



# A Guide To Bringing Your CPDSO Accreditation Into The Sales Conversation

It is important to incorporate your CPD Standards Accreditation into the conversations you are having with potential clients and delegates to help them understand what the accreditation means for them.

This guide will help you weave the accreditation into a sales conversation, we have broken the guide into sections depending on who you are speaking to, as there are many ways a CPD accreditation can benefit different clients. We hope you find this helps you discuss CPD and the accreditation with confidence as well as ensures you use the accreditation to its maximum potential as a marketing tool.



# CPD Accreditation and Credibility

As you will be aware, to achieve the accreditation your training had to undergo a rigorous assessment process.

It's important that your potential clients know exactly what was reviewed.

The process examined your course content, instructors, supporting documents and delivery processes, explain this in your sales conversations, you are a provider they can trust and a third party has reviewed every aspect of your offering.

The accreditation means that your learning provision has been confirmed as:

- High quality across both content and delivery
- Based on accurately developed and responsibly sourced information
- Delivered in an engaging way for participants
- Relevant to your target audience's needs
- Delivers retainable skills that can be actively implemented

The CPDSO accreditation has also reviewed your various policies for health and safety, data protection and discrimination. This makes it clear you are a learning provider they can trust and ensures that business is covered by current legislation.

In addition to this, you also undergo a 2-year CPD check-up as part of your membership to ensure things are still running correctly and that you have made any necessary changes to your course content. This demonstrates your commitment to quality control and assurance.

As a CPD Standards member you have access to our free online webinars, private member events and updates on changes across industries. This is not only a benefit for you but also your clients, it is reassuring to know that when they choose to learn with you they can be confident that you will be aware of any potential legislative changes across CPD policy and are taking your own steps, by being part of our community, to learn from other providers and keep yourself up to date.

# CPD and Employability

Here we will discuss how to incorporate CPD accreditation into a sales conversation when talking to **larger organisations** looking to outsource their training provision, or even if you are an **employer** delivering accredited training internally.

It is important to let employees know that the learning provision supplied to them either by or on behalf of their employer is as much for them as it is for the business.

The CPD accreditation helps to demonstrate that the budget for Learning and Development is taken seriously and that you are helping employees to learn and progress internally, but also should they choose to move on. Formal CPD points are recognised internationally and across sectors, so recording accredited CPD training can help employees with personal progression as well as providing them with the skills they need in their current role. Purchasing and delivering CPD accredited training for employees not only ensures that they learn useful, retainable skills but also demonstrates that they are valued.



Whether you deliver training into a regulated sector or not it is always worth highlighting CPD as an employability tool. This is particularly helpful if you deliver to **individual delegates** independently or across **unregulated industries**.

Our research has shown that a CPD section on a CV can drastically improve employment prospects (CPD Research Project 2014). It is worth mentioning this in a sales conversation so that delegates understand that they don't need to be registered with a Professional Body or Regulator to record their professional development, and it can still have a positive impact on their career progression.

This is also useful when having a sales conversation to deliver training to **young adults**. Encouraging them to start professional development early is always positive, but offering CPD accredited training and formal CPD points adds something extra alongside the course content itself.



## CPD in Regulated Sectors

If you are delivering CPD accredited courses in **regulated sectors** then the obvious benefit to delegates is that they can claim internationally recognised, formal CPD points to record in their CPD log.

Alternatively, if your delegates have an outcomes-based CPD policy where they don't collect points, the certificate template you will have received has a reflective learning tool on the back which can help them write their reflective statement.

However, the CPD points are not the only thing they should consider. The assessment process you have undergone to achieve the accreditation was designed after a large scale research project into new, and better, ways of doing CPD. The process is reviewed frequently by our Expert Advisory Board to ensure it keeps up with how people learn and how CPD policies change. Therefore, even if delegates aren't actively completing a CPD record, your learning provision remains accredited as positive and effective professional development.



We hope you found this guide helpful, if you have any further questions about bringing your accreditation into the conversation please get in touch with your Account Manager.



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