

Professional Selling

Become your customers' indispensable business partner

Are you an order taker or a trusted adviser?

CPSA's Professional Selling is based on validated sales research, developed in conjunction with Human Resources and Skills Development Canada. Learn how to use consultative selling techniques and practice them through role playing, group exercises and business case studies. Implement a step-by-step process for acquiring and retaining customers.

Who should attend

- Sales professionals in all industries with a minimum of 2 years sales experience
- Professionals pursuing the Certified Sales Professional (CSP) designation
- Sales Managers who want to set a benchmark for their sales team
- Past participants of Effective Negotiating Strategies and Communicating to Influence Buying Decisions

Benefits

- Maximize your sales effectiveness by applying the consultative selling process
- Manage your individual qualities for sales and personal success
- Implement strategies for effective time management and goal setting
- Identify leads for your business development funnel using Sales 2.0
- Apply the elements of a good first call, plan a successful first visit and obtain a go-forward commitment

Content

- Understand and Manage Yourself: Personality traits for Sales Success
- Build Your Business Strategy: Territory Planning, Account Management, Business Development
- Consultative Selling: Effective Prospecting Approaches
- Secure the Business: Communication, Presentation, and Negotiation

2011 CALENDAR

Calgary	Apr 12–14	• Nov 22–24
Edmonton	Oct 4–6	
London	Oct 4–6	
Montreal	Apr 12–14 (French)	• Nov 16–18 (French)
Ottawa	Nov 1–3	
Toronto	Feb 1–3	• Mar 1–3
	Apr 12–14	• Jun 7–9
	Jul 12–14	• Sep 20–22
	Oct 25–27	• Nov 22–24
Vancouver	Apr 5–7	• Nov 29–Dec 1
Winnipeg	Oct 25–27	

CPSA Members Save \$100!

Register to become a business partner, not an order taker.

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