

CSP 2018

CERTIFIED SALES PROFESSIONAL
BUILDING SALES PROFESSIONALISM
THROUGH CERTIFICATION

MARCH 5-9
Atlanta, GA

APRIL 2-6
Dallas, TX

SEPTEMBER 10-14
Denver, CO

OCTOBER 8-12
Chicago, IL



MEMBER: \$1795

NON-MEMBER: \$1995

ENERGIZE YOUR SALES CAREER BY BECOMING A CERTIFIED SALES PROFESSIONAL

THREE DAYS OF INTENSE, INTERACTIVE INSTRUCTION AND ROLE-PLAY GIVE A THOROUGH UNDERSTANDING OF CONSULTATIVE SELLING.

THE CSP COURSEWORK INCLUDES:

Managing Yourself

- Understanding Personality Traits
- Maintaining Positive Attitude
- Setting Personal Goals
- Managing Stress

Selling Process

- 8-Step Sales Process
- Prospecting
- Planning
- Getting Participation
- Investigating, Summarizing & Prioritizing
- Going Forward

Business Skills

- Presenting
- Negotiating
- Planning for your Territory
- Managing your Accounts

PROGRAM SCHEDULE

Check-In

Evening hotel arrival and check-in

Instruction Day 1

Registration Desk Opens 7:45am
Session from 8:00am – 5:00pm

Instruction Day 2

Session from 8:00am – 5:00pm

Instruction Day 3

Session from 8:00am – 3:00pm
Written exam 3:15pm – 5:00pm

Departure Day 4

Individual Exams. Allow 90 minutes and travel time.
Plan to leave hotel by 2pm.

**SCAN TO ENROLL
IN CSP®**



READ WITH A
SMARTPHONE
QR READER

WHO SHOULD ATTEND?

- Reps
- Brokers
- Direct Sales
- Distributors
- Sales Managers
- Anyone in Sales

MAINTENANCE OF YOUR CERTIFICATION REQUIREMENTS:

- Report 20 hours of Continuing Education
- Submit annual certification fee of \$100

TUITION AND OTHER CHARGES

Members of our supporting associations pay \$1,795 per year, all others pay public tuition of \$1,995. Tuition covers study materials, classroom instruction, written and verbal exams, continental breakfast, lunch, and coffee breaks Tuesday through Thursday.

A deposit of \$400 is required to hold your seat in CSP. Full payment is due 30 days before CSP begins. There will be a \$45 service fee for cancellations made less than 30 days before the program. Participants may transfer to other sessions without charge. Call 303.463.1801 to enroll or visit www.CSP-USA.org.

All future tuition costs are subject to change. Education program tuition usually qualifies for a business tax deduction. Contact your tax advisor.

OUR GUARANTEE You will find value and ideas for business or we will refund your tuition!



The Manufacturers' Representatives Educational Research Foundation,
A Charitable Education Foundation

T 303.463.1801
www.CSP-USA.org ■ Certify@MRERF.org



Manufacturers' Representatives Educational Research Foundation (MRERF) is a charitable, education Foundation, supported by more than 30 rep associations. The Foundation is dedicated to advancing the rep function and enhancing the professionalism of reps throughout every industry. Formed in 1984, MRERF and its Institute for Professional Advancement (**IPA**) were created to provide education and certification to owners and managers of rep firms and the sales people they employ. The programs currently offered are:

- Certified Professional Manufacturers Representative (**CPMR**®)
- Certified Sales Professional (**CSP**)
- Manufacturer's Best Practices (**MBP**)



The Certified Professional Manufacturers Representative (**CPMR**®) is the professional designation for independent manufacturers representatives in any industry. Owners and managers of rep firms attend CPMR® class for five days in three annual sessions. Anyone maintaining the CPMR® designation has demonstrated their commitment to professional growth and adheres to mutual ethics standards. Each year, up to 360 individuals participate in the three levels of CPMR®.

Find more information at www.CPMR.biz

Lori Mele, CPMR® of PLM and Associates LLC says *"Extremely valuable and exceeded my expectations. Somehow we need to get more manufacturers supporting this program."*



The Certified Sales Professional (**CSP**) program is a three-day seminar that provides a thorough understanding of consultative selling. Intense and interactive, CSP participants report that the program will enhance their careers and change their lives. *Details at www.CSP-USA.org*

Rick Roedell, CSP from Brainard Nielsen Marketing proclaims *"In the 20+ years I have been in sales, this is by far the best sales program I have ever been to. It is well worth the time and money."*



The Manufacturer's Best Practices (**MBP**) is a two-day program that meets the needs of both top and middle management and sales/marketing personnel at the factory level. Its goal is to enhance understanding of how to select, manage, evaluate, and profit from your rep network. *Visit www.MRERF.org for details*

One participant commented the Manufacturer's Program is *"99% applicable. Value to be determined. Estimate = priceless."*

OUR GUARANTEE

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HOW TO REGISTER

Register online at www.mrerf.org or call us at **303-463-1801**.

We look forward to hearing from you.

