



Chartered
Institute of Sales
Professionals

Australia & New Zealand

Corporate Partner Value Statement

November 2024

Craig McKell
Chief Executive
Revenue Performance Management Technologies Pty Ltd

Dear Craig

I hope this letter finds you well and thriving in your leadership role. I am writing to share an opportunity that has the potential to elevate your sales team to new heights of performance and expertise, an investment that echoes the legacy of some of the greatest success stories in the history of corporate selling.

Up until around the 1980's, companies such as Xerox and IBM pioneered internal sales training programs that were nothing short of transformative. Those programs served as pseudo sales universities, providing world-class training that not only fuelled internal growth but also propelled those who participated into positions of influence across the business landscape. The sales professionals who emerged from these programs carried their knowledge far and wide, disseminating skills that reshaped industries and set new standards for sales excellence.

However, the landscape changed in the 1990s. Cost-cutting measures led to the discontinuation of such comprehensive training investments, and these breeding grounds for sales mastery withered away and died. The void left has never been properly filled—until now.

The Chartered Institute of Sales Professionals ("CISP") is stepping into that space with a vision to create a globally accessible centre for sales excellence and professional development. We aim to serve as a representative body for sales professionals worldwide, offering an array of world-class programs designed to mentor, develop, and nurture the next generation of sales leaders. Through this initiative we want to professionalise sales and ensure that businesses have access to the highly skilled, adaptable, resilient and forward-thinking sales professionals they need to thrive in an ever-evolving market.

In this spirit I would like to invite you to consider [Company Name] becoming an anchor corporate partner of the CISP in Australia & New Zealand. This partnership will afford your sales leadership and teams exclusive access to cutting-edge training, individual, team and organisational performance benchmarking, mentorship programs, and resources that will sharpen their expertise, enhance performance, and drive sustainable revenue growth.

Benefits of joining CISP as a corporate partner include:

- **Access to Advanced Training Modules:** High-calibre courses designed to foster practical skills and strategic thinking.
- **Global Networking and Thought Leadership:** Connect with peers and industry leaders to exchange best practices and insights.
- **Mentorship Opportunities:** Guidance from seasoned sales experts to inspire growth and career advancement.
- **Recognition as a Pioneer of Sales Excellence:** Be seen as a company that values and invests in the professional development of its sales force.

The following pages outline the value on offer to our corporate partners and their sales teams. I encourage you to seize this opportunity to build on the legacy of excellence once exemplified by the likes of Xerox and IBM, ensuring your company and your sales team(s) get world-class support for their professional development and continue to thrive in today's hyper-competitive market.

Sincerely,



Craig McKell
Chief Executive – CISP ANZ



What is the CISP and what do we do?

The Chartered Institute of Sales Professionals ("CISP") is the preeminent global professional body for people at all levels of experience in sales and business development.

We exist to:

- Promote and celebrate the highest standards of **professionalism** and **ethics** in sales, sales management and business development;
- Support and nurture the development of sales capability in individuals, teams and organisations;
- Represent and lobby on behalf of the sales profession;
- Enrich the careers and professional lives of our members; and
- Professionalise and credentialise an industry for which those two things are long overdue.

Why partner with the CISP?

Accelerate Sales



Accelerate the success of your sales team with exclusive, on-demand sales tools and resources that take your results to the next level.

CISP members consistently rank in the top 10% of sales performers and the majority regularly exceed their sales targets.

Access Top Sales Talent



Recruit right, right from the start. Access a global pool of certified sales professionals with the experience, knowledge, skill, and attitude to build profitable, positive, long-term relationships with clients and customers – and get real results for your company.

Develop & Retain



CISP-certified sales training programs set the platinum standard. Whether your team is just starting out, or established in the field, they'll learn exactly what top performers do to get amazing results, step-by-step, with *competencies-based training* that helps them make more sales, more consistently.

Professional Status



Your sales team will stand out from the crowd with ISP membership and designations – including post-nominal letters and logos on their email signatures, social media profiles and presentations

Standards & Integrity



Enhance your company's brand and reputation with your customers by having your sales and BD people associated with a professional institute that sets and then holds its members to the highest ethical standards and stands for integrity and professionalism.

Knowledge & Network



Your sales and BD professionals will have unfettered 24/7 access to one of the world's most comprehensive online resource bases containing thousands of books, articles, webinars, slide packs and other materials on all aspects of sales and business development.



Phil Jones Managing Director, Brother

Don't just take our word for it.



Jon Nicholson UK Sales Director, Royal
Mail and Parcelforce

Here is what the sales leaders from just two of
our corporate members say...

What's on offer?

- **Sales Competence & Capability Benchmarking**

Access cutting-edge, AI-driven assessment and benchmarking of your sales leaders, teams and individual members against CISP's 7-stage Sales Capability Framework and a global database of more than 45,000 sales professionals. Precisely identify your people's knowledge strengths and weaknesses, and pinpoint opportunities for individual and team skills enhancement.

Click on the following links to learn more about CISP's unique *Sales Capability Assessments* and *Corporate Sales Capability Assessments*.

- **Sales Behavioural (and Psychometric) Assessments**

Not everybody is psychologically suited to selling. It is frequently brutal and unforgiving, and particularly now requires personalities strong in flexibility, adaptability, persistence and perhaps most importantly - resilience. Key performance factors that don't often reveal themselves in people's CV's or in most corporate sales recruitment processes.

CISP's Sales Behavioural Assessments specifically tests for 24 key aspects of personality and behavioural style critical to success in modern selling – including adaptability, persistence and resilience.

As Jim Collins famously said, "First who; then what." Get the right people on the bus. Then get the right people in the right seats. Then move the wrong people off the bus – or onto a different bus. And put who, before what. When it comes to modern professional selling, no other integrated corporate sales toolkit is so well equipped to help sales leaders answer these questions and then act on those answers.

To learn more about the combined power of CISP's integrated SCA-SCA sales assessment and diagnostic solutions, click [here](#).

- **CISP Sales Leaders Network**

Via the SLN CISP connects sales leaders around the world with their peers for one-to-one or small group conversations and peer-to-peer support and mentoring.

What's on offer (Cont.)

- **Cutting Edge Sales Learning & Professional Development LMS**

Depending on the skills and knowledge gaps identified by their SCA's and SBA's, each individual team member is led into PLATO, CISP's online Professional Sales Development portal. PLATO contains thousands of hours of self-directed and self-paced learning resources and materials specifically curated to suit the needs, levels of knowledge and expertise, and areas of interest of each member of your sales team(s). Each person's engagement with PLATO is measured and reported, and they are periodically tested to ensure they are improving and gaining the requisite learning value.

- **Customised In-House Training Programs**

CISP corporate members gain access to CISP's network of accredited trainers and expert facilitators, who can custom-fit pre-existing CISP programs to your specific requirements, or help you design something completely bespoke.

- **Sales TV TM + Live & Recorded Webinars**

Every month CISP streams up-to-the-minute sales-related content from around the world exclusively for CISP members. [View recent topics and streams here.](#)

- **Professional Year ("PY") Program**

The Professional Year is the most intensive and comprehensive post-graduate qualification in sales in the world today. Think the SAS for Sales! The PY is the gateway to the most prestigious designation in the world of sales today; Chartered Sales Profession. Graduates of CISP's PY program will add value to any organisation they work in. In years to come they will be clearly recognised as *the elite*.

[Learn more about the CISP PY Program here.](#)



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Setting the standard in professional selling.

<http://www.the-isp.org.au>/or email moreinfo@the-isp.org.au