



Contact: Susannah Hart, CSP
P: 303.463.1801
E: Susannah@MRERF.org

FOR IMMEDIATE RELEASE

PRESS RELEASE

MANA SALES REP EARNS COVETED CPMR CERTIFICATION

Michelle Toepke Jobst, CPMR of Jobst Incorporated, Prior Lake, MN, has earned the designation Certified Professional Manufacturers Representative (CPMR®), as a result of successfully completing a three-year executive education program. Toepke Jobst is one of over 2,000 professional sales people across the United States to have earned CPMR® certification.

The designation denotes a level of education and commitment beyond the ordinary, according to Dr. Daniel McQuiston, PhD., CSP Director of Education for the Manufacturers' Representatives Educational Research Foundation (MRERF) located in Arvada Co.

The CPMR® program was created especially for manufacturers' representatives after nearly a decade of research and development, with the cooperation of a variety of representative's trade groups. To become a CPMR®, Toepke Jobst attended three annual sessions of on-campus classes at Arizona State University totaling 24 classroom hours each year. Toepke Jobst also passed a rigorous examination at the conclusion of each year's classes.

"The CPMR training program creates a uniform understanding of the issues important to the development and success of a representative firm," said McQuiston. "By completing the training, each candidate is making a long-term individual commitment that increases their own professionalism as well as raises the standards within the sales profession throughout all industries."

Manufacturers representatives are independent entrepreneurs who sell the products of several manufacturers in a given territory. By outsourcing the field sales function, manufacturers pay only for results and typically gain more expertise and continuity of coverage than a direct sales force would provide. "Reps are the very best in the sales profession," McQuiston states, "and those certified with CPMR recognition are the elite among reps."

###

If you would like more information on this topic, or to schedule an interview with Susannah Hart at MRERF, please contact the Foundation at 303.463.1801

THIS IS TO CERTIFY THAT

Michelle Toepke Jobst

HAS SATISFACTORILY COMPLETED

*COURSE 301
OF THE*

*CERTIFIED
PROFESSIONAL
MANUFACTURERS
REPRESENTATIVE*

PROGRAM

PRESENTED THIS 13TH DAY OF JANUARY, 2011

BY

*THE INSTITUTE OF PROFESSIONAL ADVANCEMENT
ARVADA, CO*

