL SALES NETWORK – “CREATING A SELF MARKETING PLAN & BUILDING A TRUE NETWORK”

▪ April 13, 2009

Effective Sales Strategies, LLC announced today that Karen Angellatta-Wheeler, Founder and President will speak on Saturday, April 18<sup>th</sup> from 10 am to 1 pm at the National Sales Network’s meeting at Capital City Bank and Trust Company. After serving as a panelist for their March meeting on “How to Recession-Proof Your Career,” Karen was asked to return to headline their second in a series of “Career Moves in Today’s Economy.” The National Sales Network selected the topic of “Creating Your Self Marketing Plan” after Karen shared the high level concept while she was serving on the panel in March.

Karen will share the what, why and how associated with creating a self marketing plan for those folks who are in job transition or for those who want to be prepared to make their next career move. The components of the self marketing plan will be discussed as well as there will be time for questions and answers.

In addition, Karen will be speaking on the topic of “Building a True Network” during the same April 18<sup>th</sup> session. In this section of the three-part meeting, tools and techniques will be discussed related to job networking or just expanding your professional network and building a “true” network in today’s economy.

The last portion of the meeting will focus on resume tips and the National Sales Network will have several recruiters at the event to give sales professionals some one-on-one advice about their resumes.

Every day Effective Sales Strategies helps business owners and companies with their sales, marketing and training plans, strategies and projects. Many of Karen’s clients are small and medium training, consulting, human capital and technology companies looking for thought leadership for their sales, marketing and training initiatives. After hiring Effective Sales Strategies, these clients recommended Karen’s firm via LinkedIn. For more information, please visit our testimonial page at <http://www.effectivesalesstrategies.com/testimonials.htm>.

Effective Sales Strategies, LLC is a strategic consulting firm providing organizations with successful sales, marketing, training and human capital strategies increasing their top and bottom line results. They are located in Alpharetta, GA a northern suburb of Atlanta. For more information, please visit their website: [www.EffectiveSalesStrategies.com](http://www.EffectiveSalesStrategies.com).

