CERTIFIED
SALES
PROFESSIONAL
‘CSLP

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www.CCLMCanada.org
**Certified Sales Professional ‘CSLP’**

**WHAT IS CSLP?**

Certified Sales Professional “CSLP” is a certification for professionals who demonstrate knowledge, skills and competencies in sales and business development as per the requirements of the Canadian College for Leadership & Management “CCLM”.

CSLP’s are experts in leads generation and deals closure. They make excellent sales pitches, read their clients body signs smartly, develop great proposals and present them with a wow effect. CSLP becomes the de-facto for sales professionals around the world.

**WHAT IS CSLP Certification Body of Knowledge ‘BoK’?**

The CSLP BoK comprises of various themes of knowledge and skills which a CSLP must demonstrate competency in. A CSLP:

1. Understands the basics of sales, makes calls, prepares excellent sales pitches and seals deals.
2. Overcomes challenges in the sales cycle, influences clients and reaches agreements.
3. Understands the basics of proposals, develops solid proposals using various tools and solid processes.
4. Effectively communicates with peers, managers, subordinates and clients, using both verbal and none-verbal communication skills.
5. Masters body language for self and others, learns how to translate facial, hands and other body signs to support leads capturing and sales deal closure.
6. Presents solutions or products with confidence using various tools and delivers wow moments to help seal a deal.
7. Negotiates for the best, and under stress with difficult clients and learns how to win sales deals.
8. Is ethical, endorses and enforces ethical practices and respects people’s rights in workplaces.
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WHO SHOULD APPLY?

If you are a sales person, business development, or interested in sales and revenue generation, then, CSLP certification is for you. With CSLP, you earn the knowledge and get the status and recognition.

Various people are pursuing CSLP certification, including, but not limited to:

• Sales executives, associates, business development officers and managers.
• Marketing professionals, coordinators and associates.
• Supply chain, bid and procurement professionals.
• Managers, store managers, clerks and many more.

WHAT ARE THE ELIGIBILITY REQUIREMENTS?

In its effort to promote sound and solid professional practices and skills in leadership, management, strategy, executive assistance, sales, marketing and human resources, and on the same time, expedite the process of earning the CCLM prestigious certifications, the Certification Board at the Canadian College for Leadership & Management CCLM has decided to eliminate the Eligibility Process for all of its certification exams as of August 1st, 2017.

Therefore, candidates no longer need to submit an eligibility form before taking the exam. The eligibility process has been cancelled and now our exams are open for all candidates.

HOW TO PREPARE FOR THE EXAM?

To prepare for the exam, you might opt to read and study the CSLP textbook and/or attend the CSLP Self-Paced Training courses. Visit our website to learn more.