

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



ReSource Group Canada
Certified Sales Professional (CSPs)
Toronto, Ontario



Brian Stanojevic Jeremy Lenk Claus Lenk

Upping their Sales Game

A pure sales organization, ReSource Group Canada develops brand and marketing strategies for major consumer electronics and technology brands for implementation across Canada.

"Our 25-year-old business strives to be more than a traditional rep agency but we didn't have a formal sales structure," says president Jeremy Lenk. *"I don't own any brands or products; the only asset I have is the reputation of our business. We realized the importance of continually investing in our people."*

Investing in the Team

ReSource Group Canada's management team took the CPSA's Professional Sales Management training and quickly decided to train their entire team in consultative selling with the goal of everyone earning their CSPs with the help of CPSA Accredited Partner, Lisa Leitch of Teneo Results.

Lenk admits he got a little push back in the beginning to the studying and exams, but it wasn't long before everyone saw the value. *"It's a pretty simple business – the more you sell the more you make, and this helps you sell more. Everyone saw growth in their business so the proof's there."*

Becoming a CSP is now standard at ReSource Group Canada, which is helping attract new talent. *"It's more than just a salary or a car allowance, staff know I'm investing in them. They're getting training and certification that will be with them forever."*

“ Sales has changed quite dramatically in the 20 years I've been doing this. It's not about selling product anymore, it's about driving sell through and solving problems. Getting everyone using a consultative selling model is quite powerful. ”

Selling in the Real World

ReSource Group Canada used CPSA training to establish a formalized sales process. *"We were fairly good at sales and we were fairly successful, but everyone had their own process. There's something very powerful when everyone approaches sales the same way."*

Having the training customized to ReSource Group Canada customers and challenges helped cement the approach. *"It wasn't some fictional character and their selling issue, but real-world situations we were dealing with at that moment. She (Leitch) helped us understand how to apply consultative selling in the field and it has become ingrained."*

Team Training Pays Off

After taking the training and earning their designations, ReSource Group Canada's sales went up 25%. *"We have seen some amazing results,"* says Lenk, adding accreditation impresses his US clients. *"CPSA training has given us the skills to help us in the good times and the more challenging periods. It definitely helps drive sales."*



INVESTING TO SELL

CSP designations impress clients and give ReSource Group Canada's sales representatives the skills to be effective in good times and challenging times.



SUPPORTING VALUES

Acting with integrity and investing in people are core ReSource Group Canada tenets that mesh perfectly with CPSA values.



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.