



SPONSORED BY:  
MRERF

ENERGIZE YOUR SALES CAREER BY BECOMING  
A CERTIFIED SALES PROFESSIONAL



## CERTIFIED SALES PROFESSIONAL PROGRAM

**CSP PARTICIPANTS** receive their text for review two weeks before the program. During three days of intense instruction, interaction and role-play, the tenets of consultative selling are driven home. The coursework includes:

- Personality Traits for Sales Success
- Personal Goal Setting
- Time Management
- Stress Management
- Effective New Business Creation
- How to Plan and Conduct Potent Sales Meetings
- Developing Presentation Skills
- Strategic Territory Planning
- Account Management
- Business Acumen

The Certified Sales Professional (CSP) program gives a thorough understanding of consultative selling. From business creation to improved time and territory management, goal setting to prospecting, attendees return to the territory with a renewed enthusiasm for selling.

### WHO ATTENDS?

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

### MAINTENANCE OF CERTIFICATION REQUIREMENTS

- Report 20 hours of Continuing Education, annually
- Submit Annual Certification Fee of \$100



## CODE OF ETHICS

The Certified Sales Professional code of ethics is the set of principles and standards that all designation holders will strive to adhere to with customers, organizations, competition, communities, and colleagues in all activities.

As a Certified Sales Professional I will:

- 1 Maintain honesty and integrity in all relationships with customers, prospective customers and colleagues and continually work to earn their trust and respect.
- 2 Accurately represent my products or services to the best of my ability in a manner that places my customer or prospective customer in a position that benefits both.
- 3 Respect and protect the proprietary and confidential information entrusted to me by my company and my customers and not engage in activities that may conflict with the best interests of my customers or my company.
- 4 Continually upgrade my knowledge of my products/services, skills and my industry.
- 5 Use the time and resources available to me only for legitimate business purposes. I will only participate in activities that are ethical and legal, and when in doubt, I will seek counsel.
- 6 Respect my competitors and their products and services by representing them in a manner which is honest, truthful and based on accurate information that has been substantiated.
- 7 Endeavor to engage in business and selling practices which contribute to a positive relationship with the community.
- 8 Assist and counsel my fellow sales professionals where possible in the performance of their duties.
- 9 Abide by and encourage others to adhere to this Code of Ethics.

Manufacturers' Representatives Educational Research Foundation, a Charitable Education Foundation  
8329 Cole Street ■ Arvada, CO 80005  
T 303.463.1801 F 303.463.3198

CSP.2010.69SM

MRERF.ORG ■ www.CSP-USA.org ■ Certify@MRERF.org

**CSP**  
CERTIFIED SALES PROFESSIONAL  
BUILDING SALES PROFESSIONALISM  
THROUGH CERTIFICATION

<b>APRIL 20-23, 2010</b> (arrive Apr 19) <b>Raleigh, NC</b> Embassy Suites Raleigh-Crabtree	<b>SEP. 14-17, 2010</b> (arrive Sep 13) <b>Minneapolis, MN</b> Embassy Suites Minneapolis Airport
<b>MAY 11-14, 2010</b> (arrive May 10) <b>Denver, CO</b> Embassy Suites Denver Southeast	<b>OCT. 12-15, 2010</b> (arrive Oct 11) <b>Phoenix, AZ</b> Sheraton Phoenix Airport

**Manufacturers' Representatives  
Educational Research Foundation**  
*Building Sales Professionalism Through Certification*  
 **CSP**  
8329 Cole St. ■ Arvada, CO 80005

## 3 DAY SEMINAR + CERTIFICATION TESTING \$1,395.00

### 2010 LOCATIONS (CHECK ONE)

- RALEIGH  MINNEAPOLIS  
 DENVER  PHOENIX

NAME FOR CERTIFICATE FIRST MI LAST

COMPANY NAME

MAILING ADDRESS (NO P.O. BOXES)

CITY STATE ZIP CODE

PHONE

EMERGENCY CONTACT (NAME & NUMBER)

EMAIL

NAME FOR BADGE

- REP  DISTRIBUTOR  MANUFACTURER  OTHER

YEARS OF SALES EXPERIENCE

INDUSTRY/ASSN.

DIRECT SUPERVISOR NAME

DIRECT SUPERVISOR EMAIL

### PAYMENT:

- DEPOSIT \$400  FULL TUITION \$1395  
 ENCLOSED  PLEASE CHARGE MY CREDIT CARD  
 AMEX  MASTERCARD  VISA  DISCOVER

ACCT NUMBER EXP DATE

SIGNATURE

NAME AS APPEARS ON CARD (PLEASE PRINT)

BILLING ADDRESS (IF DIFFERENT FROM MAILING ADDRESS)

CITY STATE ZIP

FOR LINKS TO THE HOTEL WEBSITE [HTTP://GOTO.MRERF.ORG/CSPCALENDAR](http://goto.mreref.org/cspcalendar)

**CANCELLATION/SUBSTITUTION POLICY** We will provide a partial refund for cancellations received more than five business days prior to the seminar date. If less than five days, we will provide a non-refundable credit for your full payment which must be applied to another MRERF program.

FULL PAYMENT IS DUE 30 DAYS BEFORE COURSE SESSION BEGINS. IF DEPOSIT IS CHARGED TO CREDIT CARD, THE REMAINING BALANCE WILL BE CHARGED 30 DAYS FROM COURSE DATE.

PLEASE AFFIX YOUR



BUSINESS CARD HERE

OFFICE USE:

MRS \_\_\_\_\_

XLS \_\_\_\_\_

YP \_\_\_\_\_

## CONSULTATIVE SELLING

### Managing Yourself

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

### Selling Process

- Prospecting
- Planning
- Getting Participation
- Investigating, Summarizing & Prioritizing
- Going Forward

### Business Skills

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

For a complete curriculum description please go to [www.CSP-USA.org](http://www.CSP-USA.org)

## 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

**THE CSP PROGRAM** takes place in various locations around the US. Fee includes program tuition, all teaching materials, certification registration including verbal exam, lunch and certificate of course completion. Classes run Tuesday through Thursday 8:00am to 5:00pm with breaks and lunch. Individual verbal exams will be scheduled.

## TESTIMONIALS

*"A most excellent class! This is my 25th year in sales in the electrical industry. I did not think that I would learn that much in the class. After CSP training, I realized how much I was not doing for my customers. For me, the class sharpened my "customer-focused" skills and made me appreciate all that I had forgotten about "serving out" to my customers."*  
**Sarah Smart, CSP, Lutron Electronics Inc.**

*"Great experience!"*  
**Sam Hubbard, CSP, Foust Marketing**

*"Excellent! Best sales course that I have been to!"*  
**JC Hughes, CSP, Colonial Electric Supply**

**PRIVATE SESSIONS AVAILABLE**  
**CONTACT CSP CERTIFICATION**  
**HEADQUARTERS FOR DETAILS**  
**303.463.1801**

RETURN THIS FORM, NON-REFUNDABLE DEPOSIT (\$400) TO: MRERF

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OR APPLY ONLINE AT [HTTP://WWW.CSP-USA.ORG](http://www.csp-usa.org)

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