



CONSTRUCTION
SUPPLIERS
ASSOCIATION



SALES PROFESSIONAL LEARNING GROUP

WHO Sales Professionals looking to drive next-level sales

WHAT 1-Year Sales Training and Leadership Development Program for sales professionals to provide skills to maximize sales

WHEN February, July and November 2025 at the CSA Office (located just south of Atlanta Hartsfield Airport), virtual sessions as needed

FINANCIAL COMMITMENT \$550 per person per session plus share of group dinner cost; travel and hotel costs paid by participant directly

Utilizing practical skills development, real-life simulations, and lively peer-to-peer discussions, the Group will cover:

- Customer acquisition
- Sales strategies and techniques
- Customer management and experience
- Negotiation skills
- Managing conflict
- Leadership development & communications

AT A GLANCE

- Built for Sales Professionals
- 1-Year, 3-Session Commitment
- Robust learning experience
- Rich networking & relationship building

BEGINNING FEBRUARY 2025

SECURE YOUR SPOT TODAY - LIMITED TO 16 PEOPLE (MAX OF 2 PER COMPANY)

Contact Cates Mock catesmock@gocsa.com for more information and to register.



LYNNE JENSEN-NELSON

Facilitator

Lynne Jensen-Nelson is an engaging, results-oriented business strategist in the home improvement and new construction industries. She is also an award-winning professional speaker with extensive experience advising business leaders and sales professionals to maximize every selling opportunity. Through her skills in keynote speaking, workshops, and business strategy, Lynne transfers key lessons learned from her years of professional experience to organizations across the country.