

Canadian Professional Sales Association (CPSA) helps sales professionals, team leaders and organizations accelerate sales performance and advance sales careers.



Carolyn Arthur
Certified Sales Professional (CSP)
Brampton, Ontario
Aesthetic Practice Consultant, Allergan



Setting High Professional Standards

As a professional in the healthcare field, professional designations are commonplace so for Carolyn Arthur, earning a designation that demonstrates her professionalism and ethics made good sense. She joined CPSA and earned her CSP designation 15 years ago.

"I think of my CSP like a professional license that I should maintain. It gives me credibility as a sales professional. I renew my membership every year without question."

After 15 years and earning promotions to increasingly senior positions, Arthur still uses the skills learned during accreditation. *"Interviewers are impressed with my approach and the way I handle sales calls, which I learned through CPSA."*

Strong Ethical Foundation

CSPs are committed to ongoing professional development, remain members in good standing and abide by CPSA's code of ethics.

"The CPSA's strict code of ethics really appeals to me," says Arthur. "It fits with my value system and is something I've carried throughout my career."

“In my industry, standards are paramount. My CSP demonstrates my ethics and professionalism.”

Committed to Lifelong Learning

The ongoing professional development that's core to maintaining a CSP helps salespeople keep their skills sharp. Whether a new salesperson starting their career or a seasoned veteran, Arthur says there's always something new to learn.

CPSA resources, podcasts and other educational tools let Arthur maximize windshield time when she's on the road to further her skills.

Upholding a Promise

When Arthur was working towards her designation, she recalls a discussion with an examiner about the three rules of business – to never waste time; to provide honest, accurate and up-to-date information; and that there's never any pressure to buy, regardless of the time spent together.

With every new prospect or client, Arthur still uses these three promises to set the tone for their relationship. She says it's helped her build a good reputation in her industry and her client's trust.



SETTING THE BAR

CPSA's code of ethics sets high standards for a professional approach to sales and a set of values to follow throughout sales careers.



COMMITTED TO LEARNING

The spirit of ongoing learning helps sales professionals hone their skills to advance their career and continually improve performance.



The Certified Sales Professional (CSP) designation is the gold standard for sales professionals.

CSPs are committed to sales excellence and have the skills and follow through that industry-leading organizations value.

CSP Pre-Requisites:

College Diploma, 35 hours of sales training, and four years verified experience managing client accounts and exceeding sales targets.

Ready to Apply?

Email institute@cpsa.com or call 1.888.267.2772 to get started.

ADVANCING SALES. ACCELERATING PERFORMANCE.