

Strategic Partner Requirements

Summary

With a mandate to provide knowledge and skills to increase sales performance, the CPSA is undergoing a transformation. We are providing services to Canadian businesses to hire, grow and retain top talent in this competitive environment.

As a result, the CPSA is currently looking to complement its network with the addition of a few Strategic Partners, licensed to deliver CPSA Sales Training Programs. The programs provide the foundational knowledge needed for Sales Professionals to complete their CSP (Certified Sales Professional) designation.

As a Strategic Partner, you will facilitate the CPSA open enrolment programs, deliver onsite programs and are also licensed to deliver the CPSA content to your own clients.

Requirements

Listed below are the requirements of the partner:

1. The Strategic Partner must be a dynamic, energized facilitator as well as proven, successful sales professionals.
2. The Strategic Partner has a minimum of fifteen (15) years of sales and/or sales management experience.
3. The Strategic Partner will have achieved the CSP designation (Certified Sales Professional) with distinction (min. 85%) and maintain the designation.
4. The Strategic Partner is a certified in Adult Learning via a CPSA approved Adult Learning Principles program <http://performanceandlearning.ca/recognized-programs/>.
5. In order to facilitate any CPSA program, the Strategic Partner will complete a Train the Trainer program, including participation, observation, co-facilitation and facilitation evaluation (duration 4 – 6 months).
6. It is preferred that the Facilitator possesses a business degree from an accredited university.