Rick McCutcheon, CSP (Certified Sales Professional) is a seasoned veteran in the world of sales and sales technology. He is also a leading strategist, speaker, trainer, consultant and writer on Strategic Sales Development and Technology. Rick has been a pioneer of sales force automation (SFA) technology. Over the past decade he has facilitated speaking and educational events for companies such as Bell Mobility, Ameritech, Compaq, Microsoft, Nokia, Symantec and the York University Schulich School of Business. In 1991 he founded Sales Productivity Systems (SPS), a leading SFA Consulting company. Throughout the 90's SPS facilitated automation programs for thousands of sales professionals across North America.

The work in the sales technology field lead Rick to spearhead the development of SFA Planning and Implementation educational material and curriculum for the Canadian Professional Sales Association (the World's largest sales association with approximately 28,000 members). In 1998 Rick served as Vice-Chairman of the CPSA's Sales Institute (S.I.). The S.I. is the certification body for the Certified Sales Professional (CSP) designation. This program is associated with over 30 colleges and universities and has certified over 400 CSPs to date. Rick facilitates the program Sales-A World of Opportunity on behalf of the CPSA to colleges and youth employment programs. Rick currently sits on CPSA's Board of Directors and is the Chairman of the Association's technology committee. This committee is currently spearheading the Association's internet and distance learning initiatives.

In his consulting work Rick has developed and facilitates the Sales Process Improvement Program through the Consulting Group of the Business Development Bank...

Rick McCutcheon

Speech Topics

Technology
Social Media
Sales