Conference makes pitch for sales career

AFUNNY THING happened to Nancy Gilmore on the way to the office.

She started an organization now known as Professional Women in Sales.

Sales.

That was about three years ago and all Gilmore originally set out to do was to organize a chapter of the National Association for Professional Saleswom-

en.
She began with a nucleus of 11 wornen. One of them was Lynn Evans, ar en. One of them was Lynn Evans, an energetic and promising student in one of the management training classes Gilmore was conducting in Detroit.

"HAVE YOU EVER heard of Professional Women in Sales?" she recalls asking Evans.

ivans.

replied that she hadn't but

Climore said: "Well,

Evans replied that she hadn't but was interested. Gilmore said: "Welt, we're going to start one."
Therein began the only organization of its kind in the area for women in sales. In fact, it has no male counterpart in the area at the present time. Gilmore, of Livoia, became the group's first president. Evans is the current oresident.

current president.

Gilmore said that as a sales person herself she found it was "an isolated profession"

Marilyn French Hubbard, president of Marilyn Hubbard Associates, will speak on "Women as Leaders" at 7:30 pm. Wednesday, Oct. 17 in Women-center, Oakland Community College, Orchard Ridge Campus, Marilyn Hubbard Associates is a management consulting firm specializing in human resource management and development. French-Hubbard is also founder and national president of National Association of Black Women Entrepreneurs, a network of women who own and operate their own businesses.

is topic for lecture

Speech coach returns



Nancy Gilmore sensed a need

HER OWN EXPERIENCES convinced her that the Detroit area was ripe for such an organization. That she guessed right is evidenced by the fact that the chapter soon became the larg-

'Women as Leaders'

called a "Top Working Woman in the U.S." by Mademoiselle Magazine in 1980, and her success story was told by "Working Women" in the same year. The U.S. Small Business Administration designated her National Minority Owned Business Advocate of the Year in 1980.

French-Huwbard's talk is the next event of the Womencenter Adventures in Growth series, which is focusing on the theme of "Women and Leadership." The talk will be given in Room J-306. A \$3 donation is requested. Child care is available.

Diane Dauble professionalism is the key

200 active members representing Fortune 500 companies and other major
businesses.
"At our first meeting we had 225
people," recalled Glimore, who at one
time operated her own management
training company, Performance Training Associates, and Irequently conducted seminars for the Livonia Chamber
of Commerce.
"Even now, we have on an average
of 100 members at our monthly meeting, she added." The current membership is about 165.

ing, she added." The current membership is about 165.
To better serve its members, the Detroit area chapter split from the attoinal organization recently to become Professional Women in Sales, a non-profit organization providing education information; networking, job bank, motivational speakers and sales training.

ing.

A HIGH POINT for the fledgling organization will come Saturday, Oct. 20, when the membership hosts an all-day sales conference at Mercy College featuring 34 workshops on various topics plus an address by Li. Governor Martha Griffiths and keynote speeches by sales enterpereneurs Beverly Klevman and Carol Hyati.

A subtile for the seminar could very well be "Everything You Ever Wanted to Know about Sales but Didn't Know Who to Ask," commented Diane Dauble, another Livonia resident who is active in the organization.

Dauble is education chairman and played a key role in organizing the seminar by helping to arrange for the various workshops.

The workshops, she notes, cover all facets of successful sales techniques plus advice on how to dress, how to deal with differences in people and keeping it all together on the home-front.



Cathy Bays easier to be a mom

THERE ARE SOME intriguing workshop titles, including: "Oh Lord, Please Don't Let me Be Misunders stood" and "Finding the Job You Want or Has Princess Diana Retired Yet?" All conference facilitators are experts in their particular field of discussion. Some of the speakers come from the organization's own membership. While the conference is geared for professional saleswomen, any woman thinking of entering a sales career is invited.

Price of the conference is \$40 for

invited.

Price of the conference is \$40 for early registration (up to Oct. 19) and \$55 the day of event. The admission covers a coffee hour registration period in the morning, lunch with Griffiths as speaker, and a wine and cheese party at the conclusion of the day.

TO REGISTER or for further infor-nation, call 261-0410.

Dauble, a former English teacher in the Livonia public schools, fairly bub-bles with enthusiasm for the group which she joined after she was pink-slipped and had to make a career

change. Currently, she is a marketing representative for Loomis Armored Inc. —
the only woman in this position in the state of Michigan.

siate of Michigan
Matching Benenthusiasm is another
Livonia resident and ex-teacher who
switched to a salet career because it
offered more opportunity and greater
time fierbillity in combining the role of
mother and career woman.
She is Cathy Bays, who is presently
on maternity leave from her sales control systems Job.

on maternity leave from her sales con-trol systems job.
"There's a lot of money to be made out there in sales," the three women note. "Women make excellent sales people. We have definite advantages. We communicate with others easier. We communicate with others easier.

"WE DON'T HAVE that male huck-ster image," they continued, "Women are more perceptive in picking up any vibes that could help or hinder a sale."

None of the three has encountered any great amount of harassment from male clients.

The resion littm is the key, they addressed in the state of the control of the state of the control of the state of the product knowledge, ye door thave a problem; and the higher the corporate status of the person you're dealing with, the caster it is to receive fair treatment.

"You encounter more prejudice in a mom-and-pop operation than you do at the corporate level," said Bushle.

Women are returning in droves to the work force, Gilmore noted, but most are in lower paying jobs like fast food operations or getting stuck in "pink collar" secretarial jobs.

Sales careers, she feels, ofter stronger economic power at a faster pace. The outlook for women in sales is excellent, according to PWS vice president Mary Waths, a recruiter for major Detroit area companies seeking professional salespeople.

"In my eight years as a recruiter, I have seen twice as many women enter the sales field and earn twice as much money as they did five years ago."

Gilmore, Dauble and Bays all add a resounding amen to that.







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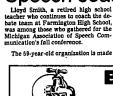
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