



**For More Information:**

Katey Evans  
877.411.3243 x810  
302.245.5525 cell  
katey@thesales.net

## **The Sales NetWork Does What It Does Best, Only Better for Associations**

OAK HILL, VA. (February 16, 2012) — The Sales Network (TSN), a provider of niche-marketing solutions, has announced it will specifically cater to associations looking to market their organization and stimulate membership growth.

“Our team has more than 40 years of combined experience serving associations in a wide variety of industries,” said Greg Zilberfarb, CEO and president of the Sales NetWork. “We get it. We understand what associations are looking for: fast, effective, low-cost solutions for their communications needs, whatever they may be. From online video and webinar hosting to e-newsletter and press release writing, and everything in between, the Sales NetWork can tailor a communications plan to meet these needs and offer some fresh ideas, too.”

The Sales NetWork now offers the latest in video production and online television hosting to foster communications between members, chapters and consumers. Online videos are a cost-effective way to reach a wide audience without the added expense of time and travel. These videos can be hosted on a client’s website to promote services or educate members and linked through online press releases to generate increased viewership.

“Working with associations is what we do best, so we’ve decided to share our years of experience and expertise in the field where we are most familiar,” said Zilberfarb. “Technology has allowed us to do what we do best, only better. It has enabled us to expand marketing opportunities for associations in a way that, until now, we’ve only ever dreamed of. We’ve helped associations reach targeted goals year after year and as we constantly broaden our menu of services to stay on top of new advances in technology, we have even more to bring to the table.”

The Sales NetWork’s communications experts handle every detail of generating press releases from drafting to distributing, to media outreach and placement, even monitoring coverage and analytics. To accomplish this, TSN uses Vocus, a sophisticated media communications system, which has the capability to access more than 400,000 journalists around the world. This is another example of how TSN finds benefit in the latest technology to make the most of their clients’ budgets.

In honor of TSN’s commitment to associations, the company will be offering a limited-time-only special on their press release distribution services for associations looking to try out their services

for the first time. For more information on this special and to view a full list of services the Sales NetWork offers, visit <http://www.thesales.net/content/associations>.

**About the Sales NetWork:** Founded in 1997, theSales.NetWork, Inc., (known as the Sales NetWork), specializes in niche-marketing solutions to companies, non-profits and government agencies in a wide variety of industries. The company has extensive experience in the alternative fuels industry, specifically propane autogas. The company designs custom programs in technology deployment, education and outreach, public relations, event planning, webinars, training workshops, Internet television, and more. For more information, visit [www.thesales.net](http://www.thesales.net).

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