



CPSA An Asset For Canadian Reps

A quick visit to www.cpsa.com will acquaint all Canadian MANA members and associates with the Canadian Professional Sales Association. The association provides its nearly 30,000 sales and marketing professionals with a variety of tools they need to be successful in their businesses.

Originally known as The Commercial Travellers Association, CPSA was founded in 1874. According to the organization, "As the country matured in size, population and economic vitality, the opportunities for Canada's sales professionals — commercial travellers — have increased. The success of CPSA members has, in turn, created employment opportunities and strengthened the various regions of Canada.

"Today, CPSA members represent the full spectrum of the sales profession, including senior managers, entrepreneurs, sales managers and sales representatives."

The association's web site spells out many of the products and services that are available to

the membership including special rates on travel and hotels, car leasing and rentals, insurance and financial services. In addition, CPSA "has an outstanding professional development program — which includes an extensive library of sales and marketing materials, national seminar and conference sessions and sales training courses — that enhances CPSA's commitment to sales professionals across Canada."

Also cementing its commitment to sales professionals is the association's variety of communication tools which include, but are not limited to:

- **A monthly electronic bulletin** — *agentExchange* is dedicated to independent sales representatives and the manufacturers they

represent. In addition to communicating a variety of articles that have appeared in *Agency Sales*, this publication has a steady stream of membership information, a calendar of events, information on available lines, etc.

- **Contact Magazine** — This bi-monthly magazine is one of Canada's most highly read publications among sales professionals. The magazine keeps its readers up to date on what's new and important in sales, with regular columns on technology, products, sales trends and business travel.

- **An online newsletter** — The *CPSA Sales Exchange* is a weekly e-bulletin sent automatically to CPSA members via e-mail.

- **Sales Resource Centre** — A wide variety of publications are

available for purchase. The publications cover subjects as varied as a survey of sales commissions, a sales compensation report and a guide to vehicle costs and policies.

- **Travel survey** — This regular survey of members' business travel habits, which has been conducted since 1981, allows CPSA to analyze its current product offerings and to determine the areas where changes and/or additions are required.

And speaking of CPSA's product offerings, they run the spectrum from travel and vehicle savings to

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insurance and financial programs, professional development and business and communication tools. In addition, members are able to take advantage of a new offering — online learning. The

association's *On-Line Skills for Sales Success* program is available when and where they are wanted. Full details on this as well as how to join CPSA can be found on the association's web site. □

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