

Accelerate Your Business in 2022

Invest in your sales team to increase customer satisfaction and retention to impact your firm's bottom line.

As the world's leading trade association for the cleaning industry, ISSA understands the challenges you face in creating the optimal sales team. Our research has shows that the **average cost to hire and train a new employee can exceed \$10,000**, a huge burden for any company. With over almost 100 years in experience in the industry - we have your solution at a fraction of the price tag.

Invest in your team by enhancing their skill set.

- More consultative sales force
- Improved industry knowledge
- Attract & retain sales talent
- Increase customer satisfaction and retention



EDUCATE. CERTIFY. EMPOWER.

ISSA and ISSA's Cleaning Management Institute (CMI) have curated a unique certification program to help level up your business. The **ISSA Sales Executive Certification** has been created to address your challenges and concerns to create a rock-solid sales team for your company.

ISSA Sales Executive Certification*

Increase your company's bottom line by growing your sales team's **industry knowledge base** and **professionalism**. Sign your team up for ISSA's 6-course **Sales Executive Certification** program and make 2022 your best year yet. Whether your employees are new to the industry or have been working in field for multiple years, our program was created to work with sales people at all levels of expertise.

We've partnered with the top sales professionals in the industry to curate a program that teaches the best learning tools each salesperson needs to have in their arsenal.

TECHNICAL CLEANING TECHNIQUES

Certified Custodial Technician Course

Cleaning best practices and processes

ESSENTIAL LABOR GUIDANCE

Certified Workloading Specialist Course

How to staff using technology, tools and equipment

INFECTIOUS DISEASE ESSENTIALS

GBAC Fundamentals Course

Fundamentals to infections disease control

CONSULTATIVE SELLING

Accredited Auditing Professional Course

How to perform a cleanliness assessment and data interpretation

INDUSTRY KNOWLEDGE

CIMS Expert Course

How cleaning organization's structure and operate their business

ENHANCED SALES TECHNIQUES

Certified Sales Executive Course

Deep-dive sales training

Contact CMI@issa.com to learn about the program and how you can save over \$800/pp for your team.

*All 6 courses must be completed in order to receive the certification designation. Participants have 12 months to complete the course work. Courses can also be taken a la carte.