

## Sales shebang for women

Where are women sales gurus? If you browse bookstore shelves, read popular sales magazines, or attend national sales events, women sales "experts" are largely non-existent in an industry dominated by male sales experts.



Jill Konrath, author of *Selling to Big Companies*, is challenging the conventional wisdom that the sales industry is a men's club.

Launched in 2007, [Sales Shebang](#) - the online resource for women who sell products, services and solutions to the business community - is holding its first Sales Shebang Conference from 5 - 6 November 2007, at the Sheraton-Bloomington Hotel in Minneapolis, Minnesota, USA.

This event will bring together women sellers and female sales experts, who will discuss how to crack into corporate accounts, shorten sales cycles, outsell competitors and win big contracts.

Konrath believes that a conference for women sellers is long overdue: "Women make up almost 40% of the business-to-business sales force are frequently top sales performers... I've always wanted to empower women in sales to succeed. The Sales Shebang will deliver proven strategies for women sellers to increase their visibility, impact and earning power."

The event will help women in sales get more business and expand relationships with their existing customer base through a mix of break-out sessions, content-rich presentations and networking events. The Sales Shebang Conference will offer women sellers the opportunity to meet like-minded peers and learn from top sales experts. Although marketed to women and featuring primarily female speakers, males are welcome to attend!

Source: [eMediaWire.com](http://eMediaWire.com)