



# International Stop-Selling Day Declared by the United Professional Sales Association for May 24<sup>th</sup>

*Association Dedicated To the Advancement Of Salespeople Across  
The Globe to Provide Avenue for Focusing on Buyer's Rights*

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The United Professional Sales Association (UPSA) has declared May 24<sup>th</sup> “International Stop Selling Day” to address the critical professional shortcomings of salespeople due to a lack of customer focus, a standardized ethical code, and global adoption of a buyer’s bill of rights.

“We encourage all salespeople to pause and reflect on their professional responsibilities on International Stop Selling Day. We encourage our members, and implore non-members who consider themselves a sales professional, to participate in this important event. Professionalism requires a proactive approach to increasing professional competence. There is a difference between being a sales person and being a sales professional. We also believe that many salespeople do not receive adequate sales training that focuses on critical competencies required to be productive – and we’re doing something about it by providing real-time access to top-notch sales trainers and thought leaders in a global forum to advance the profession” says Brian Lambert, UPSA Founder and Chairman.

In concert with International Stop Selling Day, UPSA has teamed with Microsoft Live Meeting to offer a free online event, created to provide attendees from around the globe an opportunity to receive focused, relevant, and timely training on key topics such as why salespeople fail, what customers want from today’s sales teams, improving personal selling performance, as well as key account management strategies.

During this event, UPSA will unveil the Buyer’s Bill of Rights and release the latest version of the UPSA Ethical Code and Code of Conduct for sales professionals. “These documents form the foundation of professionalism as well as the cornerstone of the universal selling framework freely available for all sales people from UPSA – they have been missing in sales from the dawn of time.” Harald Agterhuis, UPSA - Netherlands Chapter Leader.

## ***About the United Professional Sales Association (UPSA)***

The United Professional Sales Association (UPSA) is a non-profit 501(c)6 trade association and professional society headquartered in Washington DC.

UPSA has shouldered the burden to address the key issues facing sales and sales-related professionals by managing and distributing the world's only commonly accepted and universally functional definition of what selling is, how focusing on the buyer is attained, how selling interfaces

with other professions, and how salespeople maintain effectiveness and results. UPSA freely circulates the universal selling framework to those individuals and companies interested in understanding these universal tenets of professional selling.

Through its events, local chapter structure, universal sales standards, and objective certification process, UPSA offers its members networking opportunities with high performing colleagues as well known industry leaders of world -renowned companies.

UPSA- HQ: [www.upsa-intl.org](http://www.upsa-intl.org)

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