



# Sales

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## Community Chairs

Angie Gonzalez | Regional Sales Manager, PacNW at LogRhythm

Andre Petett | Founder, Fundamental Fitness Labs

Paige Lakin | Business Development, AltSource, Inc.

## TAO Staff Contacts

[Cara Snow](#) | COO

[Justin R. Martinez](#) | Event + Program Coordinator





## Aim Statement

The TAO Sales Community aims to foster an environment that brings sales experts together to share best practices, discuss new concepts, and advance one's skills. This community will provide support and structure for organizing via events, an online community presence via Mobilize, and one to one connections.

## What Does Success Look like?

Regular engagement among network members (platform activity measure)

- Network members leverage the group for ideas and problem solving
- Network members share best practices and resources

Growth of network (up to 100 community members by 12/31/2021)

- The bigger the network, the bigger the pool of knowledge and resources
- Increased resources for TAO
  - New members
  - Attract new sponsors
  - Increase engagement/other benefits for existing TAO Communities
- Broader network enables better talent acquisition for network members

One to two events in 2021 with keynote speaker/presenter

- Learning from industry experts
- Alternate mode of engagement for network members
- Interacting with like-minded individuals
  - Energizing/momentum to lead within our companies
  - New ideas/tools to move our companies forward
  - Hearing what other industries are doing/new perspectives



## How Will Success be Measured

Regular engagement among network members (platform activity measure)

- Engagement Metrics:
  - Mobilize Analytics
    - Main Community Posts
      - 75% of Community View
      - 50% of Community Click, Comment, Respond
  - Event Feedback Surveys
    - Achieve a CS score of 4.0 or higher on a scale of 1.0 to 5.0

Growth of network (up to 100 community members by 12/31/2021)

- Community members will be determined by those registered within the Mobilize community

One to two events in 2021 with keynote speaker/presenter/panel

- Number of sponsored, TAO Facilitated Events that are organized with a TAO staff member with registration collection via Cvent

## What Makes Us Different

The group is focused on:

- Sales Education
  - Best Practices
  - Mentorship Opportunities
  - Professional Development - advancement of sales skills
- Community
  - Providing a space for individuals with similar roles and interests to meet and collaborate.

The group is not focused on:

- Selling
  - This community is a place to learn and hone skills, ask advice, provide support, and further discussions. This forum is not a place to sell services or products.