

YOUR COMPLETE GUIDE TO THE CPSP Program

NASP.COM

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The Certified Professional Sales Person (CPSP®) program is uniquely designed to transform you into a top performer in sales.

- Are your client communications stalling before getting to the sale?
- Are you learning new techniques and getting excited but not seeing actual results?
- Does pushing too hard for the sale turn your prospects away?
- Do unexpected objections delay your sales process?

- Learn the steps to move your clients through the buyer's' journey with ease
- Create and condition-specific habits that drive results vs simply learning new information
- Stop studying outdated sales techniques that are no longer effective in today's sales environment
- Practice uncovering objections proactively to close the sale faster

Utilize key techniques revealed from 30 years of interviewing and coaching the top 1% of salespeople in the world.



Take the only sales conditioning Certification on the market today and practice modern sales strategies.

- Map out the unique purchase path for your ideal clients in your niche
- Build core influence habits that move clients to the point of decision
- Integrate emotional components that drive the sales process - Master closing the sale throughout your sales interactions

This comprehensive, six-week online course, part of the internationally acclaimed 45 Day Challenge® series, provides success strategies, proven daily conditioning, and impactful behavioral training that creates lasting success -- the changes that matter and help make you the best at what you do.



WHY DOES THE CPSP WORK?

The CPSP builds on the strategic sales process and incorporates the emotional needs and psychological triggers that drive any decision.

At the core of this powerful program, is the principle of consistency and commitment. Science has shown that the unconscious mind works tirelessly to make real whatever it has been programmed to do. It uses habits, or conditioned behaviors to execute its game plan.

Because of this, the CPSP is designed to teach you and your team how to replace current behaviors that are costing you sales with new ones that help you achieve your sales goals faster and more consistently.





Take the SELLER STYLE ASSESSMENT

TAKE THE SELLER STYLE ASSESSMENT

If your considering taking the CPSP Certification, be sure to complete the complementary Seller Style Assessment.

BY TAKING THE SELLER STYLE ASSESSMENT:

- 1. Learn why you should know your current and ideal selling style
- 2. Learn the 8 selling styles and how to maximize yours
- 3. Learn how your selling style may hurt or help your sales
- 4. Learn what sales culture will support your best opportunity for success
- 5. Become more appealing to organizations looking for your specific selling style

WHAT IS THE SELLER STYLE ASSESSMENT?

The NASP Seller Style Assessment is a brief survey that allows you to determine what type of selling style you predominantly use, and identify your ideal selling style.

This survey helps you understand how your unconscious habits around selling and influence shape your sales performance and results.

WHAT YOU WILL GET

Once you've completed the survey, your results along with prescriptive coaching will be presented to you! Prescriptive coaching is a tool specifically customized for YOU based on your responses to the Seller Style Assessment. Your selling style and customized coaching plan are waiting for you at the end!



TAKE THE SELLER STYLE ASSESSMENT

WHAT IT LOOKS LIKE

The IC-8 for Sales identifies eight unique Seller Styles™ that each has their own unique behavioral needs when it comes to coaching. Each of the selling styles requires a different perspective when leading and motivating a sales professional. Once identified for their style, sales professionals move from where they are to where they need to be for ideal performance with the help of the CPSP training and certification course. ----

To learn more about a group implementation of the CPSP,

click here:





