



CANADIAN
PROFESSIONAL
SALES
ASSOCIATION

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

Wade Stewart Business Development Manager Canada East at Sterling Crane



Turning strong sales skills into team-wide triumph

In order to advance his career and take steps to move upward, Wade took it upon himself to find expert-led sales training that would take him to the next level. After carefully considering where he wanted his career in sales to lead, the key account planning and sales leadership training in CPSA's Strategic Account Management and Professional Sales Management courses would check all the boxes.

"I wanted to upgrade and be a better salesperson and a better manager of my territory. Strategic Account Management gave me the groundwork to make a difference in the management of my clients and customers. After seeing the results, I wanted to learn how to coach a team to be the solution-finder for their clients- that's when I went back to the CPSA for Professional Sales Management."

“ Taking Strategic Account Management and Professional Sales Management at the CPSA, propelled me into that mindset of: ‘Yes, I now have the skills and level of knowledge to take me to the next step of my career. ”

Driven by Mutual Success

For Wade, being on the customer's side is something that he takes great pride in. Reinforced by the CPSA's Consultative Selling model, being a solutions provider and putting his customers' safety and needs first has made him the successful sales professional he is today.

"Being a consultative problem-solver and working hand-in-hand with my clients keeps me going every day. My priorities are keeping everyone safe and providing the most efficient crane on the jobsite – Having that trust with my clients is what reinforces my relationships."

Gaining the Confidence to reaching the top of a career in sales

Learning "on-the-job" was inevitably one way of practicing sales strategies and techniques, but it was the courses provided by the CPSA that allowed Wade to learn expert-level methods and concepts that are proven to strengthen sales results. For Wade, when choosing sales training, he considered the learning outcomes that he could implement into daily work-life, and could bring the most value- still, these lessons help him today.

"On day one, you will see the concepts and how they will benefit you- But then also, six months, a year, two years, later, they will continue bringing you value. By then, if you are thinking of advancing to a higher role, it's the groundwork and foundation that you learned from the CPSA that will give you the confidence to get to the next level."



COMMITTED TO LEARNING

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



STRATEGIC ACCOUNT MANAGEMENT

Develop the skills to evolve as an indispensable strategic partner who can reduce competitive threats, strengthen client retention, and maximize the return generated from time invested in managing multiple accounts



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.com
or email
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