Minority Professional Network

“Tips, Resources and Tools for Business Growth and Sustainability”

Public Relations Specialists of Georgia
Brookhaven Home Owners and Neighborhood Business Alliance

“How to Start a Business & Doing Business with Government Agencies”

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215 Sycamore Street
Decatur, GA 30030

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presented by

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Chief Executive Officer
Co-Founder
Minority Professional Network (MPN)

The Global Career, Economic and Lifestyle Connection™ for Progressive Professionals

www.MinorityProfessionalNetwork.com
FROM CONCEPTUALIZATION TO IMPLEMENTATION

• Planning & Starting Your Business Enterprise
  – Ideology to Implementation (products, services)
  – Market Research and Comparative Analysis
  – Working Business Plan and Executive Summary
  – Strategic and Tactical Plan
  – Capital, Funding, Financial Plan
  – Marketing Plan
  – Operational Plan
  – Sales Plan
BUSINESS GROWTH & SUSTAINABILITY

• Growing & Sustaining Your Business Enterprise
  – Building a Solid and Respected “Brand”
  – Operational Business Model
  – Viable Sources of Revenue Generation
  – Realistic, Measurable and Attainable Goals
  – Cost and Expense Management
  – Risks versus Rewards
  – Strategic Focus, Visionary, Bigger Picture and Longer Term Approach
  – Relationship Management
  – Ongoing Planning, Marketing, Customer Attraction & Retention
  – Patience, Measurable Progress and Results
  – Value Proposition, Product Quality, Customer Service, Execution
BUSINESS GROWTH & SUSTAINABILITY
SALES PLANNING

- Strategic Plan
- Marketing Plan
- Sales Plan
- Territory Plan
- Account Plan
- Call Plan

Source: Be Your Own Sales Manager - Alessandra, Cathcart, and Monoky
BUSINESS GROWTH & SUSTAINABILITY

MARKETING PLAN

- Distribution
- Pricing
- Promotion
- Competition

SALES PLAN

- Salespersons role
- Size of sales force
- Organizational structure
- Allocation of selling time
- Account management
- Recruiting / Training / Compensation / Evaluation / Motivation / Coaching

Source: Be Your Own Sales Manager - Alessandra, Cathcart, and Monoky
BUSINESS GROWTH & SUSTAINABILITY

TERRITORY PLAN

• Opportunities and problems
• Objectives
• Strategy
• Tactics
• Control

ACCOUNT PLAN

• Situation analysis
• Objective(s) setting
• Strategy formulation
• Program formulation
• Control or evaluation

Source: Be Your Own Sales Manager - Alessandra, Cathcart, and Monoky
BUSINESS GROWTH & SUSTAINABILITY

CALL PLAN

• Purpose and expected outcome
• Participants
  – Customer (name/title/role)
  – Your company (name/role)
• Planned agenda
• Competitive issues and obstacles
• Required resources and advance preparation
• Actual events
• Action items (who/what/when)

Source: Be Your Own Sales Manager - Alessandra, Cathcart, and Monoky
STAGE ONE – SALES PLANNING PROCESS

Assessing Selling Opportunities within the Territory

Sales Problems

Sales Opportunities

Establish Overall Territory and Account Objectives

Set Territory Strategy

Call Frequency

Routing

Prospecting Plans

SITUATION ANALYSIS

OBJECTIVES

Source: Be Your Own Sales Manager - Alessandra, Cathcart, and Monoky
STAGE TWO – SALES PLANNING PROCESS

Individual Account Analysis

Planning/Preparation for the Sales Call

Meeting

Studying

Proposing

Confirming

Assuring

Record Keeping and Control
(Studying Yourself and Improving)

STRATEGIES

CONTROLS

Source: Be Your Own Sales Manager - Alessandra, Cathcart, and Monoky
Entrepreneurial Sales Success

• Developing A Keen Understanding of the Four P’s of Marketing
  – Price
  – Product
  – Place
  – Promotion

• Developing and Maintaining a Respected Brand associated with
  – Quality
  – Reliability
  – Integrity
  – Results

• Effectively Networking
• Developing Solid and Reliable Leads Sources
• Developing a Functional Referral Base
• Maintaining Customer Loyalty
• Producing and Delivering High Quality Goods, Products and Services
ENTREPRENEURIAL SALES SUCCESS (cont.)

- Maintaining Competitive Pricing
- Excellent Customer Service / Responsiveness / Follow-up
- Focus on Value and Partnering vs. Collecting a Short-Term Dollar
- Being Flexible and Innovative
- Developing Good Negotiating Skills
- Understanding that Revenue directly depends on results produced, pricing, and quality of goods and services
- Price and Product Differentiation
- Understanding Key Competition and the Landscape of the Marketplace
- Knowing and Effectively Marketing Your Competitive Advantage
- Recognizing and proactively planning for cyclical and economic fluctuations
Hire Effective Salespeople that have the following traits, abilities and skills:

- Are a clone of your all-star salespeople, or those in the top 20% who bring in 80% of the sales team’s revenue
- Commitment and loyalty to the company and product
- Eagerness to earn high commissions
- A proven track-record in sales
- Loyalty to the needs of the customer
- Goal-oriented individuals
- Positive enthusiasm and a willingness to learn and grow on the job
History and Evolution of Minority Professional Network, Inc.

- **February 1996:** Bland Technical Consulting Services

- **October 1998:** C.J. Bland, Founder & Publisher, InfoConnection e-Communications Services
  - ATLinfoConnection e-Newsletter Publication (1998)
  - JOBinfoConnection e-Newsletter Publication (1999)
  - JOBinfoConnection Recruiting Services (1999)

- **April 2001:** C.J. Bland and Thomas Brooks, Co-Founders, Minority Professional Network, Inc.
  - Launched MinorityProfessionalNetwork.com web portal (Nov. 2001)
Overview

- “Value Network” in Place Since 1998, Initially Providing Info on Events and Jobs via e-Newsletters
- MinorityProfessionalNetwork.com - Web Site Debuted November 2001
- Very Diverse User Community
  - Targeting Those of Hispanic, East Asian, South Asian, African, and Native American Descent
  - Other Minorities Groups Including Those of Arab, Caribbean, Jewish and Pacific Island Descent
  - Large Focus on Minority Professional Women
  - The Site Provides Value for All Races, Ethnicities and Genders

PRIMARY AREAS OF FOCUS

- Career
  - The Viable Source of Top Talent™ for Diversity Focused Employers
  - MPN Executive Search
  - Partnership Packages Available
  - As Minorities Comprise an Increasing Share of the Labor Force, the Ability to Recruit, Retain and Promote Top Diverse Talent is Essential to Sustain Competitive Advantage
  - MPN Career Services Allow Hiring Companies and Job Seekers to Find Each Other Efficiently and Cost-Effectively

- Economic
  - Minority Business Listings
  - Entrepreneurship
  - Wealth Accumulation

- Lifestyle / Other Content
  - Local Event Calendars (Currently 55 in the USA and 16 Abroad)
  - Minority Professional Organization Listings
  - Student Resource Channel
  - Book Channel

- Offline Services and Solutions
  - Online / Offline Events, Marketing, Planning and Promotions
  - Business and Technology Consulting Services and Solutions
  - MPN Diversity Recruiters (Recruiting and Candidate Placement Assistance)
Why MPN Exists

- The U.S. Population is Increasingly Becoming More Diverse
- Today’s U.S. Minority Population Groups Represent Tomorrow’s “New Majority”
- Workplace Diversity, Supplier Diversity, and Inclusion at All Levels Are Increasingly Becoming “Key Business Drivers” as Opposed to simply “the Right Thing to Do”
- Diversity-Focused Marketing & Branding, Targeted Communications, Community Outreach & Awareness, Focused Initiatives, Strategic Planning and Consultation Become Increasingly More Important
- MinorityProfessionalNetwork.com - Web Portal Debuted in November 2001 as a “Marketing and Information Portal” and “Conduit” for Promoting Multicultural Content, Awareness, Cooperation, Support, Interaction, and Resource Sharing
- Very Diverse User Community
  - Targeting Those of African, East Asian, South Asian, Hispanic, and Native American Descent
  - Other Minorities Groups Including Those of Arab, Caribbean, Jewish and Pacific Island Descent
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Demographic Summary

- Averaging More Than 125,000 Unique Visitors per Month
- Averaging More Than 1.7 Million Server Hits per Month
- Averaging More Than 300,000 Page Views per Month
- Aggregate Total of 3 Million+ Users
- More than 200,000 e-Subscribers
  - 93% Have Earned Post-Secondary Degrees
  - 42% Have Earned Graduate Degrees
  - 34% Have Annual Household Incomes of at Least $76,000
  - Over 54% of Subscribers are Female
  - More than 90% Are Between Ages of 24 – 54
  - Subscribers Are from All over the Globe (All U.S. States and Over 50 Different Countries)
Minority Professional Network Value & Resources

Career Connection
- Job Listings
- Career Center
- Employer Center
- Articles
- Resume Posting
- Jobs e-Newsletter
- Company and Business Profiles
- Job Alert Feature
- MPN Exec Search Services
- Student Resources

Economic / Entrepreneurial Connection
- Articles/Profiles
- Entrepreneurship Resources
- Business Channel
- Supplier Diversity
- Wealth Accumulation
  - Investor Education
  - Real Estate
  - Stocks
- Business Card Ads
  (online, e-newsletter)
- Global Business Directory Listings
- Business and Technology Consulting Services

Lifestyle Connection
- Book Channel
- Articles/Profiles
- Community Service
- Free Standard Event Calendar Listings
  - Arts/Cultural
  - Civic/Political
  - Community / Volunteerism
  - Conference / Convention
  - Entrepreneurial
  - Faith-Based
  - Festivals
  - For Women
  - Meetings / Workshops
  - Networking / Social
  - Professional Orgs

Networking
- Local, National and Global Event Calendar Listings
- Non-Profit Directory Listings
- Branded Offline Events
- 55 U.S. + 17 International Geo Area Calendars
- 12 Interest Specific Calendars
- Geo Area + Interest Specific e-Newsletters
- Strategic Partnerships

Enhanced Advertising
- Enhanced Listings
- Button Ads
- Banner Ads
- E-newsletter
- Job Ads
- Company, Business or Event Profile
- Sponsorship
- Secure E-Commerce Transactions

April 26, 2006
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Minority Professional Network
Key Clients and Services

• **MPN Web Portal (Launched in November 2001)**
  – Has attracted over 3 Million portal visitors from all U.S. states and 50+ international countries
  – Has served numerous advertising and diversity solutions **key clients**, including:
    • **GOVERNMENT**: U.S. Department of State, FBI, CIA, Clayton County (GA), City of Portland (OR), City of Tacoma (WA), Virginia Housing & Community Development Corp, Dekalb County (GA)
    • **NON-PROFIT**: U.S. Olympic Committee, American Cancer Society, United Way, New York Blood Center, Hispanic Alliance for Career Enhancement (HACE), The Nature Conservancy
    • **ACADEMIA**: Miami University (OH), Ithaca College (NY), Rochester Institute of Technology, Broward Community College (FL), Texas A&M, The Colorado College, Columbia University, Metropolitan College of New York, Univ. of Connecticut
    • **ADVERTISING/PR**: TMP, JWT, Bernard Hodes, Larche’ Communications
    • and many others ….

• **MPN Consulting Services**
  – Key clients include: Johnson Controls (Feb. 2003 – present), Business Development / Client Relationships

• **MPN Event Planning & Marketing Services**
  – Key clients include: U. S. Department of State, FBI, PricewaterhouseCoopers, Minority Chamber of Commerce (FL), National Black MBA Association, National Sales Network, Black Enterprise, Texas L.E.A.D.
Top Reasons MPN Attracts Major Corporate & Government Clients
(part 1 of 2)

• Highly Diverse, Highly Skilled MPN User Community
• Ability to Recruit Top Candidates from a Broad Variety of Disciplines
• Candidates Can be Reached Through Both the MPN Web Site and the Various Metro Area e-Newsletters
• Strong Lifestyle Content Attracts Passive Job Seekers to Your Job Posting
• Very Reasonable Rates, Plus Complimentary “Job Alert” Notification to Users
Top Reasons MPN Attracts Major Corporate & Government Clients
(part 2 of 2)

• Additional Exposure for Job Listings Through Complimentary Inclusion in Career Center e-Newsletter
• Ability to Augment Your Job Listings with Enhanced Advertising Including Company Profiles, Banner Ads, and Button Ads
• Employer Resume Search Capability
• Quick and Easy Job Posting Process
• Many Partnership Packages/Options, Including Offline Initiatives and a Full Spectrum of Career, Economic and Lifestyle™ Initiatives
MPN Partial List of Diversity-Focused Clients / Partners

(Companies, Agencies, Organizations, etc.)

- U.S. Department of State
- Internal Revenue Service (IRS)
- Department of Energy
- Federal Reserve Bank
- Central Intelligence Agency (CIA)
- Georgia-Pacific Company
- IBM
- NASA
- Domino’s Pizza
- AT&T Wireless
- Universal Underwriters Group
- New York Life
- Siemens Business Services
- Verizon
- The Weather Channel
- KPMG
- Ernst & Young
- Johnson & Johnson
- FBI (Atlanta)
- Sears
- NASCO
- Broward Community College
- U.S. – China Education Services
- Honda Manufacturing of Alabama
- Wachovia Bank
- Federal Express
- Tyson Foods
- BellSouth
- Family Dollar Stores
- Merck
- Spherion
- BP
- Management Recruiters International
- Owens Corning
- Atlanta Hawks / Turner Broadcasting Co.
- Yale Law School
- Texas A&M University
- Minority Chamber of Commerce (FL)
- National Minority Supplier Dev. Conf.
- Congressional Black Caucus Foundation
- National Society of Hispanic MBAs
- U.S. Hispanic Marketing Conference
- National Black MBA Association
- South Asian Journalist Assoc.
MPN – Your Career, Economic and Lifestyle Connection™

• **Career** – MPN Career Services Enable the Connection of Companies and Job Seekers
  – The Ability to Recruit, Retain and Promote Top Diverse Talent is Essential to Gain and Sustain Competitive Advantage in the 21st Century Economy

• **Economic** – Strong Content Related to Entrepreneurship and Wealth Accumulation

• **Lifestyle** – Advertise on Local and Global Event Calendars

• **MPN Advertising & Partnership Options**
  – Phone: +1 (770) 322-9323, or Toll-Free (888) MPN-NETWORK
  – E-Mail: Advertise@MinorityProfessionalNetwork.com
MPN Entrepreneurial-Focused Resources, Advertising Options and Services

- Entrepreneurship & Business Resource Channels
- Global Business Directory Listings (60+ calendars)
- Complimentary and Featured Calendar Listings *(e.g., seminars, workshops, training, events, conferences)*
- Marketing Display Advertising *(products, services - online and offline)*
- Business Card and Business Profile Advertising *(products, services - online and offline)*
- Partnership Opportunities
- E-Newsletter Advertising
- Dedicated e-Broadcast Announcements
- Business and Technology Consulting Services
MPN Key Executive Contacts

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Web Portal URL: www.MinorityProfessionalNetwork.com
Resources

- U.S. Census – www.census.gov
- National Minority Supplier Development Council (NMSDC) – www.nmsdc.org
- Diversity Inc – www.DiversityInc.com
CONTACT DATA

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