

Some Testimonials From The Field And From The Experts



WHAT ARE THE EXPERTS SAYING ABOUT UPSA?

"You truly have the dedication to succeed and create value for your members. I haven't seen anything like it in my 25-year career – it's long overdue." *Brian Tracy, one of America's leading authorities on the development of human potential and personal effectiveness. President, [Brian Tracy International](#)*

"Finally, an organization devoted to the continuous growth of the sales profession. We're long overdue for an organization like UPSA to recognize how critical it is to not only be Customer Centered, but encourage the ethical development of all who sell."
Robert L. Jolles, Author of *[Customer Centered Selling](#)*.

"Every salesperson should join UPSA for three reasons: to insure ongoing professional growth, to network with the country's top sales professionals, to contribute to the growth of a meaningful and fulfilling profession. If we all join together, we can create more satisfied customers, greater sales and profits and a brighter future for everyone." *Gerhard Gschwandtner Founder and Publisher, [Selling Power Magazine](#)*

"I have never seen the Sales Profession packaged in this manner. It's amazing!" *Jeffrey Gitomer, leading authority in sales and customer service. President [BuyGitomer, Inc.](#)*

"UPSA brings the profession together in an objective and uniform way. No matter what vertical market or sales program in place, UPSAs approach defines "What" Sales is. This has been needed for a long, long time. UPSA will advance the professional standing of Sales people everywhere!"
Brian Giese, International Best-Selling Author, [IT Sales Boot Camp](#). Brian's sales methodology is used by world-class technology sales organizations around the globe.

"Clearly UPSA is making a material contribution by providing critical structure and training surrounding the art and life of sales." *Marty Clarke, [Martin Productions](#) Author of Communication Landmines*

"Two thumbs up for UPSA. Finally, an organization has been born that has clearly defined the ethical standards and qualities which all salespeople must embrace. UPSA will enhance the profession of selling, and upgrade the image that the profession deserves." - *Ken Smith, Affiliate of [Sandler Sales Institute](#) & Founder of Professional Achievement Group Inc.*

"Having coached and trained thousands of sales people in over 30 countries I see that UPSA is filling a major void in the Sales Profession. It's a brilliant support structure to help us all become the best we can be within the sales arena. The Compendium of Professional Selling is a universal framework that is completely aligned and synergistic with all the professional sales training courses I have ever attended or facilitated, studying this "What" of selling will help you coach yourself and your colleagues to improved results. Well done to the UPSA team you are for sure "Advancing the Profession of Sales" *Ian Platt, professional sales coach and enabler through [The Sales Activator™](#)*

As a sales professional with over 20 years experience, it is exciting to see how UPSA is building credibility and recognition of the Sales Executive as a valuable member of any marketing organization. UPSA is also building credibility for the Sales Profession as a legitimate career, not just a job someone takes when they are in between "other careers". The certification program will also give Sales Professionals a standard by which to measure themselves and a code of ethics that supports them and their buyers. *Carylann Assante, Director of Membership, [Greater Washington Society of Association Executives](#)*

WHAT ARE THE BEST SALES PROFESSIONALS SAYING ABOUT UPSA?

"I think there is a need to have an independent body like UPSA to raise the standard and image of sales profession in the industry, including here in Greater China. Just like accountants and lawyers, Professional Salespeople deserve the recognition and respect. Ultimately, I hope UPSA can help make Sales a profession to be proud of. UPSA will raise the profile of Sales Profession, provide a path and a framework to allow individuals to escalate their knowledge as a professional sales person and provide a way to gain universal recognition by individuals as well as corporations." *Osman Wong, Director Business Development, [Achieve Target](#), Hong Kong*

"I see this as the ultimate platform for nurturing the sales profession. Supreme work!" *Lori Ward, Vehicle Tracking Sales Consultant, [Locarta Technologies](#), Inc.*

"UPSA has created an opportunity to network with customer-focused sales representatives interested in continual improvement. UPSA membership has greatly expanded my definition of sales. Everything that I do on a daily basis is related directly to the Customer Satisfaction and Loyalty Model." *Brian Schneider, Sales Professional*

"Finally, an association that truly understands what Sales Professionals are looking for - an organization that is committed to improving the success of its members. Sales professionals who are serious about their careers now have a place they can call home." *Victor Antonio Furnells, Vice President, Sales & Marketing, [Woodbourne Solutions](#), Inc.*

"As someone on the "front-lines" every day, I am extremely excited to see that an organization understands and appreciates what we "biz-dev" people go through on a daily basis. Thank goodness UPSA realized this and formed an objective and fair association--based on a solid and measurable methodology. I look forward to working with you and if you need any help at all, please let me know! I'm excited about getting involved with other Sales Professionals at this high level. It's about time! I have a lot of ideas I'd like to share with you on how to enhance USPA, increase membership, and make it a truly unique experience for its members!" *Mathew Forster, Business Development Manager, [EZGSA](#)*

WOW! You have done it! I have NEVER seen this approach to the 'What' of sales. The UPSA approach to the 9 Knowledge Areas is clear, concise and complete. Sign me up! *Eric Kerkhoff, Sales Professional - and PROUD of it! [The MaxUse](#), Inc*

"I think the strength of any association can be directly related to it's ability to create real value for it's membership base. That is what makes UPSA exceptional! Not only do they have a great track record of creating value for their members their message of advancing the profession of sales is right on! I always recommend UPSA as a place to advance sales careers." *Alex Moussavi, President & Sales Professional, [Matrixx Concepts](#)*

I have received so many leads from the lead share benefit I can't respond to all of them. I have belonged to many different groups over the years but this is the best in helping me drive revenue and undertand the sales profession!, *Genevieve Schroeder, [Technology Transformations](#), LLC*

"I think UPSA is a great idea because it gives anyone that wants to know about what Professional Sales is about a place to go. In all walks of life everyone has to sell. Without UPSA, and the UPSA standards, everyone has to make up their own approach to increase sales. For the individual that gets involved in UPSA it is a validation that if they follow the UPSA standards in their professional sales career, they will increase the likelihood of success. For the company that gets involved with UPSA, it is the increase level of professional sales knowledge and common language that will ultimately lead to increased revenue." *Allan Mills, MPM, PMP*

"It's about time there was an unbiased, vendor-neutral set of standards for the sales profession. In the end, buying is based largely on trust...trust that the sales professional and his or her company will solve the client's problems and continue to have the client's best interests in mind. UPSA's professional guidelines set the standard for approaching sales as a holistic, relationship-based process." *Kelly M. O'Brien, President, [TurningPointe Marketing](#), Inc.*

"UPSA is a good idea because it helps to standardize the profession (give all of us salespeople a focus point) and UPSA can help me as a sales manager to weed out qualified/unqualified applicants and UPSA has allowed me to expand my relationships in the sales world and will hopefully open up new sales opportunities for me." *Allan Barmak, Network Alliance*

"I think UPSA is a good idea for the pure reason of raising the sales job to the sales profession. It adds standards of conduct and standards of practice. It adds a code of ethics and shows that sales persons do more than simply push products on people who do not want them. It shows that it is both an art and a science, worth of certification and standardization. I have found UPSA to be an invaluable networking tool. As an attorney, I meet dozens of potential clients at every meeting. The contacts for sales professionals to sales professionals must be much more valuable. Sales persons can share ideas, resources and client referrals in a way that is not available to me, being outside of that profession itself." *Dan Harvill, Attorney at Law, TATE & BYWATER, LTD.*

UPSA is something that the sales profession has been missing and needing for a very long time. As salespeople we have a very complex job that is more important to the world's economy than most people realize. UPSA is the type of organization that can truly be a resource for salespeople on both a professional & personal level. Also, UPSA has already had a tremendous impact on my sales career. In the few months I've been working with UPSA and the compendium I have learned how to expand my view of the "sales cycle" to be a more effective sales person. It has allowed me to hit my annual quota at the end of October and have a good shot at being #1 in the company. In addition I have had some great networking opportunities, and engaged in several mentor style relationships, both on the giving and receiving side. *Jonathan Sper, Sales Professional, EFX Company*

I think UPSA is a tremendous idea. The mission and goals to "advance the profession" is both noble and worthy of mine valuable time. With UPSA I'm motivated like never before and want to share this incredible revelation with all my close friends in the sales profession. UPSA has opened my eyes to a clear path of continuing education and advancement in my personal Sales career. I have already begun to improve my process, but more importantly, I now have realized the full extent of what is needed to be a superstar rainmaker. That is the most important thing I have received from my membership in UPSA, I clear understanding of what I need to sure up to get to the next level . Although I know the journey will be long and never ending, with UPSA I'm well on my way! *Kevin Taylor, Director, Business Development, Marketing General Incorporated*

"I would encourage anyone who works in sales to become a Certified, Registered Sales Professional (CRSP). The training program prepares all sales professionals to better serve clients from a holistic approach and a CRSP plaque on my wall and the designation on my business cards will certainly enhance my professional image." *Neil W. Lambert Lowcounty Investment Advisors. Inc. Registered Investment Advisor*

"UPSA has given me increased self esteem in knowing that I am part of something much more than just another organization. It has also provided for interesting, rapport building conversation with new clients and prospects who almost always ask what UPSA is all about. It "feels good" to be a part of a reputable model. What I think UPSA can do for me in the future. It will give me an added "uniqueness" and benefit to my clients and prospects. Just knowing that I am part of an organization of professionals who live by a higher code of ethics, etc...helps in closing more sales. Personnally, I have built relationships with many members and really find a difference between their core values(they are much higher)and those of individuals that I meet at Chamber of Commerce events, networking groups, and the like. Thanks UPSA for your help and support!" *Richard Zdanis, Insurance Professional, Mass Mutual Financial Group*

UPSA is not a good idea - it's INCREDIBLE!

Being able to talk openly about issues facing me as a sales professional and getting constructive feedback is a key value to me.

The Compendium provides me the framework I need to organize my sales knowledge (and experience) for the benefit of my customers, my company, and me - and it shows in the top line for all three.

As a career starter/invigorator, the CRSP certification is a must-have for all sales professionals and it has been a key differentiator for me!

Being part of an international group of sales professionals singularly focused to 'Advance the Profession of Sales' gets me going every morning!

As guardian of the sales profession, the ethical code provides my customers and me the foundation of a long and mutually prosperous relationship.

Through the relationships I have made at UPSA, I can now grow my business internationally and bigger than I ever thought possible. Leveraging the UPSA standard will allow me to develop new products and services and bring them to market much more quickly and easily. UPSA can help me be me - and better!

Being part of UPSA has allowed me to grow professionally and to grow my business significantly!

UPSA has provided me a foundation that I can continue to grow on for the rest of my life - and I have all ready been in sales for 14 years!

Leveraging the UPSA standard has helped me reprioritize my day by focusing on the buyer and not me or my company and that allows me to drive even more business!