

CERTIFIED SALES TRAINER

Accredited by Sales & Marketing Institute International, CSP



*Become an Internationally
recognized & certified Sales Trainer
and be part of a growing network of
Sales Trainers & Practitioners.*

Certified Sales Trainer Accreditation

The *Certified Sales Trainer program (CST)* is an internationally recognized accreditation by Sales & Marketing Institute International and Sales Star Academy (owned by PowerUpSuccess Group), the exclusive partner of the “Certified Sales Professional” franchise in the SEA region.

CST is the most comprehensive and empowering certification program available in the sales trainer’s development & validation world today, with a well structured and thorough curriculum covering the key areas essential to be a great sales trainer and people developer.

CST was specially created to help anyone interested in :

- *Becoming more effective as a well equipped sales leader, sales trainer or business owner within their own organization*
- *Developing a solid foundation and greater confidence as a Certified Sales Trainer to your internal / external clients*
- *Learning proven methods, strategies and skills as a high impact sales trainer that is based on world-class best practices*

Credentials

CST was developed as a collaboration between Sales Star Academy Master Trainers, proven Sales Trainers & Mentors with over 25 years of industry experience either as Sales Coaches, Leaders or Trainers; and Sales & Marketing Institute, a globally recognized sales accreditation body that validates the competencies of sales professionals & leaders against the industry standards of the Sales Competencies Bank

Methodology & Learning Approach

This results-based course will be challenging, thought provoking, informational, experiential and inspiring. Candidates will use a variety of learning tools including motivation, lecture, workshops, discussions, actual and simulated case studies, games, real life scenarios, work-based projects and open action-based learning.

Assessed Competencies

Within 45 days from completing the CST program, the participants are expected to apply the newly acquired competencies to actual on- the-job situations or opportunities. Each participant will accomplish a formatted report (provided by PowerUp Success and Sales Star Academy) which requires the concurrence of their immediate supervisor in the organization or client in a training job.

How does it work & How long does it take

Certified Sales Trainer Accreditation Roadmap



Program Curriculum Focus & Coverage

- Identify and determine the need for sales training: what, who, and how
- Develop effective sales training learning objectives and instructional design
- Apply adult sales learning concepts, develop supportive climates and customize off-the-shelf materials
- Use sales training activities and alternatives to lecture, strategies for different learning needs, effective questioning techniques
- Prepare properly for a sales training session and inspire sales people to foster learning
- Manage and encourage sales people of all backgrounds and learning styles; understand who is learning and how to address challenging participants
- Present and facilitate a sales training program, including use of audio visuals and handouts
- Develop practical metaphors, role-playing, simulation and experiential activities to articulate sales lessons and principles
- Learn how to facilitate training utilizing SSA's best practice sales training materials and approach



Raymond Phoon

BSc. BA, MBA (USA), AIOBP, IBC,
CSP (NSA), CST (SMII)

Author, Sales Psychologist,
International Leadership Coach &
Business Transformation Expert.

Facilitator

Raymond, our master trainer, is a highly acclaimed world class facilitator and an advanced learning expert who has a wealth of corporate experience behind him.

He possesses over 25 years of practical MNC engagements and leadership roles, and also advising Fortune 500 companies world wide in areas of business and talent development, making him a highly sought after professional around the world.

Investment Options

Check website for program dates and for current early bird specials / volume discounts.

Financial schemes available upon special request for individual participants or independent sales coach/trainer

For enquiries, contact us at info@powerupsuccess.com

Deliverables

Successful candidates will receive the following :

- ❑ 2.5 days of workshop sessions with comprehensive course material
- ❑ Internationally recognized qualification
 - SMII Sales Trainer Certificate upon completion
 - Sales Star Academy Sales Trainer Accreditation upon validation
- ❑ Professional Sales Training Skills
- ❑ Access to USD 500 worth of sales training materials, slides, tools, workbooks, etc
- ❑ One Year Membership to Sales & Marketing Institute CSP network

Minimum Qualification & Requirements

- ❑ Have at least 5 years experience in Sales related roles
- ❑ Has a proven sales track record of meeting business targets consistently
- ❑ Complete the CST pre-qualification application form
- ❑ Pass a 30-minutes assessment interview with our master trainers
- ❑ Provide a referee who familiar with your work experience and track record

PowerUpSuccess.com
Empowering & Transforming Lives

CSP[®]
Certified Sales Professional


Sales Star
Academy[™]

SMI
SALES & MARKETING
INSTITUTE INTERNATIONAL