

PRESS RELEASE

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The Association of Professional Sales and Huthwaite International join forces to focus on skills and training

[The Association of Professional Sales](#) (APS) is delighted to announce a new partnership with one of the sales world's leading training, consultancy and research groups, [Huthwaite International](#).

Huthwaite will become the Skills Partner and, working together, the APS and Huthwaite will bring fresh insight and research to the profession, as well as working hard to drive the highest standards of quality and excellence across the sales industry.

A business will not prosper if it cannot sell and both Huthwaite International and the APS understand that selling is a skill that can be learned and developed through insight, research and education. With that in mind, Huthwaite is backing the APS in several key areas to help develop a skilled, ethical and professional sales force.

As renowned sales training specialists, Huthwaite will be supporting the APS as we develop key initiatives like our professional registration, code of conduct and continuing professional development.

Our work together also means Huthwaite will be present at APS events and is our partner for this autumn's programme of lectures and webinars.

Ben Turner, general manager of the APS, said: "Our professional registration is the first, independent, global assessment for the sales industry. It will set apart those people in business who take pride in their work and their profession. With Huthwaite at our side, we are building a strong sales community which values, education, insight and professionalism."

Tony Hughes, CEO of Huthwaite International, comments: "Our mission at Huthwaite International is to help sales professionals out-think and out-perform their competition. Our partnership with the APS allows us to light the path for those who want to be nothing short of world class."

Together, our aim is simple, to promote and advance excellence in selling.

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About the Association of Professional Sales

[The Association of Professional Sales](#) (APS) is the world's foremost sales body for individuals and organisations. Together we are building community, education, insight and professionalism to promote and advance excellence in selling. We believe our profession should have chartered status like those for accountants, architects and surveyors and we are working towards that goal.

So far this year, the APS has announced:

- A code of conduct
- Professional registration of individual sellers
- A global sales competence model
- A programme for continuing professional development
- Government approval to develop apprenticeships for business-to-business sales managers
- Investor in Sales accreditation for sales teams.

We are a not-for-profit organisation built by members who want to give back to their profession, their company and their community.

For further information please contact:

Adam Harding: adam.harding@the-aps.com

About Huthwaite International

Huthwaite International is best known as the creator of SPIN[®] Selling – helping salespeople in all countries and most languages to improve their performance. Companies worldwide trust UK-based Huthwaite International, as a leading behavioural change consultancy and owner of the SPIN[®] trademark in over 50 countries, to deliver measurable results through its research-based models.

The company provides innovative skills training and advice for progressive individuals and organisations in sectors such as IT, financial services, healthcare, telecoms, manufacturing, legal and professional services. It has a client list of thousands of companies worldwide and trains some 14,000 people each year.

Besides the SPIN[®] Suite, Huthwaite International offers training and reinforcement based on its own original research models in negotiation skills, communication skills, customer service skills. Established in 1974, Huthwaite is headquartered in Wentworth, South Yorkshire and handles international projects through its national offices or associated companies throughout Europe, USA, South Africa and Asia Pacific. The company has won two Queen's Awards in 1999 and 2008 for International trade.

For more information on Huthwaite's cost-effective services and solutions, please visit www.huthwaite.co.uk.

To arrange an interview with Tony Hughes, please contact Amy Murphy at Tungtree Communications on 020 7580 7025 / amy.murphy@wearetungtree.com