2013 Professional Development Guide

Inside you’ll find how we can help you build a successful sales team, from hiring the right people to certifying them as Certified Sales Professionals.

www.cpsa.com
SalesSuccess@cpsa.com
Why choose the Canadian Professional Sales Association?

- We have been the leader in serving and training sales professionals since 1874.
- We provide a total package training solution for all sales levels and roles.
- All training programs are skillfully delivered by experienced facilitators.
- We are a not-for-profit association of nearly 30,000 sales and marketing professionals across Canada.
- We are the only organization in North America offering the Certified Sales Professional (CSP) designation.
- You are fully protected by our 100% money-back guarantee.

How can we help?

The Canadian Professional Sales Association can support you at all stages of a sales person’s career. From hiring to certification, we’ll help you build a team of consultative sales experts that deliver results.

1. HIRE & ASSESS
2. TRAIN & COACH
3. CERTIFY
4. DEVELOP

Sales success is an ongoing process. We can help you at all stages of a salesperson’s career.
**STEP 1: Hire and Assess**

Selecting the right people for your team is the first step to success. From our online job board to psychometric assessments, we have the tools that will help you hire the right people and identify their individual needs.

**SalesJobsCanada.com**
Canada’s #1 niche job board for the sales profession. Reach a targeted audience with your next job opening or gain access to almost 5,000 resumes and select the candidates you want. p.6

**Profile Sales Assessment**
Get an objective inside look at the thinking style, behavioural traits, and sales qualities that make a salesperson successful. p.6

**Sales Indicator**
Evaluate your team’s 7 critical sales behaviours to identify strengths and weaknesses. p.6

**STEP 2: Train and Coach**

Achieving targets starts with a strong team. Combine their potential with our training programs and equip your team with the knowledge and skills they need to succeed. To complete the process, our coaching program will ensure your team is effectively using the skills they’ve learned.

- Professional Selling p.8
- Professional Selling Live Online p.9
- Professional Selling Phase 2 – Coaching p.10
- Strategic Account Management p.11
- Professional Sales Management p.12
- Sales Coaching for Success p.13
- Communicating to Influence Buying Decisions p.14
- Effective Negotiating Strategies p.15

**STEP 3: Certify**

The CPSA Sales Institute’s mission is to enhance your value and credibility as a sales professional through professional standards and certification. We are the only organization in Canada offering the government recognized Certified Sales Professional (CSP) designation.

**How do you become a CSP?**

1. Have a minimum of 2 years verified sales experience
2. Complete the educational requirement that demonstrates competence in Consultative Selling
3. Schedule and complete both a written and oral exam
4. Agree to abide by the Sales Institute Code of Ethics
5. Commit to lifelong learning by completing a minimum of 20 hours of professional development each year
6. Remain a member in good standing of a sales association

**STEP 4: Develop**

Development is an ongoing lifetime process. CPSA offers a number of products, services, and events to ensure you’re keeping your team sharp and constantly improving their skills.

- On-Demand Webinars – Low cost online training
- Professional Selling – Self-Directed
- York University Schulich Executive Education Centre’s Executive Program in Sales Management p.17

**Sales Performance Results**

- Articles
- SalesConnection E-Newsletter
- Ask A Sales Expert
- Employment Resources
- Sales Management Manual
- White Papers p.18
STEP 1: Hire and Assess

A successful team begins with the right people. Building a team can be a difficult task, so we’ve put together some tools to help you select the best possible person for your next hire.

Start with SalesJobsCanada.com. Post a job or browse resumes to build a pool of candidates. When you’ve moved past the first set of interviews, utilize our psychometric assessments to help determine who has the right qualities and behaviours for your specific job opening.

SalesJobsCanada.com
Canada’s #1 niche job board for the sales profession.

Employers
- Members save 65% compared to leading competitors
- Post and edit jobs for 60 days
- Reach 6,000 registered job seekers
- Job seekers view an average of 3,000 jobs per month
- Utilize the hiring process with “A” and “B” job filtering
- Search for candidates who possess formal sales training and their Certified Professional Sales (CPSA) designation

Sales Indicator
- Register up to three unique profiles FREE
- Complete control over the confidentiality of your resume
- LIKE us on Facebook and receive job updates while you browse
- Get access to over 60 registered employers
- Opt in to receive e-mail job alerts

Register today on SalesJobsCanada.com.

Assess

Online assessment services help you identify, select, coach, develop and retain sales and management personnel.

Profile Sales Assessment
This psychometric assessment gives you an objective inside look at an individual’s thinking and learning style, 9 behavioral traits, and predicts performance in 7 critical sales behaviours such as prospecting, building and maintaining relationships, and closing. The Profile Sales Assessment can help you make a more educated decision on your next hire and assist in the creation of development plan tailored to them.

Sales Indicator
The Sales Indicator is a shorter psychometric assessment that examines 5 qualities that makes sales people successful such as competitiveness and sales drive, and also predicts performance in 7 critical sales behaviours. Although not as extensive as the PSA, the Sales Indicator can put some science behind your hiring process and help identify top performers.

Visit us online and find the right psychometric assessment for your needs.

Partners with us to optimize individual and team sales performance cpsa.com/assessments

STEP 2: Train and Coach

We are your ultimate resource for sales training.

We offer industry-leading training that covers all topics needed to be successful in sales and a coaching program that integrates the material into your team’s day-to-day efforts.

• Professional Selling (In-class and Online)
• Account Management
• Negotiating
• Sales Coaching
• Sales Management
• Communicating

For more information on our customizable in-house training, contact us directly at 1-888-267-2772
SalesSuccess@cpsa.com

Courses:

Professional Selling... p.8
Become your customers’ indispensable business partner

Professional Selling... Live Online... p.9
CPSA has brought the classroom to you! Professional Selling is now available

Professional Selling... Phase 2... p.10
The next step in progressing your sales profession—an advanced sales platform utilizing a unique interactive group

Effective Negotiating... Strategies... p.15
Master the negotiation process to reach an optimum outcome

Canadian Professional Sales Association
STEP 2: Train and Coach

Professional Selling

Become your customers’ indispensable business partner.

Are you an order taker or a trusted advisor?

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
• Understanding and Managing Yourself: Personality traits for Sales Success, Psychology of Influence, Time Management
• Build Your Business Strategy: Territory Planning, Account Management, Business Development
• Consultative Selling, Effective Prospecting Approaches
• Secure the Business: Communication, Presentation, and Negotiation

Professional Selling Live Online

Bringing the classroom to you! Our Professional Selling program is now available in a live online format so that you can get the best training from wherever you are.

Who should attend our online format
• Sales professionals who cannot afford time out of the office
• Professionals who reside outside of cities where our in-class sessions are offered
• All those pursuing the Certified Sales Professional (CSP) designation

Benefits
• Receive the best professional sales training available in an online format
• No time out of the office and no loss in selling time
• Implement newly learned techniques between sessions and receive feedback from your peers and instructor
• Maintain the personal atmosphere of an in-class session
• Interactive learning experience—group discussions, polls, live on-screen note taking
• Qualifies you for the CSP designation

Can’t make it to our in-class Professional Selling sessions?

Learning Format
• Professional Selling content spread over four weeks
• One 2 hour, in-depth session per week
• All participants live on webcam and audio
• Live polling and games
• Unlimited access to your instructor for 4 weeks

2013 CALENDAR

Calgary
May 28–30
May 26–28
Edmonton
Oct 1–3
London
Apr 16–18
Montreal
Apr 16–18 (French) • Nov 12–14 (French)
Ottawa
Nov 5–7
Toronto
Jan 29–31 • May 5–7
Apr 23–25 • Jan 11–13
Jul 23–25 • Sep 17–19
Oct 22–24 • Dec 3–6
Vancouver
Apr 23–25 • Nov 5–7
May 22–24
Winnipeg
Apr 23–25 • Nov 5–7

2013 CALENDAR

February 12, 19, 26, March 5
4:00 – 6:00 EST
September 10, 17, 24, October 1
4:00 – 6:00 EST

Non-Members
$1,595
Members
$1,495
With Certification
$1,795

Register now to get the professional sales training you need without losing any selling time.

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AVIS

accessed by topic (ADS)

Sponsored by the Canadian Professional Sales Association
Are you a supplier or a strategic partner?

Strategic Account Management examines the strategic and tactical elements involved in managing your territory and accounts. This program is designed to help you establish and maintain a value-based partnership with your key accounts, optimize your penetration of these accounts, and maximize the reach and profit they generate for you and your company.

Who should attend

• Salespeople who have had formal training in the past and are looking for an advanced program
• Salespeople focused on business-to-business account selling with less than 20 key accounts
• Professionals pursuing the Certified Sales Professional (CSP) designation
• Past participants of Professional Selling, Effective Negotiating Strategies and Communicating to Influence Buying Decisions.

Benefits

• Implement consultation investigation to uncover key information for a synergistic partnership
• Maximize the Return On Time Invested with each of your key accounts
• Employ a step-by-step method to become your customer’s strategic partner
• Selectively target the key account approach you for new business development

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Canadian Professional Sales Association

STEP 2: Train and Coach

Professional Sales Coaching
Integrate the strategies and tools you learned in Professional Selling into your sales process by investing in our 10 week interactive coaching program.

Learning Format

• One hour per week for 10 weeks via gotomting.com
• Limited to just 12 sales professionals per group
• Interactive format allows you to learn, apply and share real-life sales experiences with peers

1-1 Coaching Call with your Coach

Content

• Develop your 3-year, 1-90 and 90-day “Vision-Goals-Action Plan”
• Complete your “Ideal Profitable Customer” Analysis
• Master the 8-Step Consultative Selling Process with your customers
• Maximize your time with RGT

Bundled with Professional Selling: $2,995

A fully customizable program can be developed for your company's sales team and delivered in-house, at your facility.

Canadian Professional Sales Association

Selling Phase 2 – Professional

Selling strategies learned in Selling Phase 1 are integrated into your own sales process to become stronger and more confident in front of those customers generating RESULTS. A powerful sales coaching program that begins with goals and strategy, masters the consultative selling process and ends in stronger results.

Who should Attend

• Sales Professionals who have taken Professional Selling and want to learn how to apply by advancing and advancing the skills and tools they learned to get even better results

Bundled with Professional Selling: $2,995

An essential tool to advance your sales skills.

Professional Selling Phase 2 - Sales Coaching
Integrate the strategies and tools you learned in Professional Selling into your sales process by investing in our 10 week interactive coaching program.

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• One hour per week for 10 weeks via gotomting.com
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STEP 2: Train and Coach

Professional Sales Management

Manage your sales team towards improved performance and profitability

Are you delivering full value to your organization and team? Professional Sales Management explores your role as a sales manager: specific skills, and concepts that will improve your performance in the 3 key areas of sales management: leadership, talent management, and business management. Through numerous workshop practice sessions, case study analysis and role play, you will learn the critical success factors of sales management.

Who should attend
• Sales Managers and Directors who want to increase their team’s performance and profitability
• Sales Managers who want to increase the value they deliver to their sales team and organization
• Sales professionals new to or considering a move to a management role

Benefits
• Effectively communicate and translate the organization’s vision for your sales team
• Implement change management techniques
• Stimulate your team by applying the Effective Sales Management process
• Produce a dynamic sales team that will differentiate your organization

Content
• Roles of the Effective Sales Manager: add value as a strategist, business manager and talent manager
• Vision in Sales Leadership: align sales goals with corporate goals and values, go to market strategies, change management
• Managing Sales Performance: managing the sales process, budgeting, forecasting, sales productivity tools, and more
• Talent Management: recruiting, hiring and compensating, terminating, training, and performance management.

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Manulife Financial
For your future.

Sales Coaching for Success

Develop your salespeople to drive sales and add value to your customers

Do you know when to coach and when to manage? CPSA’s Sales Coaching for Success equips you with critical coaching skills to improve the productivity and performance of your salespeople. This course is designed to help you deliver more value to your sales team and organization.

Who should attend
• Professionals who want to enhance or practice their coaching skills to increase their team’s performance
• Sales Managers challenged with coaching under-performers
• Past attendees of CPSA’s Professional Sales Management

Benefits
• Develop analytical skills to uncover your sales team’s needs and opportunities
• Maximize your “Return on Coaching Time Invested” and decide where to invest
• Evaluate your sales team using the motivation and performance matrix
• Build a development plan for your sales team using the Talent Management Process

Content
• Collaborative Coaching: deliver 3 levels of value
• Determine Sales Performance: structure to evaluate and measure sales effectiveness, understanding sales performance drivers and motivation
• Developmental Planning: talent management process
• Coaching Calls: techniques, types and process
• The Coaching Conversation: collaborative coaching, handling conflict, active listening

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2013 CALENDAR
Toronto  May 29–30 • Oct 29–30
Vancouver  Oct 1–3
Vancouver  Apr 16–18 • May 19–21
Toronto  Oct 1–3
Toronto  Apr 16–18 • May 19–21
Vancouver  Apr 22–24
Calgary  Oct 1–3
Montreal  Oct 1–3
Toronto  Apr 16–18 • May 19–21
Vancouver  Apr 22–24
Non-Members $1,495 Members $1,395 CIP $1,395

Register to transform yourself into a leader that strategically maximizes the output of your team.

2013 CALENDAR
Toronto  May 29–30 • Oct 29–30
Vancouver  Oct 1–3
Vancouver  Apr 16–18 • May 19–21
Toronto  Oct 1–3
Toronto  Apr 16–18 • May 19–21
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Calgary  Oct 1–3
Montreal  Oct 1–3
Toronto  Apr 16–18 • May 19–21
Vancouver  Apr 22–24
Non-Members $1,495 Members $1,395 CIP $1,395

Register to apply an effective coaching framework to guide your sales team.
**STEP 2: Train and Coach**

**Communicating to Influence Buying Decisions**

**Adapt Your Selling Style to Maximize Sales Results**

How do you effectively assert yourself in order to persuade others? Develop your self-leadership, as well as assess and adapt to differing personality styles and values with CPSA’s Communicating to Influence Buying Decisions. This interactive program will teach you how to improve your communication style for maximum clarity to achieve greater sales results.

**Who should attend**
- Professionals at all levels of the organization who want to communicate skillfully with their clients, prospects, and colleagues by adapting to different personalities, communication styles, and personal preferences.
- Past participants of CPSA’s Professional Selling, Strategic Account Management, Effective Negotiating Strategies, Professional Sales Management or Sales Coaching for Success.

**Benefits**
- Identify and adapt your own personality style to your buyer’s buying results
- Develop your ability to use a variety of communication styles to solve problems
- Apply communication skills that empower others and stimulate high performance
- Increase your persuasion skills through effective influencing strategies

**Content**
- Elements of Self-Leadership: values that drive you
- Understand Personality Styles: self-perception, rapport, decision-making
- Risk Factors and Trust in a Business Relationship: golden rules
- Communication Skills: from “No” to “Yes” the power to persuade
- Goal Setting: guidelines and time mapping

**Effective Negotiating Strategies**

**Master the negotiation process to reach an optimum outcome**

80% of people find it difficult to negotiate because they will not negotiate at all.

Do you want to master the negotiation process? CPSA’s Effective Negotiating Strategies provides you with the keys to successful negotiations. Learn new ways to manoeuvre within a negotiating environment, from pre-planning to the commitment stage. Through role play, you will increase your confidence in negotiation. You are encouraged to bring an example of a recent or future negotiating situation with a challenging customer.

**Who should attend**
- Professionals involved in sales negotiation (buyers and sellers)
- Past participants of Professional Selling, Strategic Account Management, Professional Sales Management, Communicating to Influence Buying Decisions or Sales Coaching for Success

**2013 CALENDAR**

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| CSP           | $1,145     | Register to establish the rapport that gains cooperation and builds trust.  

**Benefits**
- Confidently conduct a negotiation interaction utilizing the 8-step process
- Increase your clients’ real interests—other than price
- You can influence positive outcomes
- Apply concessions effectively in a negotiation interaction
- Learn when and how to close the negotiation with a signed agreement

**Content**
- Your Current Negotiation Issues and Challenges
- Principles of Effective Negotiation: Compatible with Consultative Selling
- Influential Negotiating Strategies: 8-step process
- Negotiation Interaction: tips and role-play

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Canadian Professional Sales Association 15
STEP 3: Certify

Branding requires consistency in all points of communication. Being the face-to-face contact for companies, consistency is key for the sales team.

The CPSA Sales Institute offers the Certified Sales Professional (CSP) designation—the only recognized professional sales designation in North America. Join other companies who have made the CSP designation a mandatory term of employment for their sales force to succeed in today’s business climate.

Certified Sales Professional Designation – CSP

The Recognized Standard for Sales Excellence

How can you gain a competitive edge?
The Certified Sales Professional designation immediately identifies you as a competent, ethical, and proven sales professional. Become a CSP and stand out from the crowd!

CSP – When these three letters follow your name, they pack a powerful message:
• 68% named a competitive advantage in the marketplace
• More than two-thirds said the designation gave them added prestige in the eyes of customers, managers and peers
• 72% rank in the top 25% of sales within their respective organizations
• More than half earn personal annual incomes over $75,000 per year

As a CSP…
You are identified as a highly competent professional who has gained the experience, knowledge, and skills of the CPSA Sales Institute
You improve your career growth opportunities, advancement and earning potential
Employers know you have solid selling skills and the credentials to prove it
Customers know that you meet a set of standards and adhere to a strict code of ethics

Organization Benefits
• Set a measurable benchmark within your sales team
• Differentiate your sales team by increasing their credibility
• Decrease turnover by setting a hiring standard for new staff
• Assist with ongoing training and career development
• Demonstrate your commitment to the profession

Gain the competitive edge—become a Certified Sales Professional.

cpsa.com/CertifiedSalesProfessional

STEP 4: Develop

An ongoing development plan for your team is critical to improving performance. CPSA offers a range of low cost online training, partner events, and resources to help keep your team sharp.

For more information on any of these products or services, visit our website.
cpsa.com/Develop

Additional Training

Online Training
On-Demand Webinars
We have hundreds of 1-hour webinars to choose from, covering all topics from social media to closing sales. Purchase a course at any time and gain access to it for 30 days to view as many times as you’d like. Share it with colleagues or show it at your next sales meeting. A low cost, time-efficient training solution to ensure you get the business training you need. Start browsing today.

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Professional Selling Self-Directed
Take yourself through our Professional Selling program’s key information in 8 online modules offered through our partner, Learning.Lead. Learn the key concepts of our Professional Program or brush up on the material before completing your Certified Sales Professional exams.

cpsa.com/SelfDirected
STEP 4: Develop

Save time, money and effort using CPSA’s Knowledge Centre—the definitive source for Canadian sales and sales management information.

Sales Knowledge Centre

Sales Articles
Our articles give you in-depth insight into the best and latest sales practices that you can apply directly to your business and share with your team to drive results.

Easily search through our database by keyword or browse by category for timely articles on:
• Sales communication techniques
• Selling skills and strategies
• Sales hiring and assessments
• Sales force management and leadership
• Sales training, motivation, and coaching
• Account management and client retention

Sales Connection E-Newsletter
Get our latest sales articles, tips, resources, special promotions, sales job openings, and more, right to your email inbox twice monthly.

Ask a Sales Expert
We’ve compiled the answers to the most frequently-asked sales and business questions we’ve received. Find the answers to your questions by pursuing the full list of Ask a Sales Expert questions, or ask a sales expert for assistance at AskAnExpert@cpsa.com.

Employment Resources
Whether you’re looking for a new career for yourself or to hire and maintain a competitive sales team, we’ve got the resources to get you onto the right track and keep you there.
• Employer Resources
• Career Search Resources
• Sales Compensation Reports – MarketPrice, an online compensation tool.
• SalesJobCanada.com – Niche Job Board

Sales Management Manual
CPSA members can download our comprehensive guide on all aspects of being an effective leader for your team. Inside, you’ll find information on:
• Sales Force Staffing
• Compensation and Motivation
• Effective Sales Leadership
• Sales Performance Management
• And more!

Comprising critical sales management information and resources, this guide will serve as a great reference tool for your management team.

cpsa.com/knowledgecentre

CPSA Savings Programs
All the savings you need; one convenient benefits program.

CPSA Members can save up to $1000 on sales training! Not a member? Visit us or online at cpsa.com and sign up today.

CPSA understands that your expenditures are unique and constantly changing, that’s why CPSA members can customize their member benefits to take advantage of only the programs they need. Saving on all your expenses can be simple.

TravelSavePro
SAVE UP TO 60% + value added amenities at over 1,000 major hotels in Canada and the U.S.
SAVE 25% at Park’N Fly locations across Canada
SAVE 10% on Business and Economy fares with Via Rail
SAVE on Flexible and Freedom fares with Porter Airlines
FREE BITickets Blackberry Application to help you find the things you need while on the move

InsuranceSavePro
GET THE BEST RATES with Manulife Financial, Connecticut Insurance Brokers, and Reliable Life on the insurance products you need to keep you protected:
• Home
• Auto
• Business
• Travel

cpsa.com/signup

AutoSavePro
SAVE UP TO 30% on car rental rates + no kilometer charges in most major cities with Avis, Budget, Enterprise, Hertz, and National
SAVE on fuel and car washes with Petro-Canada and Shell
SAVE $100 on automatic Mileage Logging with Dolobot

BusinessSavePro
SAVE on cell phones and data plans with Bell Mobility and Rogers, getting, motivation, and coaching
SAVE UP TO 35% on unlimited local and long distance calling with CellTime
SAVE UP TO 35% on selected FedEx and UPS services
SAVE UP TO 30% on industry-specific postings with Workopolis Niche Network

SPECIAL RATES for USA, MasterCard, and Interac fees with Chase Paymentech
Here’s What Others Are Saying About Our Training and Certification Program

“(Strategic Account Management) is a superior course. I have attended many sales courses but the tools and delivery were so generic that I couldn’t apply them to my specific business. This course gave me the tools I need to succeed—great job!”

L. Engleson, CGGVeritas

“The Professional Selling course is essential training to develop the building blocks for a successful sales career. Learn the material, integrate it into your daily routine and watch your sales career take off!”

M. Gomes, Traffic Tech Inc.

“As a result of the Professional Selling program, I set up a meeting with one of my clients, applied the 8-step Consultative Selling approach and landed a $25,000 sale along with the opportunity to present our partnership program for next year.”

B. Corrin, Tenaquip Ltd.

“Not only did this program strengthen my areas of sales weakness, it helped to reaffirm the good habits I already formed. Our group has kept in touch and the ability to communicate with sales professionals in other industries has been a great comfort. My CSP designation has earned me recognition with my peers and customers.”

L. Bonn, CSP, Pow Laboratories Inc.

“CPSA and the Consultative Selling process will change the way you do business.”

S. Maitland, Dealer Development Manager, LGM

“Effective Negotiating Strategies was full of ready-to-use, practical information. A must have course for all professionals.”

B. Dennis, Bill Dennis & Associates

“As a seasoned sales professional, you sometimes believe you have heard or seen all the sales training there is. Professional Selling helped me identify my hidden bad habits and define a better sales process. I am excited to sell again.”

L. Schonewille, Regional Sales Manager, McKesson APS

“Achieving my CSP designation through the CPSA program has been invaluable as it relates to both my sales career and my personal life. I have applied the various principles and processes which substantially increased my sales productivity! I am more focused and goal-oriented. My ability to communicate and listen to my customer has improved.

L. Lang, CSP, Business Development Coordinator, Chamber of Commerce Brantford-Brant

“Professional Sales Management is the best 3 days you’ll ever invest your management career.”

A. Morra, Inside Sales Supervisor, Ash City

https://facebook.com/CanadianProfessionalSalesAssociation

https://twitter.com/CPSA

https://linkedin.com/CanadianProfessionalSalesAssociationGroup

cpsa.com/SalesTrainingCentre  SalesSuccess@cpsa.com  1.888.267.2772 (CPSA)