



*Institute for Research & Education*

## **Certified Transportation Sales Professional Syllabus**

*Version: October 8, 2024*

Instructor: Dr. Jim Kenny

Clock Hours: 30 Hours



## **Course Overview**

A **Certified Transportation Sales Professional (CTSP)** is a designation earned by individuals to demonstrate their expertise in sales strategies, customer engagement, and market-specific knowledge in freight brokerage. The CTSP is specifically designed to equip participants with essential tools and techniques for effective selling in today's competitive marketplace. It includes engaging video content, interactive exercises, knowledge assessments, and a wealth of resources tailored for sales professionals, providing insights from industry leaders and best practices crucial for success. This certification not only enhances credibility but also opens new career opportunities for transportation sales professionals.



## **Course Objectives**

By the end of this course, you will have a firm grasp of the following core topics:

- Building long-term, partnering relationships
- Prospecting for new sales and making sales calls
- Responding to prospect objections
- Understanding buying behavior & the buying process
- Recognizing ethical & legal issues in selling
- Taking a strategic approach to promote your services



## Course Calendar:

Week:	Date:	Content/What To Do
1	Sep 15-21	Start Module 1 & 2, Discussion Post #1
2	Sep 22-28	Start Module 3 Live Event Wednesday 9/24
3	Sep 29-Oct 5	Start Module 4, Discussion Post #2 Office Hours Wednesday 10/1
4	Oct 6-12	Start Module 5 Live Event Wednesday 10/7
5	Oct 13-19	Start Module 6, Discussion Post #3 Online Study Hall Wednesday 10/15
6	Oct 20-23	Final Exam Thursday 10/23

*\*All discussion post forums close at midnight 10 business days after their release (For example, Discussion Post 1 closes @ 11:59pm ET September 29)*



## Course Materials

**Access to the Learning Management System (LMS):** This will be your home for all content including course modules, discussion forum posts, and zoom links for live events. You will receive instructions on how to access the LMS on the first day of the course.



## Course Participation

This is a rigorous, intensive course designed for you to engage actively with course materials and put your learnings into action to prepare for the final exam. Students who get the most out of this course are those who engage and participate with your fellow students. This includes:

- Discussion the topics posted in the course discussion forum and interacting with your peers
- Attending the live events, including interacting with the instructors through virtual office hours

**\*All live events and deadlines take place in Eastern Standard Time**



## Course Policies & Important Resources

Please make sure to review the [TIA Education Course policies here](#). Throughout the course, you can always refer to the [course homepage](#) to view this syllabus, the course policies, the schedule of activities for your course, and more.



## Course Completion

Upon receiving a passing grade on the exam, TIA Education staff will notify you via email that you have passed your exam. After collecting your contact information, you will then receive a course completion certificate.

This course will fly by – we understand that many students take this course while also working full time in their current roles as freight brokers. The students who actively participate in all the available study options often have more success on the final exams at the end of each quarter. We are so happy to have you join us for this course!

*\*\*Syllabus details are subject to change*