

Chicago Chapter Guidelines

Vision for the Chicago Chapter

Although there are many high quality resources available to Sales Professionals in print and online, there are not many opportunities for cross-industry Sales Professionals to meet face-to-face to discuss their work and share best practices. The Chicago Chapter of the Sales Management Association (SMA) is designed to be a local forum for face-to-face, collaborative, “safe” discussions and debates amongst sales professionals on topics that are most relevant to their day-to-day responsibilities. The Chapter is designed to complement SMA’s work on the National level and may serve as a model for similar Chapters to be established in other cities by the SMA.

Chapter Participation Guidelines

- Chapter meetings are open to sales management and sales operations professionals with supervisory/line management responsibilities for sales teams and revenue generation.
- Chapter participants are encouraged but not required to join the SMA.
- The cost of Chapter meetings will be underwritten by Evergreen Growth Advisors and the TAS Group.
- Service providers (consultants, sales trainers, or firms that market products or services to sales organizations) may attend but are required to bring at least one sales management or sales operations professional with them.

Chapter Meetings

- Chapter meetings will be held Quarterly
- Meeting agendas will be set by the Advisory Board with guidance from the SMA
- Meetings will be anchored by high-value delivered content, followed by peer-to-peer discussion and networking

Role of Advisory Board

The Advisory Board will be comprised of 6 to 8 senior sales leaders who have the interest in and commitment to creating a vibrant community in Chicago for sales management and sales operations professionals. The primary roles of the Advisory Board will be to assist in strengthening Chapter membership and participation as well as providing strategic guidance on Chapter meeting agendas and discussion topics. It will be essential that the Chapter remains highly relevant and attuned to the issues facing sales management and sales operations professionals.

Responsibilities of Advisory Board

- Participation on quarterly planning calls
- Recruit 10 new Chapter members
- Attend minimum of 2 Chapter meetings

Advisory Board members will have no financial commitment to the Chicago Chapter or to the Sales Management Association