

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



Shawnah Moseley
Certified Sales Leader (CSL)
Calgary, Alberta
Vice President of Sales and Marketing,
SPS West



Taking a Career to the Max

Shawnah Moseley knew she'd have a career in sales from her first commission-based sales position in a jewelry store as a teenager. *"I believe that success should be based on talent, effort and achievement. This belief inspired me to pursue a sales leadership career where there was no ceiling,"* she says.

Over the past 20 years, she's expanded her skills while working in a range of industries and increasingly progressive senior positions.

The Science of Sales Success

Moseley was registered for CPSA by her employer in 2013. She immediately started taking courses including Professional Selling, Strategic Account Management, Effective Negotiating Strategies and Professional Sales Management.

"When I started taking courses, the way I looked at my behaviour as a professional changed," she said. *"I used to function in the now, but after taking the courses, I embraced more effective, strategic planning techniques."*

With a career move to industrial supply within the oil and gas sector, her sales cycles became much longer and would span over two years. *"I wouldn't be able to navigate these projects without structure, strategy and training. I give CPSA most of the credit for that."*

“I believe the CSP designation is like having a bachelor's degree in sales and the CSL is the equivalent of a masters' degree.”

Career Achievements Recognized

In 2017, Moseley earned her Certified Sales Professional (CSP) designation with distinction, and after a 22-year career in sales, she earned her CSL designation in 2018.

"I didn't take the conventional route for my education. The CSP and CSL designations recognize all the work I had put in over the past two decades as a professional who adheres to a code of ethics and demonstrates the highest level of integrity."

Upping Her Earning Potential

"My income has increased significantly since 2012. I'm now in an industry that's a little more lucrative; however, by implementing the processes and strategies learned from the CPSA, I have been rewarded with the building blocks to sell at a much higher level."

Salespeople are among the highest earning professionals, adds Moseley, who encourages women to get into sales and take the time to upgrade their skills with CPSA training.

"I am a mother, a wife, and a full-time sales professional. I believe it's important to invest in my professional development. The skills acquired from the CPSA have allowed me to increase customer satisfaction, sales revenues, market share, and personal earnings. Investing in my education has improved all areas of my life."



INCREASING EARNINGS
Investing in professional training and skills development helps professionals advance their career and salary, while boosting sales for their company.



SKILLS RECOGNITION
CSP and CSL designations recognize sales skills, leadership and professional excellence in a career supported by ethical values.



The Certified Sales Leader (CSL) designation recognizes Canada's top sales leadership talent. CSLs have the experience, leadership and skills to positively impact an organization's bottom line and its sales culture.

CSL Pre-Requisites:
University Degree (or 10+ years of sales leadership), 35 hours professional development, and 6 years experience achieving excellence in account management, people leadership or sales education.

ADVANCING SALES. ACCELERATING PERFORMANCE.

Ready to Apply?
Email institute@cpsa.com or call **1.888.267.2772** to get started.