



PRESS RELEASE

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**Success on high heels
Polish National Sales Awards go hand in hand with the Women in Sales Awards**

Is spectacular success in sales and customer service mainly the domain of men? Or do female empathy and highly developed soft skills mean that ladies are predestined to succeed in sales? For many years a significant number of very talented successful women have been the winners or honorable mentions in the PNSA. During this year's VIII edition of the PNSA, there is constant cooperation with the Women in Sales Awards UK. These activities take place on the basis of patronage and include mutual support in the media.

Last year, 33 women were registered for the PNSA, with 20 winning in individual categories and another 10 receiving honorable mentions. So far, a total of 173 women have been registered for all editions of the PNSA.

“The pantheon of women that won or received honorable mentions in seven editions of the PNSA included many exceptionally talented women with extremely inspiring biographies,” said Elżbieta Pelka, the President of the Polish National Sales Awards. “Their commitment and hard work have been noted and rewarded by the PNSA. Women in the sales industry repeatedly prove that success in this industry is no longer exclusively a male domain, so it gives me great pleasure to announce continued cooperation between the Polish National Sales Awards and Women in Sales Awards UK.”

The fact that Elżbieta Pelka, the President of the Polish National Sales Award, will once again be a judge at the Woman in Sales Awards is a great culmination of the successful cooperation between the creators of these long-term projects. The international dimension of the PNSA underlines this.

Women in Sales Awards is a competition, in which women working in sales in Europe, North America and India are awarded for their professional achievements. Its purpose is to highlight and develop the prestige due to the sales profession.

“Women in Sales Awards is a competition aimed exclusively at women. Its goal is to promote diversity in the workplace and to create a modern business environment,” says Afi Ofori, Managing Director at Media Zars. “One of the most important aspects of the contest is to encourage women to work in fields traditionally dominated by men, such as sales. Since the PNSA is very well known and respected in Poland, I am extremely proud of our continued successful cooperation. This partnership fits our strategy perfectly. We want to garner the interest of as many talented women outside of the UK as possible in the WISA. The project allows us to increase the number of talented women joining sales teams and has a positive effect on their own development and professional progress. Our aim is



to highlight the achievements of women and encourage them to begin a career in sales. Through these activities we promote the achievements of women and good business practices.”

This year's Women in Sales Awards are the fourth edition of the project. Since 2013 the event has received support from the biggest international organizations, such as: Thomson Reuters, Google, LinkedIn, Yahoo, Nike, CA Technologies, Bacardi, Pepsi, O2, Sodexo, Capgemini, Oracle, Orange, Avaya, Kimberly Clark, Fedex, DHL, Dimension Data, United Healthcare, Citibank, America Express, Intel, HP and others from Europe, North America and India. Partners of the event include Sales Initiative, Universal Sales Skills Audit, National Sales Conference, Ill Commerciale, Journal of Sales Transformation.

The Polish National Sales Awards' mission is to promote the development of enterprises by supporting sales departments while simultaneously establishing the ethos of a professional sales representative. The PNSA is actively involved in shaping sales standards on the Polish market and its main and most important objective is to promote ethics and ethical conduct in business, which have an undeniable impact on the formation of the Polish labour market. By participating in the PNSA both the applicant company, as well as the contestants, integrate with the sales community in Poland, and through PNSA awards and prizes they motivate each other to further actions, as well as gain recognition and job satisfaction in the sales sector.

Because the mission and vision of both awards are aligned, co-operation between the actors promises to be a long-term affair.

“The PNSA is the only such competition in Poland,” Bożena Leśniewska, Member of the Board of Orange Polska says. “It includes categories for all sales levels - from front-line sales representatives to senior management. What is special in this competition, is that it allows an independent assessment of sales competence. Winning the PNSA means that one is an outstanding person in sales in general, not only in one particular industry. It's a kind of 'state sales examination', which is why the title has such a high profile and prestige.”

More information on the PNSA and news can be found at the following links:

<http://pnsa.pl>

<https://www.facebook.com/polishnationalsalesawards/>

<https://www.linkedin.com/grps/PNSA-Polish-National-Sales-Awards-2889114/about>

<https://twitter.com/ElzbietaPelka>

About the Women In Sales Award:

<http://www.wisawards.com/index.html>



WISA
WOMEN IN SALES AWARDS

EUROPE

<https://www.facebook.com/WomenInSalesAwards>

<https://twitter.com/wisawards>

<https://www.linkedin.com/company/women-in-sales-awards?trk=biz-brand-tree-co-name>

<https://pl.pinterest.com/zarsmedia/women-in-sales-awards/>

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