



200 First Street NE • Staples, MN 56479

www.njpacoop.org
888-894-1930

PAUL ANDERSON
National Sales Training Manager
TEL 218-894-5487
CELL 218-894-6813
FAX 218-894-3045

paul.anderson@njpacoop.org

Paul Anderson is a Contract Manager at the National Joint Powers Alliance®. In his professional life, Paul has realized accomplishments in retail and direct sales management, as well as success in owning his own restaurant and construction businesses. This history has served to prepare Paul for his positions at NJPA. Whether dealing with customer expectations, providing platforms for beginning/continuing client success, supplying solutions to consumers' concerns or offering insights that provide skilled positive results, Paul's vast background serves NJPA well.

As a Contract Manager, Paul plans sales training for the vendor contracts that he manages, ensuring their sales growth and overall contract success. He recommends communication methods, program benefits, sales strategies and value to awarded vendors. Paul also manages and ensures NJPA's presence and maximum conference exhibiting exposure.

Another area vital to the success of NJPA's contracts is the development and implementation of an aggressive marketing strategy to promote the contract. As a Contract Manager, Paul works closely with all of his contracts to make sure the marketing plan is followed as well as managing vendor/customer interaction by supporting vendor customer calls while working with vendors to ensure customer satisfaction.

In addition, Paul serves NJPA as the National Sales Training Manager. As such, Paul manages the development of all sales training efforts with regards to NJPA vendors (to include the message of Contract Selling, Contract Purchasing, and Contracting Agencies) insuring a successful contracting program. Paul also identifies training strategies and associated action plans that follow and compliment the NJPA sales and marketing plan/message to meet and exceed the goals of NJPA nationally.

Finally, as the Non-Profit Manager, Paul identifies the available nonprofit customer groups nationally. Paul manages and expands sales opportunities to all nonprofit customers. In addition, he manages and implements an aggressive nonprofit marketing plan that includes tradeshow and advertising exposure, maximizing nonprofit target markets to better serve and increase the NJPA membership.

Paul is a graduate of Northwestern College, with a Bachelor of Science degree in Business Administration and Organizational Psychology. He and his wife of 30 years, Janet, live in Staples, MN and have four grown children. Paul's interests outside of NJPA are fishing, golfing, cycling and reading.



Creating an Alliance Between Buyers and Suppliers