

Welcome to the ESP program – a world class B2B sales training system with personalized mentoring and coaching. Developed to be aligned with the Canadian Professional Sales Association's CSP competency framework, this program also provides all participants the opportunity to become a Certified Sales Professional with a specialization in Enterprise Sales.

Course Form

Learners will be engaged in a full year, experimental program that is a combination of in-class and online learning.

The 36 hours of blended learning is comprised of



11 Interactive Live Sales Masterclasses 3 hours each



3 Interactive Live Sales Masterminds + Self-Directed learning

Completion of Program



The ESP program provides learners with all educational requirements for the Certified Sales Professional (CSP) designation offered by the CPSP Institute. Learners can submit an application and take the exam upon completion of the program. All participants also receive a one-year membership in the CPSP.

Course Information

CPSP member offer \$3950

CSP exam fee is an additional \$598 per learner

What is a Masterclass?

- Exclusive live webinar
- 3 hour deep dive into a core Enterprise Selling topic
- Includes downloadable text
- Video Replays
- Live Q&A with Shane Gibson
- You watch it live, or when it's convenient for you – as many times as you want.

What is a Mastermind?

- It's a powerful form of peer guided learning and mentoring on sales enablement (implementing what you have learned)
- Masterminds/Forums are used by most of the worlds leading CEO's and founders
- 60 minute collaborative session on solving your sales challenges with 8 -12 other Enterprise Sales Professionals

Outline of Program

ESP Program by Sales Academy

Master Class 1

Targeting the Right Clients

- Finding, attracting and growing profitable key accounts

CRM Selling and Lead Nurturing

- Keeping your sales pipeline full and driving your process with CRM

Master Class 2

Measuring Client Value and Success

- How to quantify and communicate the business value of your offering

Key Account Management

- Team selling and developing your process for managing and growing Key Accounts

Master Class 3, 4, & 5

Managing Complex Business Relationships (System)

- A complete system for selling to and winning over large accounts with multiple decision makers

Master Class 6

Influencing Top Level Decisions Makers

- Insights and strategies to engage and persuade business decision makers

The Art of Asking Questions

- Conducting discovery meetings and demos that close deals

Master Class 7

Handling Objections

- How to systematically categorize and address objections effectively

Master Class 8

Negotiating and Closing the Deal

- Practical insights on effectively negotiating with decision makers

Master Class 9 & 10

High ROI Social Selling

- Best practices and principles for outbound and in-bound selling using social media

Master Class 10

LinkedIn for Sales Professionals

- An-depth look at how to leverage LinkedIn for sales success

Master Class 11

Building Your Sales Technology Stack and AI

- Best of breed sales technology tools to give sales professionals a competitive advantage including how to use AI to grow your business

Sales Enablement Fundamentals

- How to build a sales plan and implementation plan that will help you scale and sustain your sales success

Ready to enroll? Need more information?

➤ Contact Shane Gibson at Shane@salesacademy.ca

