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ASTRA's CERTIFIED MASTER SALES REPRESENTATIVE (CMSR) PROGRAM TO OFFER WORKSHOP IN LAS VEGAS

PARTICIPANTS CAN COMPLETE FIRST COMPONENT OF THEIR CREDENTIAL IN ONE EVENING



Chicago, IL (November 5, 2018) –The American Specialty Toy Retailing Association (ASTRA) announced today that its first *Certified Master Sales Representative (CMSR)* workshop will be held on December 11, 2018 in Las Vegas during the annual sales representatives meeting. Participants in the three-hour evening meeting will complete the customer service component of the CMSR program, which will have additional modules the sales representative can complete online to become fully credentialed.

“ASTRA continues to expand its professional education resources,” says Kimberly Mosley, President of ASTRA. “Sales representatives play such a critical role supporting effective toy industry business relationships and distribution systems. We’re proud to launch a way for these highly valued members of our industry to deepen their expertise and earn a credential that recognizes their contributions.”

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 at The Mirage in Las Vegas on December 11, 2018 from 5:30 PM to 9:00 PM. For more information and to register, visit [ASTRA Academy](#).

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/.

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