

Why We Exist

Professional Sales Agents International Inc.



About Us

Professional Sales Agents International Inc. was founded in 2016 to promote and develop healthy attitudes towards sales and the selling process using a unique client-centric approach. Working with organizations of all shapes and sizes, we know that there is no “one-size-fits-all” approach for sales, nor should there be.

We empower companies through knowledge, research, statistical and historical data to create impactful sales strategies that support their corporate identity and greater mission.



Our Commitment to Our Clients

1. We hereby acknowledge our accountability to the organization for which we work and to society as a whole to improve sales knowledge and practice and to adhere to the highest professional standards in our work and personal relationships.
2. Our concept of selling includes as its basic principle the sovereignty of all consumers in the marketplace and the necessity for mutual benefit to both buyer and seller in all transactions.
3. We shall personally maintain the highest standards of ethical and professional conduct in all our business relationships with customers, suppliers, colleagues, competitors, governmental agencies, and the public.
4. We pledge to protect, support, and promote the principles of consumer choice, competition, and innovation enterprise, consistent with relevant legislative public policy standards.
5. We shall not knowingly participate in actions, agreements, or marketing policies or practices which may be detrimental to customers, competitors, or established community social or economic policies or standards.
6. We shall strive to ensure that products and services are distributed through such channels and by such methods as will tend to optimize the distributive process by offering maximum customer value and service at minimum cost while providing fair and equitable compensation for all parties.
7. We shall support efforts to increase productivity or reduce costs of production or marketing through standardization or other methods, provided these methods do not stifle innovation or creativity.
8. We believe prices should reflect true value in use of the product or service to the customer, including the pricing of goods and services transferred among operating organizations worldwide.
9. We acknowledge that providing the best economic and social product value consistent with cost also includes:
 - a. recognizing the customer's right to expect safe products with clear instructions for their proper use and maintenance;
 - b. providing easily accessible channels for customer complaints;
 - c. investigating any customer dissatisfaction objectively and taking prompt and appropriate remedial action;
 - d. recognizing and supporting proven public policy objectives such as conserving energy and protecting the environment.
10. We pledge our efforts to assure that all marketing research, advertising, and presentations of products, services, or concepts are done clearly, truthfully, and in good taste so as not to mislead or offend customers. We further pledge to assure that all these activities are conducted in accordance with the highest standards of each profession and generally accepted principles of fair competition.



Who We Serve

- Pre-Revenue / Concept Stage (general sales consulting only)
- Startups with a Market Cap of \$5 Million or less
- Established Businesses (>5 years in operation, \$5-\$10 Million Market Cap)
- B2B and B2C Models
- Companies that share our ethical vision of selling
- Companies strongly committed to growth over the next 3-5 years



What Problem Do We Solve?

In Canada, 11 companies are founded every hour.

Small businesses contribute an average of 38.4% to the national GDP so when a large number of small businesses fail, it has a significant impact on the Canadian economy. The most recent research shows that 40% of new ventures will fail within the first 3 years of operation.



What Problem Do We Solve?

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The Stats:

- Roughly 42% of businesses in the startup stage will fail because there is no market need for their services.
- Another 19% will fail because they were simply outcompeted.
- Poor marketing will claim an additional 14% of startups.
- Strangely, another 14% will fail because they ignored their customers.



How Do We Help?

PSAI provides the sales tools, knowledge, and expertise to help businesses avoid becoming one of these statistics.

We build critical revenue tools using research and hard data metrics to dramatically accelerate new business and product launches.

Tools typically include ideal customer profiles, buyer personas, customer journey maps, competitive landscape analyses, pricing strategies, calculation & definition of critical metrics, all accompanied by a library of digital templates designed to organize every aspect of the sales process for a business.



Additional Offerings

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- Virtual CRO/CSO
- Sales Training, Coaching, and Mentorship Programs
- Price Consulting
- Outsourced Sales & Business Development
- Targeted Social Media Marketing & Premium SEO





Connect With Us

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For more information on Virtual CRO/CSO, training and coaching
please visit our sister company at www.sellassist.net

