



2012 CERTIFIED SALES PROFESSIONAL (CSP) PROGRAM \$1,395

JAN. 10-13, 2012
San Diego, CA

MAR. 6-9, 2012
Syracuse, NY

SEP. 11-14, 2012
Denver, CO

OCT. 2-5, 2012
Indianapolis, IN

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



**APPLY
ONLINE**

READ CODE WITH
SMARTPHONE QR
CODE READER

SOME OF THE TAKEAWAYS FROM CSP:

8 Steps for Consultative Selling:

- 1 Build Rapport
- 2 Establish Context
- 3 Gain Agreement to Participate
- 4 Consultative Investigation
- 5 Summarize & Prioritize
- 6 Explore Solutions
- 7 Quantify Benefits & ROI Impact
- 8 Secure Go-Ahead Commitment

6 Steps for Negotiating:

- 1 Prepare your Strategy
- 2 Probe to Understand Root Cause of Concerns
- 3 Agree on the Problem
- 4 Invent Options for Win/Win
- 5 Negotiate
- 6 Settle & Review

PROGRAM SCHEDULE

Monday

Evening hotel arrival and check in

Tuesday

Registration Desk Opens 7:30am
Session from 8:00am – 5:00pm

Wednesday

Session from 8:00am – 5:00pm

Thursday

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

Friday

Individual Exams will be scheduled
*Allow 90 minutes + travel time
for exam*

WWW.CSP-USA.ORG FOR DETAILS AND APPLICATION



MONEY BACK GUARANTEE ON CERTIFIED SALES PROFESSIONAL (CSP) PROGRAM

Manufacturers' Representatives Educational Research Foundation

Building sales professionalism through certification

999 S. Monaco Pkwy #200
Denver, CO 80224

TESTIMONIALS

"CSP was well done. I am implementing two things immediately and have many more on my list."

Greg Gross, CSP - Marathon Electric

"The CSP class was very useful. It covers a variety of topics for sales success. I recommend the CSP class."

Joe Dascano, CSP - Moog

"I took a lot away from the class. Very helpful. I will use understanding the different personality types a lot in the future."

Daren M. Cowan, CSP - Kacey Enterprises