



Criteria for CPSA Instructors

1. CPSA's instructors are dynamic, energized facilitators delivering CPSA's courses to a sophisticated, experienced group of sales professionals from a variety of industries.
2. All facilitators of CPSA courses will be experienced Adult Educators, have been certified as Adult Trainers and use adult learning principles during facilitation;
3. All facilitators will have achieved the CSP designation (Certified Sales Professional) with distinction (min. 85%) and maintain the designation;
4. All facilitators of the courses will have had a minimum of fifteen (15) years of sales and/or sales management experience, preferably with Fortune 500 companies. They will have had experience growing their business through new client acquisition and penetration into existing accounts, managing territories with a minimum value of \$5,000,000 revenue.
5. They must have proven success and experience in a Strategic Key Account sales role and will provide a list of companies where strategic territory planning and key account selling and management skills were used.
6. CPSA Instructors will be expected to share their extensive knowledge of sales and sales management and their own personal experiences with every delivery of the course.
7. They have an in-depth understanding of and are comfortable using multi-media technology including a variety of communication channels.
8. All facilitators will deliver the courses as outlined in the Instructor's manual and present the accompanying slides to ensure consistency in delivery across the country;
9. On a continuous basis, CPSA will review evaluation forms completed by course participants and expect a minimum 85% on instructor knowledge and delivery;
10. Potential Instructors will complete the extensive Train the Trainer program.
11. It is preferred that the instructor possesses a business degree from an accredited university.