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## ***ASTRA's CERTIFIED MASTER SALES REPRESENTATIVE (CMSR) PROGRAM TO OFFER CUSTOMER SERVICE WORKSHOP AT MARKETPLACE & ACADEMY***

***PARTICIPANTS CAN COMPLETE CUSTOMER SERVICE COMPONENT OF THE CMSR  
CREDENTIAL IN ONE SESSION***



**Chicago, IL** (March 18, 2019) –The American Specialty Toy Retailing Association (ASTRA) announced today that it will host a special professional development session for sales representatives at its upcoming Marketplace & Academy in Pittsburgh, PA. Participants in the session will complete the customer service component required for ASTRA's *Certified Master Sales Representative (CMSR)* certification and will have access to the remainder of the CMSR modules online to be fully credentialed.

“With so many of our valued sales representatives joining us in Pittsburgh, we are bringing them an education opportunity that is both targeted to their roles and sets them up for successfully earning the CMSR credential after they finish this session,” says Kimberly Mosley, president of ASTRA. “Sales representatives play such a critical role supporting effective toy industry business relationships and distribution systems. We are pleased to offer a convenient way to deepen their expertise and jumpstart the process of getting the recognition they deserve for that expertise through ASTRA certification.”

The CMSR credential is part of ASTRA's suite of [professional credentials](#) that promote a stronger toy industry by increasing professionals' knowledge base about business, finance, customer relations, promotion, technology, and the importance of play.

The upcoming CMSR workshop will be held on June 9, 2019 from 3:30 PM to 5 PM Eastern time at [ASTRA's Marketplace & Academy](#) in Pittsburgh, PA. For more information and to register, visit [ASTRA Academy](#).

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**About the American Specialty Toy Retailing Association (ASTRA)**

Founded in 1992, the American Specialty Toy Retailing Association (ASTRA) is an international not-for-profit trade organization that serves more than 1,800 independent retailers, manufacturers and sales representatives in the specialty toy industry. ASTRA is a community of dedicated professionals committed to providing children with healthy, quality play materials that have high play value and are designed with a focus on what the child can do, rather than what the toy can do. ASTRA members are leaders who, through their businesses, make a positive impact on the economy and culture of the communities they serve. For more information, visit [www.astratoy.org/](http://www.astratoy.org/).

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