

DestinationGreen

Transforming the Cleaning Industry by Helping Salespeople Sell Green Products and Services



Announcing ISSA Green Cleaning University

Just in case you missed the announcement last week, we want to draw your attention to the release of ISSA Green Cleaning University.

ISSA GCU is specifically designed for sales people interested in developing their knowledge of the issues, skills and techniques involved in creating and maintaining Healthy, High Performance facilities. The University also offers the only industry title/designation that recognizes sales and training professionals for their green expertise: ISSA Green Cleaning Professional. Learn more about the designation [here](#).



ISSA Green Cleaning University's [10 comprehensive courses](#) cover a wide variety of issues including:

- How to Prospect for Green Accounts
- The Green Selling Process
- Conducting a Building Audit and Writing the Report
- Overcoming Common Objection
- An Introduction to the USGBC and LEED
- and many other valuable classes.

ISSA GCU is applicable to all interested persons including: manufacturers, distributors, service providers, building managers & owners, advocates, government officials and others. But with having said this, it again is of special value to sales reps as you are uniquely positioned to be a resource to many others.

We hope you'll take a look at this outstanding program which can help you become an even more valuable resource for your customers and prospects, especially as Green Cleaning continues to accelerate even in challenging economic conditions. Download the ISSA GCU Enrollment form [here](#).

Good selling!

Steve
