

Sales Mecca Announcement

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By Barry D. Caponi

Simply put, SalesMecca.com is a free and valuable resource for anyone in the profession of sales. According to Sean Pickett, the founder of SalesMecca, "The purpose of this site (www.salesmecca.com) is to provide a single location for sales success resources and business networking for all roles within the sales profession. This will range from sales representatives and sales executives (VPs / Directors / Managers), to business owners and entrepreneurs with business development responsibilities. All of these roles represent the 'Members of the Worldwide Sales Community'. Each member can leverage the collective knowledge, resources and relationships of other members of the site. Overall, the focus of this site is to provide a framework for sales success and improvement."

I have been trying to create and manage a website providing you with access to such things as resources and sales tips for almost four years now. It is a daunting and time consuming task. Sean has been working on this for years and it is flat out the best I've seen. The others I've looked at over the years, although providing the reader with good information, all have an agenda to sell you their 'wares'. Sean, who also owns a company called Sales Integrity, has created this portal separately from that operation. There is not a bias towards what Sales Integrity does. As a matter of fact, I couldn't find anything on the site about Sales Integrity beyond their listing in the vendor resources along with others.

What you'll Find

First of all, I am so impressed with the site that I have agreed to become a contributor and I have begun to contribute to the site already. On the 27th of this month I will launch a Blog on his site dedicated to topic of tactical sales skills.

Sales Blogs - Today there are four Blogs being published and all are pretty narrowly focused so it's easy to pick ones that are specific to your needs.

Sales Articles & News - Within this section you will find links to articles from all over the Internet brought to you via RSS feeds in an organized fashion within SalesMecca.com. The articles are organized by sales industry topics. You can just click on the links in the "Article Topics" box and you will be taken to the section of the website with articles focused on the topic or your choice.



Sales Event Calendar – This section lists all kinds of upcoming Live Events (i.e. seminars, training, etc.), Webcasts (i.e. webinars, web-based training, etc.), Teleseminars (i.e. teleconference-based training, briefings, etc.), Internet Radio Shows, and much more.

Sales Forums & Discussions – This section provides thought-provoking and educational discussion threads spanning sales topics from General Sales Techniques to Industry-focused selling discussions to Sales Process Methodologies, Sales Force Automation Software, and much more.

Sales Resources – This section has separate subsections dedicated to audio and video broadcasts, books, and magazine recommendations, process methodologies, networking organizations, tools and white papers (mine is already uploaded).

Sales Careers – This section provides a search portal to virtually all of the job search engines. This capability is pretty amazing if you're looking for a job or looking for sales professionals at all levels.

Vendor Directory – This section provides the ability to find sales related vendors for unmet business needs and post their company information for other SalesMecca.com members. You can rate and write comments about each vendor's sales related products and services. The SalesMecca.com sales vendor directory is a place for organizations and individuals to get the real scoop from past customers of a vendor they are considering.

