



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

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**The latest survey results are in...  
Sales Certification can give you the edge  
– CSP grads reveal why**

Dear Fellow Sales Professional,

If you want proof that being a Certified Sales Professional can boost your income and enhance your sales career, take a look at what our CSP graduates told us in a recent survey:

- 73% of Certified Sales Professionals said their professional designation ***gave them a competitive advantage*** in the marketplace;
- Of those who responded, 61% (more than half) ***increased their sales by 15% or more*** in the time since training for Certification;
- 65% (almost two thirds) said the CSP designation gave them ***added prestige*** in the eyes of customers, managers and peers;
- A whopping 93% (9 out of 10) CSPs ***recommend becoming a Certified Sales Professional*** to others.

**Who are these Certified Sales Professionals?**

Their backgrounds may surprise you. These are not just neophytes on their way up the ladder. The majority are seasoned professionals.

- 55% (more than half) earn personal annual incomes over \$75,000 per year. More than one quarter **earn over \$100,000** per year;
- 71% **rank in the top 10%** of sales within their respective organizations;
- 67% (two thirds) **have over 10 years** of sales experience;

**In other words, these are the top achievers who want to be even more successful.**

(see other side)

**Are you ready to improve your selling skills  
and professional credibility?**

The CSP designation is clearly one of the best investments you can make in yourself and your career. It is a proven way to demonstrate your expertise to employers, customers and peers.

It shows you've met the rigorous standards for excellence set by the Canadian Professional Sales Association for sales experience, sales skills, willingness to learn, and that you're committed to abide by a strict professional Code of Ethics.

No wonder 70% of CSP graduates told us that their companies paid for the entire training program on their behalf.

Organizations such as ADP Canada, Atlantic Packaging Products, Bank of Montreal, Canada Housing and Mortgage Corp., Chubb Security Systems, Coca-Cola Bottling Ltd., CN, Glaxo, Laidlaw, IBM, Red Carpet Food Services, Royal Bank, Shell and others have already demonstrated their support of the certification process. Many companies now require their sales teams to be Certified.

**You can enroll now and take the next year to get your CSP**

If you reply to this invitation before December 31<sup>st</sup>, we'll reserve your space in the CSP program for up to a year. You'll avoid any price increases over the next 12 months and we'll also guarantee you a spot in our CSP preparation course plus an examination date – moving you to the front of the line.

Take the next step right now. **Call Desmond Evans at the CPSA** to find out how you can gain the recognition and respect of being among the cream of the crop of Canadian Sales Professionals.

Nearly 1,000 of your peers are already Certified Sales Professionals. Shouldn't you have the same top credentials as they do? Call today!

Sincerely,

Terry J. Ruffell, CSP  
President, CPSA

P.S. Added Bonus: Respond to this special invitation and we'll also waive the CPSA annual membership fee. That's a savings of \$110.

As seen in...



April, 2001

## Sweet Celebration

### *Nabisco sales manager Ken Schock: 500th CSP grad*

The month of April is a celebration of sorts for Ken Schock, eastern Ontario sales manager for Nabisco Ltd. He was the 500th graduate of the CPSA's Sales Institute, and he celebrated 28 years with Nabisco.

Schock started working at Nabisco as a sales trainee for one year, then moved on to district sales for five years. After that, he was a sales supervisor and a sales representative in Brantford, Ontario and in the Maritimes.

In 1982, he became a key account manager in Toronto for nearly ten years, and then went from being a branch manager in London to a sales manager in Ottawa, which is his position today.

Why would someone with so many years of experience at one company bother with **sales certification**?

"There is great value to CSP status, because there is that formal recognition attached - which is important in our discipline," says Schock. To employers, colleagues and clients, CSP flags proven sales competency and compliance to a strict code of ethics.

"Ken has been able to build upon a solid professional selling skill foundation through his recent certification. Ken is all about continuous education through learning, and this will help him help his employees and his customers achieve their goals," says Rory Lesperance, CSP, regional sales manager for Nabisco and member of the CPSA Board of Directors.

More and more, companies are starting to mandate entire sales teams to acquire CSP status. Though at Nabisco certification is not mandatory, Schock is strongly advising the 11 salespeople under his direction (in the company's snack division), to attain CSP status.

"I thought the CPSA program sounded like a good thing for sales reps, so I tried it out first. Now I know that yes, in fact, the program offers a good introduction to understanding what sales responsibility entails," insists Schock.

He goes on to explain that enrolling salespeople into the course is very different from handing a sales representative a calls list and a product sample, and telling them 'do what you can.'

"Selling is not a black and white process. You are dealing with people, which means understanding how to work with them or through them and often, there are many grey areas in sales. The CPSA course is something to direct our new salespeople towards, to make sure they have a solid understanding of what sales is about," explains Schock.

And Schock is the first person to attest that there is a lot to learn. When he first entered the sales industry, he remembers his hesitancy.

"I thought sales would be an interesting job but not a stable one because it seemed like sales jobs changed like the weather," he recalls. But obviously, Schock got a grasp on the skills involved in the sales profession because (28 years later) he is living proof that you can excel in a sales career and it can be very fulfilling.

Schock's favorite part of his job is dealing and interacting with people. But he also refers to the thrill he feels when "pushing the envelope ahead" and "taking risks," especially when the end result is success.

The Sales Institute, founded in 1994, is staying true to its goal to realize the vision that the sales profession should be recognized and respected for the critical role it plays in business development, revenue generation and customer satisfaction.

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*"In 1999, I obtained my Certified Sales Professional designation, got promoted shortly afterwards as sales manager and will make the President's Club again. The CSP truly changed my professional life around and made me a champion."*

**Herman Alves, AT&T Canada**

**Certified Sales Professional  
The #1 designation of Canada's sales stars**