MERCURY

Certified Sales Professional (CSP) Certification

1 – 5 February 2027
Munich (Germany)



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Certified Sales Professional (CSP) Certification

Ref: 5024_1081164 **Date:** 1 – 5 February 2027 **Location:** Munich (Germany) **Fees:** 5600 Euro

Introduction

Today's sales professional is a business person, negotiator, coach, counselor, friend, leader, key account manager, support resource, and, occasionally, still enforcer. The role is now multi-faceted, complex, and changing all the while. Today's sales professional needs excellent flexibility and a wide range of cubs in the bag.

A Certified Sales Professional certificate is more than a testament to sales knowledge. The Certified Sales Professional CSP course signifies a comprehensive grasp of sales strategies, certifications for sales professionals, and the application of professional sales certificate practices that differentiate elite sellers from novices.

How to Become a Certified Sales Professional

Embarking on the journey to become a Certified Sales Professional CSP involves a commitment to mastering the art of sales, obtaining CSP qualifications, and developing a profound understanding of professional sales requirements. This course will explore the pathway to earning a CSP certification and the importance of CSP credentials for those aiming to reach the pinnacle of sales expertise.

Earning the Certified Sales Professional certification demands the development of critical competencies and the ability to adhere to the rigorous CSP certification requirements. These criteria ensure that CSP holders are equipped with the knowledge and skills necessary for excellence in sales.

Targeted Groups

This Certified Sales Professional CSP course is for Sales and Marketing Staff and anyone who needs to sell a commodity or an idea to another person.

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Course Objectives

At the end of this CSP training course, the participants will be able to:

- Integrate consultative and value-added selling into their professional practices.
- Understand the process and psychology of the sales cycle.
- Synchronize their selling cycle to the buying cycle of the customer.
- Manage the value of their customers.
- Identify the right professional selling behaviors and skills needed to maximize sales performance.
- Develop the proper personal habits to optimize selling effectiveness.
- Apply the different sales process steps and identify the need for each step.
- Analyze and apply the principles of successful negotiations and handling objections.
- Recognize the basics of customer relationship management and influencing outcomes.

Targeted Competencies

Upon the end of this CSP training course, the target competencies will be able to improve:

- Partnering: Building relationships, communicating effectively, and setting expectations.
- Insight: Evaluating customer needs, gathering intelligence, and understanding the business context.
- Solution: Aligning to customers' needs, resolving issues, and managing success.
- Effectiveness: Leveraging the sales process, executing plans, and maximizing personal time.

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CSP Certification Course Content

Unit 1: The Changing Business Environment

- Turbulent times for companies.
- Evolution of personal selling.
- Are we selling something or helping the customer buy?
- Personal selling profile.

Unit 2: Preparation and Self-Organization

- Personal management.
- Impact of your appearance.
- Time management for salespeople.
- Understanding the psychology of selling.
- Developing a strategy for sales success The BAT formula: behavior, attitude, techniques.

Unit 3: The Sales Meeting

- Functions of the sales presentation.
- Professional skills.
- The ASAP formula art, science, agility, and performance.
- The 7-step sales process.
- Overcoming objections, which comprise 6 significant factors:
  - Need.
  - Features.
  - Company.
  - Price.
  - Time.
  - Competition.
- Closing techniques.

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Unit 4: Creating Rapport through Communication

- Purpose of communication.
- Elements of communication with others.
- Questioning and probing skills The RAIN model: rapport, aspirations, impact, and need analysis.

Unit 5: Managing the Customer Relationship

- Service beliefs and philosophy.
- Essential attributes of a positive attitude.
- Value your customer and how you manage it.
- Causes of customer attrition.
- How do you respond to different buyers and different personalities?