



CANADIAN
PROFESSIONAL
SALES
ASSOCIATION

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

Oladapo J. Owoeye, CSP Sales Manager at Nestlé



A Leader in the World of Sales

Equipped with ten years in the sales profession, ranging from relationship management in Credit and Investments, to one of the largest multinational companies in food and beverage, Oladapo Owoeye is a proud leader in the world of sales.

Located in Nigeria, Oladapo first began his career in sales after years in the banking and financial industry. Realizing that no business can survive without sales, he became eager to make the switch to the profession.

Finding CPSA

Through a web search for top training and certification in sales in 2019, Oladapo embarked on his professional development journey to complete his Certified Sales Professional (CSP) designation with the Canadian Professional Sales Association.

“ Human buying behavior is dynamic. It’s vital for successful sales professionals to have a deep understanding of the dynamic and to practice identifying and analysing customer needs ”

To Oladapo, earning his CSP designation meant a commitment to his career in sales, and ongoing dedication to professional development in the field. The use of the CPSA’s Learning Hub resources encourages continuous practice of competencies and skills, vital to success in sales.

“The on-demand tools and resources available have sharpened my sales skills and the templates allow me to practice my learnings from training. It guarantees continuous skills development.”

Sales in the Pandemic

During the pandemic specifically, social selling and building a personal brand on social media is vital to maintain communication with clients and prospects. CPSA’s monthly webinars helped to show what adapting to a digital sales profession is like:

“My social selling skills have been strengthened and I have been consistently building my presence online, especially during the pandemic. CPSA also offered online sessions on Adapting to the New Normal, helping me to understand how to be an effective sales professional during the pandemic period.”



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