

# 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"

Dekalb Public Library  
215 Sycamore Street  
Decatur, GA 30030

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presented by

**C.J. Bland**

Chief Executive Officer  
Co-Founder

Minority Professional Network (MPN)

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

**[www.MinorityProfessionalNetwork.com](http://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



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

## 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

## 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

## 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

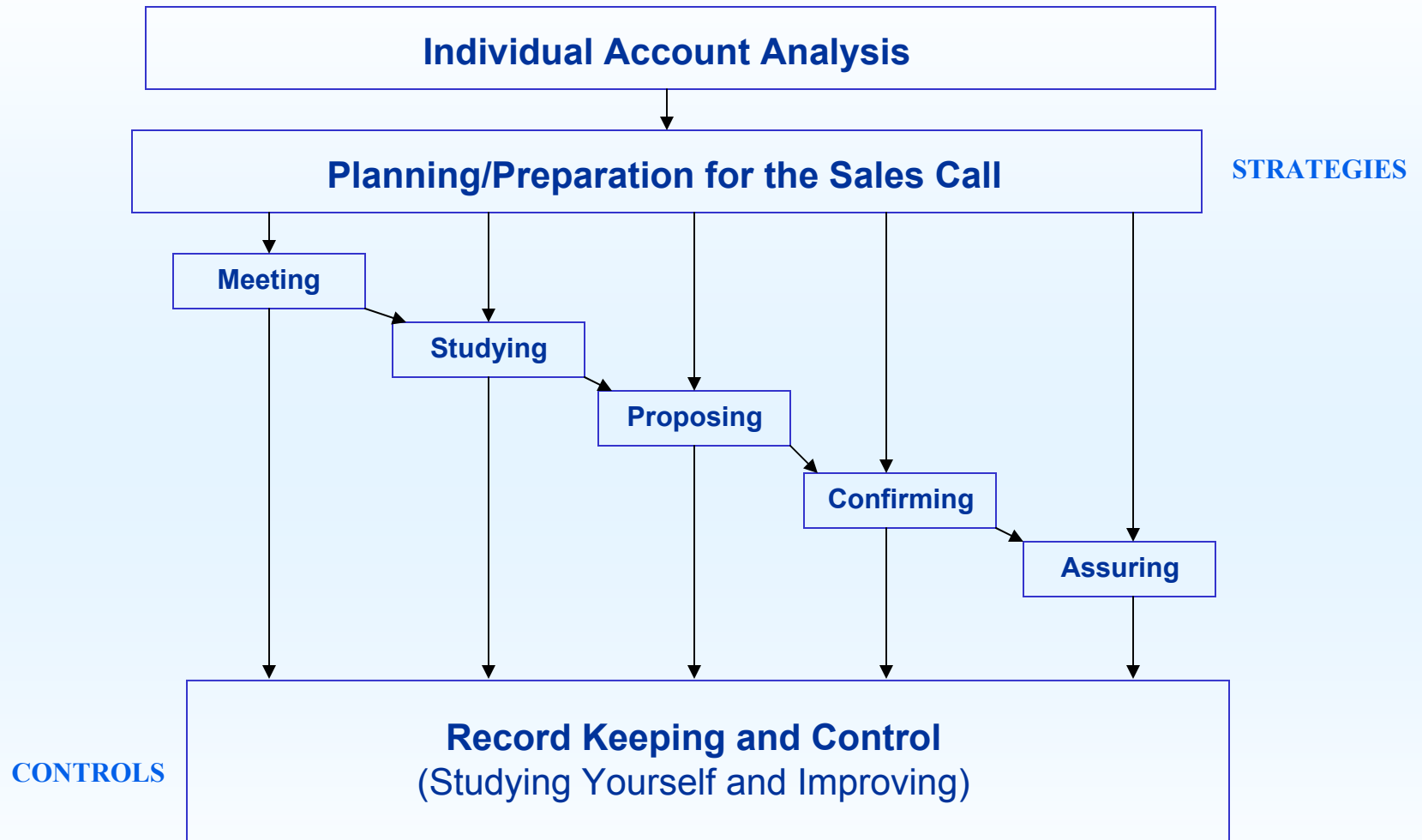
## STAGE ONE - SALES PLANNING PROCESS



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



# BUSINESS GROWTH & SUSTAINABILITY STAGE TWO - SALES PLANNING PROCESS



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

# BUSINESS GROWTH & SUSTAINABILITY

## 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**

# BUSINESS GROWTH & SUSTAINABILITY

# 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

# BUSINESS GROWTH & SUSTAINABILITY

# ENTREPRENEURIAL SALES SUCCESS

*(cont.)*

## **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)

# MinorityProfessionalNetwork.com

## 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

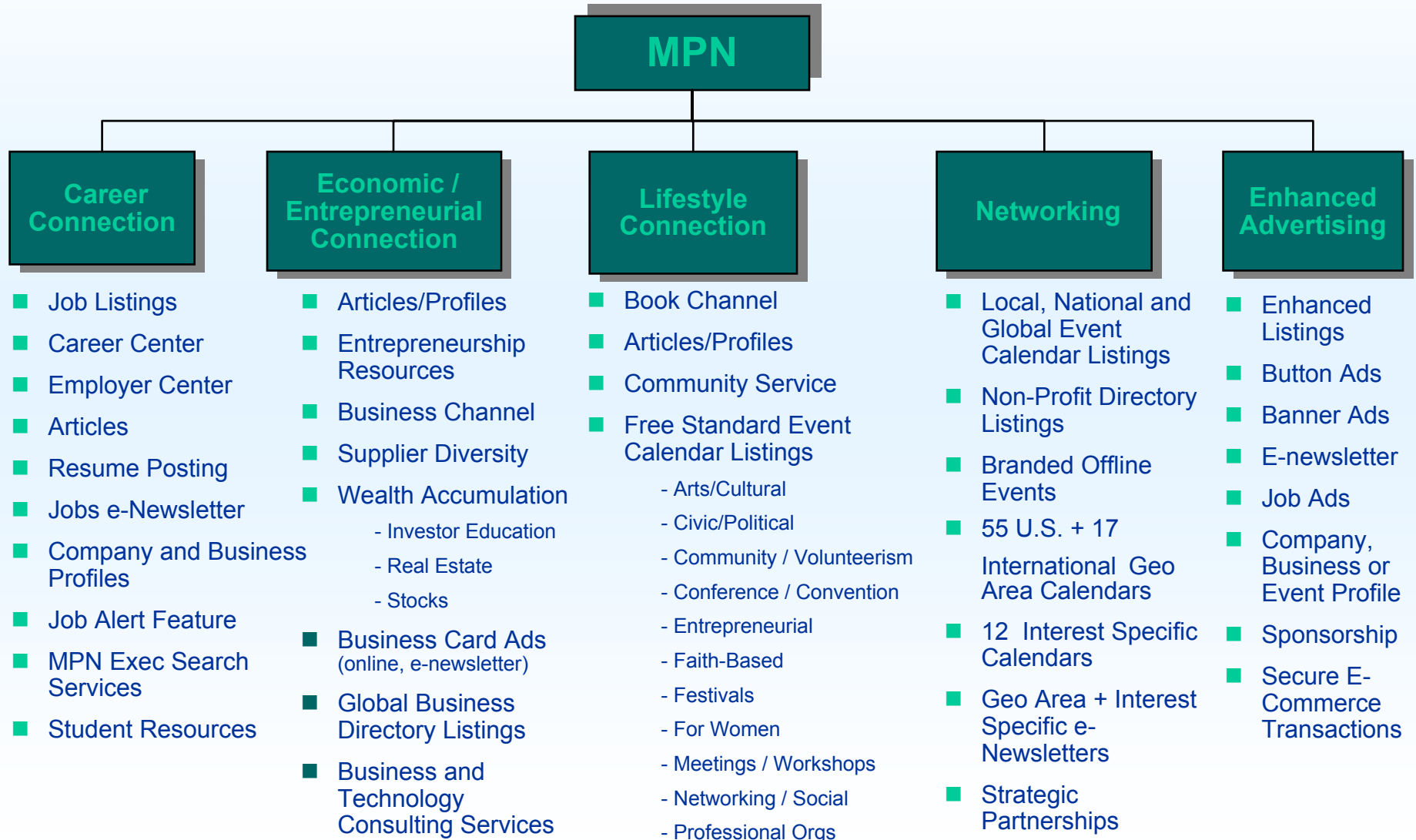
- The U.S. Population is Increasingly Becoming More Diverse
- Today's U.S. Minority Population Groups Represent Tomorrow's "New Majority"
- Workplace Diversity, Supplier Diversity, and Inclusion at All Levels Are Increasingly Becoming "Key Business Drivers" as Opposed to simply "the Right Thing to Do"
- 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
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# MinorityProfessionalNetwork.com 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



# 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)
    - **CORPORATE:** PricewaterhouseCoopers, Xerox, BellSouth, Prudential, Comcast, Mass Mutual, Avon, Starbucks, Tyson Foods, A.G. Edwards, BP, MetLife, Honda Manufacturing, Verizon, Wachovia, Interface Flooring, Miller, AutoTrader.com, Johnson & Johnson, AFLAC
    - **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 21<sup>st</sup> 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](mailto: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

## **C.J. Bland**

CEO/Co-Founder

**Phone:** +1 (770) 322-9323

**Email:** [cjbland@MinorityProfessionalNetwork.com](mailto:cjbland@MinorityProfessionalNetwork.com)

## **Thomas Brooks**

President & COO/Co-Founder

**Phone:** +1 (281) 217-1960

**Email:** [Brooks@MinorityProfessionalNetwork.com](mailto:Brooks@MinorityProfessionalNetwork.com)

## **Dominique Walton Brooks**

Vice President, Strategic Business and Partnership Development

**Phone:** +1 (770) 310-2426

**Email:** [Nikki@MinorityProfessionalNetwork.com](mailto:Nikki@MinorityProfessionalNetwork.com)

**Web Portal URL:** [www.MinorityProfessionalNetwork.com](http://www.MinorityProfessionalNetwork.com)



# Resources

- U.S. Census – [www.census.gov](http://www.census.gov)
- Minority Business Development Agency (MBDA) – [www.mbda.gov](http://www.mbda.gov)
- National Minority Supplier Development Council (NMSDC) – [www.nmsdc.org](http://www.nmsdc.org)
- Minority Professional Network (MPN) – [www.MinorityProfessionalNetwork.com](http://www.MinorityProfessionalNetwork.com)
- Diversity Inc – [www.DiversityInc.com](http://www.DiversityInc.com)
- Minority Market Share – [www.MinorityMarketShare.com](http://www.MinorityMarketShare.com)
- Black Enterprise – [www.BlackEnterprise.com](http://www.BlackEnterprise.com)

# MPN – Your Career, Economic and Lifestyle Connection™

## CONTACT DATA

***CJ Bland***

*Chief Executive Officer*

*Minority Professional Network (MPN)*

*"The Global Career, Economic & Lifestyle Connection™ for Progressive Professionals*

***Direct: +1 (770) 322-9323***

***USA Toll Free: (888) MPN.NETWORK (676.6389)***

***Email: [CJBland@MinorityProfessionalNetwork.com](mailto:CJBland@MinorityProfessionalNetwork.com)***

***MPN Web portal: <http://www.MinorityProfessionalNetwork.com>***

**U.S. Mail:**

P.O. BOX 55399

Atlanta, GA 30308-5399