



CANADIAN  
PROFESSIONAL  
SALES  
ASSOCIATION

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

## Raveen Bhatti, CSA, CSP Senior Manager, Learning & Development National Tire Distributors



### A Results-Driven Leader, Committed to NTD's Success in Sales

As Senior Manager, Learning & Development at National Tire Distributors (NTD), Raveen Bhatti, along with the Professional Development team has successfully launched a microlearning platform containing CPSA Sales Training as well as a designation pathway requirement for all sales professionals across the country. Since launching the content in July 2020, NTD has seen significant knowledge lift in understanding sales skills + techniques:

**"21% knowledge lift in Territory Management  
33% knowledge lift in Consultative Selling"**

### Standardizing the CPSA Designation Pathway Across Teams

Having completed the CPSA Train the Trainer Program, Raveen is a Licensed Facilitator of multiple courses. The training that each NTD sales professional completes, irrespective of their level of experience, brings them through the CPSA Designation Pathway, which to Raveen is the "gold standard." Through this, the standard of service that NTD's salesforce provides sets the bar for their clients and prospects.

**"The standards of CPSA training allows our salesforce to set the bar high for the service we deliver as well as what we can expect from each other."**

To Raveen, a career in sales means an ever-evolving journey. As customer needs and market conditions change, NTD sales professionals are equipped to adapt in order to stay relevant and be able to support their customers.

**"Continuously growing your skillset in sales  
will give you that edge over others-  
and will help ensure that you're supporting the customer to the fullest."**

### Investing in each Sales Professional for Long-Term Partnership

The best thing you can do for a sales team is to hire great people and to invest in them through the right training, according to Raveen. CPSA sales training allows the salesforce at NTD to go above and beyond in serving customers and driving value.

**"By standardizing the Designation Pathway across all sales teams, we share the same voice, and speak the same language. We can really understand what the customer needs, as opposed to trying to push product. We really want to drive value, because that's how we can become a long-term partner for our customers."**



#### 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?  
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