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LUCAS GROUP SPONSORS SMA SALES FORCE PRODUCTIVITY CONFERENCE

Firm's executive sales recruiters assist companies build sales teams that drive financial results

Atlanta, GA – October 8, 2012 - [Lucas Group](#), North America's premier executive search firm, is pleased to announce it will sponsor and attend the upcoming SMA Sales Force Productivity Conference. Hosted by the Sales Management Association, the conference will take place October 23-25 at the Intercontinental Buckhead in Atlanta.

Held each fall, the SMA Sales Force Productivity Conference is a leading educational and networking opportunity for sales leadership, sales operations, and sales effectiveness professionals. Lucas Group is the only executive recruiting firm to sponsor this year's event and is proud to partner with the SMA to help bring together demonstrated sales professionals for this highly-focused and informative conference.

“We are honored to provide our support and sponsorship of the Sales Force Productivity Conference and are very much looking forward to meeting with sales professionals from every facet of the industry,” said Tom McGee, Vice President / General Manager for Lucas Group's Sales Division. “The SMA is a highly-respected industry group dedicated to sharing best practices, effective processes, and efficient methodologies from across the sales profession.”

Lucas Group [sales recruiting](#) experts understand the ever-changing dynamics and increasingly complex talent requirements of the sales profession, and they know where and how to find the powerhouse players clients seek for their frontlines. Working with mid-tier to Fortune 500 companies across a variety of industries and markets, the [sales recruitment](#) firm consistently provides regional expertise, national reach, and global perspective.

“The professional insight shared at events such as the Sales Force Productivity Conference helps continue to raise the talent bar,” said McGee. “Every day our executive [sales recruiters](#) work with transcendent sales professionals, who have both the skill and the drive to not only meet their numbers, but to exceed their projections and deliver lasting financial growth. It is our honor to sponsor an event that brings together such incredible professional talent, and we look forward to being part of the upcoming SMA conference.”

About Lucas Group

Lucas Group is North America's premier executive search firm. Since 1970, our culture and methodologies have driven superior results. We assist mid-tier to Fortune 500 Clients find transcendent, executive talent; Candidates fully realize their career ambitions; and Associates find professional success. To learn more, please visit Lucas Group at www.lucasgroup.com and connect with us on [LinkedIn](#), [Facebook](#) and [Twitter](#).