



FOR IMMEDIATE RELEASE

CHICAGO – August 1, 2021 – [North American Steel Alliance](#) (NASA) announces the addition of our newest Operational Supplier, DoubleDigit Sales, to the co-op as of August 1, 2021.

DoubleDigit Sales creates custom learning solutions that change behaviors and drive improved sales results for sales leaders and salespeople. Their proven, practical approach to sales training enables participants to apply their learning the next day.

“We are honored to partner with NASA,” says Leon Arendse, Vice President, Sales. “Through our extensive work with leading steel organizations, we have experience and insight to support the unique needs of sales professionals in this industry.”

[DoubleDigit Sales](#) is recognized as a Top 25 Sales Training Company by Selling Power Magazine for 11 consecutive years.

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About North American Steel Alliance

The North American Steel Alliance is a Member-owned, steel cooperative with the buying power of more than \$9 billion. With the strength over 123 independently operated steel service centers and the reach of over 450 distribution and processing facilities—throughout the United States and Canada—we represent the largest purchasing co-op in the industry. Learn more at steelalliance.com.