



CANADIAN
PROFESSIONAL
SALES
ASSOCIATION

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



Kayvan Alavi Technical Sales Representative SEW Eurodrive

From engineering, to sales

Coming from an engineering background, Kayvan relied on his technical skills. Moving to a career in sales, he then had to transition into using more interpersonal, consultative and individual time management skills.

“Fundamentals of Selling Online provided the format and content I knew I needed from: Developing strategic and achievable territory plans, to building a strong consultative selling approach that can provide value to clients. CPSA’s training proved to be even more helpful than I would have ever imagined and helped to get even better at what I already achieved so far.”

Since Kayvan has always prioritized learning both professionally, and personally, developing his skills in sales when entering the field was an easy decision. Sales training with the CPSA was recommended by his manager, and after reviewing the online courses offered, the Fundamentals of Selling Online course was the one that piqued his interest most.

Sharpening the skills to succeed in sales, online!

Online sales training was the best option for Kayvan given the current pandemic, and CPSA’s Fundamentals of Selling Online course, fulfilled the interaction and classroom-like setting he was looking for. The ease of accessibility, virtual discussion and one-on-one webinars with the course facilitator provides a variety of different learning mediums to suit any comprehension style.

“Adapting to online sales was a transition, but learning to build relationships online through social media really helped. In training, I did an analysis of my own social selling index and I scored lower than I’d like to admit. The course made me realize that there is a whole network of people that I could be reaching through LinkedIn. Since then, I’ve been expanding my relationships, connecting with potential clients and growing my network as much as possible.”

Transition to virtual selling

With the shift to virtual selling, Kayvan was able to take concepts like social selling and unique value proposition development back to his desk to implement immediately.

“Right away, learning to develop a strong UVP was incredibly valuable, it helps especially where time is of the essence and you want to communicate your competitive advantage as best as possible.”



COMMITTED TO LEARNING

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



Regardless of your current sales skillset or whether you’re an individual who is more extroverted or introverted, CPSA’s sales training caters to many learning styles and will give you the confidence to become that strong sales professional.



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.

ADVANCING SALES. ACCELERATING PERFORMANCE.

Ready to learn more?
Go to www.cpsa.ca or
email
memberservices@cpsa.com