



Canadian Professional
Sales Association
L'association canadienne
des professionnels
de la vente

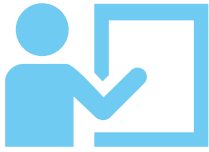
Since/Depuis 1874

CANADIAN PROFESSIONAL SALES ASSOCIATION

MEMBERSHIP HAS BENEFITS.

**WITH OVER 27,000
MEMBERS, THE CPSA
EXISTS TO ENHANCE
THE PROFESSIONALISM,
EFFECTIVENESS AND
EFFICIENCY OF THE
CANADIAN SALES
COMMUNITY.**

DESIGNED TO FUEL YOUR SUCCESS.



Sales Training



Certification



Exclusive
Savings Programs



Events &
Resources

LEARNING & DEVELOPMENT

Members benefit from exclusive rates on sales training programs, designed and proven to give you a competitive edge.

You'll also unlock 24/7 access to a wide range of valuable online sales resources, seminars and events to empower you and your team to succeed.



CPSA training is of outstanding quality and is a great value. As part of our company training strategy, all of our Account Executives are put on the path towards earning their CSP designation.



Morley

Member Since 2008





SALES TRAINING

POPULAR COURSES

Professional Selling

Learn how to build a business strategy, identify leads through effective prospecting and how to manage the selling process from start to finish.

Offered both in-class and online.

Strategic Account Management

Participants learn to develop a solid sales process for key accounts and how to close deals through the implementation of consultative investigation.

OTHER COURSES INCLUDE

- › **Professional Sales Management**
- › **Effective Negotiation Strategies**
- › **Sales Coaching for Success**
- › **Communicating to Influence Buying Decisions**

Visit www.cpsa.com/calendar for course schedule and details, including CPSA member pricing.



CSP DESIGNATION

The Certified Sales Professional (CSP) designation is Canada's only nationally recognized sales certification and identifies those who have surpassed the knowledge and skill requirements set by the CPSA Sales Institute.

Available to those with 2+ years of consultative sales experience, certification requires completion of approved training, successfully passing a written and oral exam as well as adherence to the Code of Ethics and annual maintenance requirements.

Over 86% of CSPs report having gained a competitive advantage in the marketplace and 72% went on to rank in the top 25% of sales earners in their organizations.



EVENTS & RESOURCES

Seminars, Webinars & Networking

Held throughout the year, CPSA partners with leading organizations across various industries to present relevant and informative events. Network with like-minded sales and business professionals, and join us for both live and web-based presentations featuring business leaders, industry experts and CPSA partners.

Online Knowledge Centre

A virtual library of resources to answer everyday questions, assist in further personal and team development as well as tools to optimize sales effectiveness and acumen.

- › [Exclusive Sales Connexion Member e-Newsletter](#)
- › [Sales articles](#)
- › [Whitepapers and publications](#)
- › [Templates and tools](#)
- › [Ask A Sales Expert Q&A](#)

EXCLUSIVE SAVINGS PROGRAMS

With the collective buying power of our community and longstanding relationships with an extensive network of partners, members gain access to a range of exclusive discounts to decrease expenses and strengthen their bottom line.



TRAVEL

Enjoy CPSA negotiated rates which enable you to save more while you're on the road.

- › Save up to 60% off at over 1000 North American hotels
- › Save up to 30% off standard rates with Avis, Budget, National & Hertz
- › Save 25% off at Park'N Fly locations across Canada
- › Save on Business and Economy class fares with VIA Rail
- › Save up to 2.4 cents on fuel with Petro Canada
- › Save on Roadside Assistance with CPSA
- › Save on travel and auto insurance



BUSINESS

Improve your bottom line by saving on a variety of business services.

- › Save up to 35% off selected FedEx services
- › Save up to 35% on small package shipping with UPS
- › Special rates for with Chase Paymentech
- › Exclusive American Express Gold Rewards Card benefits
- › Save 15% on business and professional plans with DocuSign
- › Save 10% on lead generation services with Lead Forensics
- › Save on business insurance with Cornerstone Insurance Brokers



LIFESTYLE

Savings don't stop in the office. Benefit from discounts that extend beyond 9 to 5.

- › \$475 yearly membership fee with GoodLife Fitness/Énergie Cardio (over 50% off), including access to over 300 locations across Canada and towel service (where available).
- › Save on home insurance with Cornerstone Insurance Brokers
- › Save on Term Life Insurance, Income Protection Disability Insurance, Critical Illness Protection, and Health and Dental Insurance with Manulife

Over two thirds of our members report saving more than \$1500/year in travel costs alone.

SAMPLE HOTEL SAVINGS

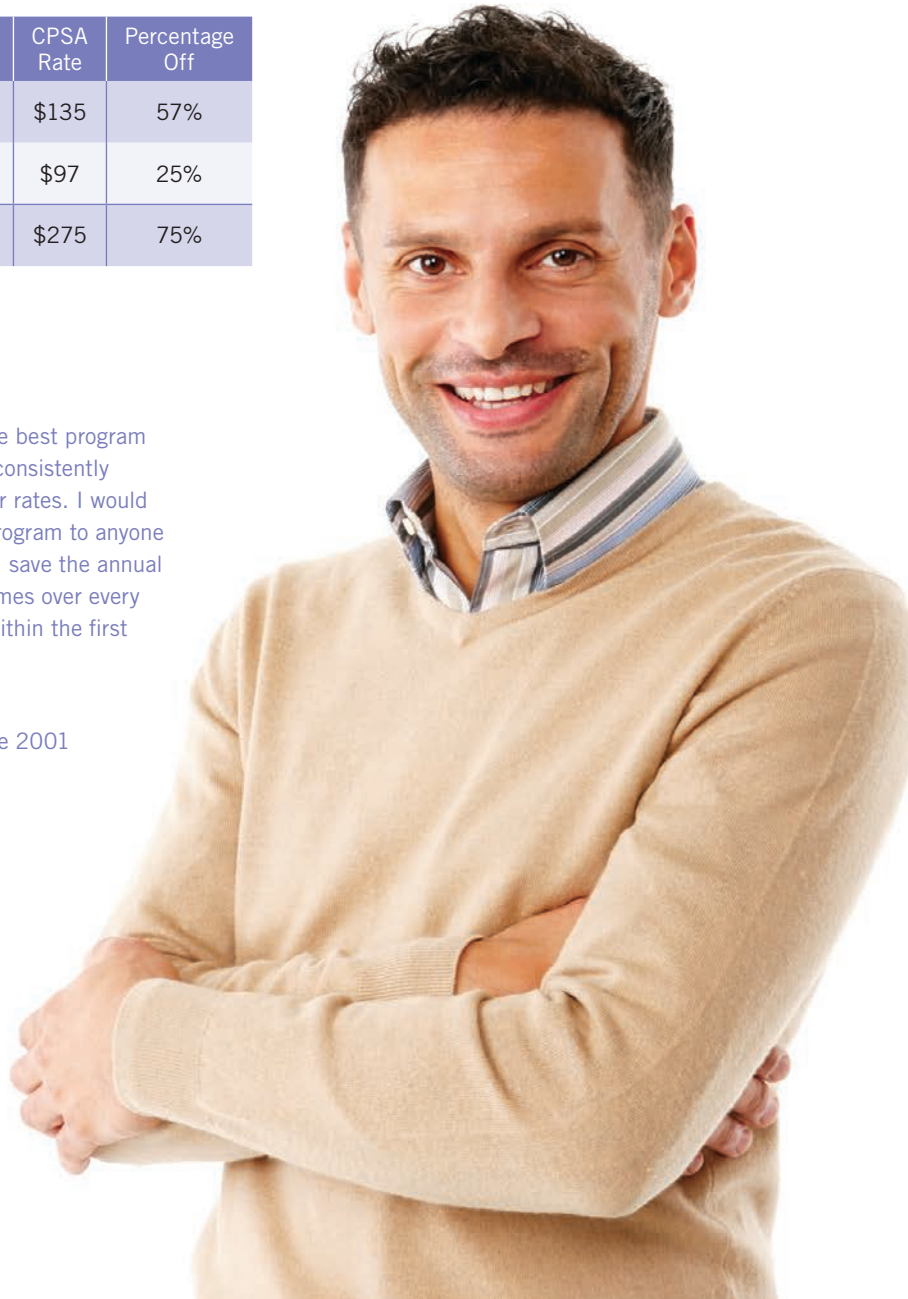
 ****	Month	CPSA Rate	Percentage Off
Vancouver ★★★★	September	\$135	57%
Montreal ★★★	May	\$97	25%
Toronto ★★★★★	January	\$275	75%



CPSA has been by far the best program I have found for getting consistently lower hotel and rental car rates. I would highly recommend the program to anyone doing a lot of travelling. I save the annual membership fee many times over every single year and usually within the first few uses.



Neil
Member Since 2001



CONNECT. DEVELOP. SAVE.

Join us today and recharge your sales.



CPSA offers an ongoing improvement of the sales profession through their training and standardizing. As a sales professional, CPSA has offered me the opportunity to develop my skills, network with professionals, and measure my results. CPSA plays an essential role for the sales profession and sales professionals.



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Member Since 2014



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