



CANADIAN
PROFESSIONAL
SALES
ASSOCIATION

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

Kyle Steward, CSL, CSP



Fulfilling the pathway to sales leadership

After learning about the CPSA during his undergrad in Business Communications at Brock University, Kyle aimed to pursue a career in professional sales grounded on a strong foundation from CPSA's sales training.

For Kyle, the CPSA's clear designation pathway allowed him to measure his growing skillset in sales and gain recognition as a leader. Armed with a Certified Sales Professional and Certified Sales Leader Designation, he has earned several awards of distinction including "Top New Business" and "Account Executive of the Year" within the first year of his role as National Account Executive.

“ The CSP and CSL Designations have enhanced my skillset, equipping me with the tools to become an effective leader. Proving my expertise and demonstrating strong leadership with my team, I have been able to make vertical moves in my career ”

Learning on the job and succeeding with the CPSA

At the beginning of Kyle's career in sales, it was clear that while he was learning his own lessons, he was also responsible for learning from his mistakes. Throughout his career experience, Kyle has employed effective solutions and strategies to his challenges, looking to CPSA's Sales Training for proven methods and processes.

“With the experience-based selling approach, I was able to identify what worked and what didn't work. I sought to understand each problem, listened to feedback and looked at case studies which allowed me to adapt for a more successful approach. With CPSA's sales training I received a deeper understanding of proven sales fundamentals, researched from a host of industry leaders that have already examined what works and why it works – that gave me the building blocks to succeed in sales.”

Always sweat the small stuff

Kyle has been able to set himself apart with his Professional Designations and training with the CPSA in addition to demonstrating his value in the service experience he delivers to his clients. Kyle continues to demonstrate sales excellence by ensuring precision in the details, fostering client trust and contributing to a qualified, reliable and professional reputation.

“The reality is that we are all busy! You can make yourself stand out by sweating the small stuff like replying on time and showing up early, no matter how 'busy' you are. If you sweat the small stuff, you build your value right away. I want my customers, clients and internal team members to know that they matter to me and that they can rely on me to deliver.”



COMMITTED TO LEARNING

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



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
memberservices@cpsa.com