

Certified Sales Professional Designation - CSP

The Recognized Standard for Sales Excellence

The CPSA Sales Institute is committed to excellence in the sales profession by maintaining progressive competency standards for sales professionals. Our mission is to **enhance your value and credibility as a sales professional through professional standards and certification**. We are the only organization in Canada offering the Certified Sales Professional (CSP) designation.

Gain the competitive edge – become a Certified Sales Professional (CSP)

CSP - When these three letters follow your name, they pack a powerful message

- Validate your expertise
- Reap the tangible rewards of a positive attitude
- Bolster your professional image
- Feel the pride and recognition associated with being one of the best

Organization Benefits

- Set a measurable benchmark within your sales team
- Differentiate your sales team by increasing their credibility
- Decrease turnover by setting a hiring standard for new staff
- Assist with ongoing training and career development
- Demonstrate your commitment to the profession

As a CSP...

- You are identified as a highly competent professional who has gained the experience, knowledge, and skills of the **CPSA Sales Institute**
- You improve your career growth opportunities, advancement, and earning potential
- Employers know you have solid selling skills and the credentials to prove it
- Customers know that you meet a set of standards and adhere to a strict code of ethics
- Colleagues know you are committed to personal career development and lifelong learning

International Client List

- Acklands Grainger Inc.
- ADP Canada Inc.
- Aluma Systems Canada Inc.
- Atlantic Packaging Products Ltd.
- Canadian Communications Products Inc.
- Canadian National Railway Company
- Carswell
- Clarks Companies North America
- Damac Properties Ltd, Dubai, UAE

- Gentek Building Products
 - Hanson Brick Ltd.
 - KCI Medical Canada Inc.
 - Lions Gate Marketing
 - Manufacturers Representatives
 - Educational Research Foundation, USA
 - Maxim Transportation Services Inc.
 - Milacron-Canada Inc.
 - NGK Spark Plugs Canada Ltd.
 - NorthwesTel Inc.
 - PartSource
 - Tarkett Inc.
 - The News Group Canada
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- TORLYS Inc.