

CPSA Sales Institute Key Competencies in Sales

The following validated key competencies and tasks were developed by the Canadian Professional Sales Association in co-operation with Human Resources Development Canada. They form the foundation of the Skills for Sales Success course and CPSA Sales Institute's certification exam. The certification program tests the knowledge and skills required to be a successful—and professional—sales person, and leads to the designation CSP – Certified Sales Professional.

Consultative Selling Process

- prospect for potential customers
- plan for the initial contact
- contact the prospect
- plan the sales call
- open the sales call
- uncover needs
- present solutions/options
- overcome objections
- use the sales tools
- ask for the business
- follow up the sale

Relationship Building

- create a customer care process
- develop the account
- collaborate with customers to create service standards, warranties and guarantees
- educate customers
- link customers with other service/product providers within your network
- support customer initiatives
- appreciate your customers

Communication

- listen effectively
- ask questions
- provide continuous feedback
- communicate according to customer type
- negotiate for agreement
- deliver sales presentations
- write sales letters
- write proposals
- deliver training to customers
- educate others
- conduct telephone sales calls

Strategic Sales Planning

- understand the corporate business plan/department objectives
- analyze and segment the market
- research the competition
- analyse individual existing customers
- analyze products/services
- negotiate your sales target
- create your sales strategies
- set objectives to achieve your sales targets

Local Area/Regional Marketing

- create your local area/regional marketing plan
- network locally/regionally
- create and manage a direct mail program
- create and manage educational and promotional events
- organize trade shows
- enhance corporate marketing programs (print media and broadcast)
- co-ordinate merchandising campaigns
- conduct informal market research
- conduct multi-media marketing
- create and manage telemarketing programs
- plan promotions

Time & Territory Management

- forecast sales results
- manage your sales activities
- manage your time

Self Development

- create a personal vision/mission
- balance your life
- manage your attitude
- practice self discipline
- manage your time and activities
- manage your professional development
- manage your career

Business Acumen

- demonstrate fair competitive practices
- demonstrate ethical behaviour
- understand and use contracts
- understand government legislation and governing bodies
- understand insurance and liability
- comply with corporate policies
- understand financials
- think globally and act locally
- follow industry standards

Sales Administration

- generate sales administration/operations reports
- provide feedback
- analyze, read and interpret sales information
- track orders
- maintain support systems

Product/Technical Knowledge

- acquire up to date product/service knowledge
- acquire up to date technical knowledge