



Consulting and Training | Reach New Heights

**Course Name**

# Certified Professional Sales Person (CPSP)

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**Sector Name**

Sales, Marketing and Customer Service

**Document Type**

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## Certified Professional Sales Person (CPSP)

### Course Introduction

CPSP Certification is one of the most vital sales credentials that will undoubtedly elevate the career of any sales professional seeking mastery. This advancement directly translates into increased profitability, success, and excellence for the organization. Discover the training program that will become a true catalyst for your employees' growth.

CPSP Training introduces new, modern skills to the sales job market, keeping pace with today's rapid evolution. It serves as a comprehensive knowledge transfer hub, delivering cutting-edge expertise from the industry's most skilled lecturers and experts.

### What you will gain through the Certified Professional Sales Person (CPSP) course

- ✓ Hands-on Training: Practical sessions led by experienced instructors, offering a genuine opportunity to develop your staff into elite professional sellers.
- ✓ Effective Prospecting: Employees learn advanced techniques to capture a potential lead's attention without wasting time or effort.
- ✓ Efficiency for Leadership: Saves significant time for business owners and HR managers spearheading internal corporate development.

- ✓ Tech-Sales Specialization: Highly beneficial for software specialists (e.g., SaaS), as it equips teams to handle modern software sales using sophisticated, up-to-date methodologies.

## **The Importance of the CPSP Course (Provided by Boost Training & Development)**

What benefits do trainees receive upon completing this program?

1. **Specialized Certification:** Earning the CPSP Certification—a specialized, registered credential rather than a general one—which boosts the employee's profile and professional confidence.
2. **Corporate Reputation:** Enhances the organization's value and brand image in the eyes of clients by showcasing a highly-developed and skilled workforce.

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## Certified Professional Sales Person (CPSP)

### Target Audience

- ✓ Sales Executives
- ✓ Business Development Executives
- ✓ Sales / Marketing Managers
- ✓ Account Managers / Relationship Managers
- ✓ Sales Directors
- ✓ Teachers / Trainers
- ✓ Leaders
- ✓ Students
- ✓ Head of Department
- ✓ Art Directors
- ✓ HR professional
- ✓ Career shifters
- ✓ Business Owners / Entrepreneurs
- ✓ Social Media Specialist
- ✓ SEO Specialist
- ✓ Customer Service Officers

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## Certified Professional Sales Person (CPSP)

### Learning Objectives

- ✓ Use the 8 styles of communication to close more sales
- ✓ Access your highest level of confidence in every sales situation
- ✓ Gain the trust of your prospects faster than the competition
- ✓ Successfully navigate the four phases of performance necessary to consistently achieve your goals
- ✓ Learn the proven formula to sell directly to your clients' specific emotional needs
- ✓ Understand the ways you are unintentionally sabotaging your sales and success
- ✓ Establish and maintain instant alignment with your prospective customers

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### Course Outline

#### ✓ **01 Day one**

##### **The changing business environment**

- ✓ The evolution of personal selling
- ✓ Marketing
- ✓ Consultative
- ✓ Strategic
- ✓ Partnering
- ✓ Social
- ✓ The new sales competencies
- ✓ Behaviors, characteristics, and skills of a successful salesperson
- ✓ Assessing performance according to specific sales indicators
- ✓ The 10 root causes of sales problems
- ✓ Personal selling profile

##### **Preparation and self-organization**

- ✓ Personal management
- ✓ Self-mastery
- ✓ Personal planning
- ✓ Self-talk
- ✓ Personal image
- ✓ Time management for salespeople
- ✓ Understanding the psychology of selling

✓ Developing strategies for sales success

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### Course Outline

#### ✓ 02 Day Two

##### **The sales process**

- ✓ Prospecting and qualifying
- ✓ Pre-approach
- ✓ Approach
- ✓ Presentation and demonstration
- ✓ Overcoming objections
- ✓ Closing
- ✓ Follow-up and maintenance
- ✓ Product selling versus service selling
- ✓ A glimpse into different selling models

##### **Business negotiation skills**

- ✓ Principles of successful negotiations
- ✓ Communication
- ✓ Planning
- ✓ Trading concessions
- ✓ The six elements of successful sales negotiations
- ✓ The power of questioning and probing
- ✓ The BATNA principle
- ✓ Establishing ranges and understanding the limits

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### Course Outline

#### ✓ 03 Day Three

##### **Managing the customer relationship**

- ✓ Basics of building customer relationships
- ✓ 5 rules for successful relationships
- ✓ The essence of attitude in relationship building
- ✓ The art of sales communications
- ✓ Influencing sales outcomes
- ✓ The 8 styles of communication to close more sales
- ✓ Gaining the trust of your prospects faster than the competition
- ✓ The four phases of performance necessary to consistently achieve your goals
- ✓ The proven formula to sell directly to your clients' specific emotional needs

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### Course Outline

#### ✓ 04 Day Four

##### **Ways you are unintentionally sabotaging your sales and success**

- ✓ Establishing instant alignment with your prospective customers
- ✓ Are your client communications stalling before getting to the sale?
- ✓ Learning new techniques and still not seeing actual results

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### Course Outline

#### ✓ 05 Day Five

##### **Steps to move your clients through the buyer's journey with ease**

- ✓ Habits that drive results vs simply learning new information
- ✓ Sales techniques that are effective in today's sales environment
- ✓ Resolving objections proactively to close the sale faster

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## Certified Professional Sales Person (CPSP)

### Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Nov. 23, 2026	Nov. 27, 2026	5 days	4250.00 \$	UAE , Dubai
May 24, 2027	May 28, 2027	5 days	4250.00 \$	UAE , Dubai
Aug. 31, 2026	Sept. 4, 2026	5 days	5950.00 \$	USA , Texas
April 5, 2027	April 9, 2027	5 days	4250.00 \$	UAE , Dubai

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