

International Business Training Association

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News Release



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New Sales Edition Developed by IBTA

Austin, TX, November 7, 2022 – The International Business Training Association (IBTA), sponsor of the Certified Business Professional (CBP) certification, has developed a new edition of its Sales course

Training in sales remains to be one of the most competitive gains that one can possess. The Sales course equips the student with the knowledge and skills necessary to help build key customer relationships that will work in favor of the brand and help drive recurring revenues.

President of IBTA, Kirby Narine, said, “The markets are constantly changing, and sales training is an extremely huge part of keeping salespeople up to date with changes in technology, customer needs, etc. After all, it is literally impossible to grow your business unless your plan is to grow the people in that business.”

The Sales course is recommended for anybody that would benefit from possessing transferrable skills and personal growth opportunities. It is intended to provide a concise overview of policies and practices in order to equip professionals with the skills and experience necessary to effectively determine how well you do.

The newest edition of IBTA's Sales course is now available to all of IBTA's Authorized Training Partners.

IBTA is committed to equipping its training partners with the most recent and reliable information as part of the CBP certification courses. This commitment to continual improvement displays IBTA's desire to educate and equip professionals around the world with the industry knowledge and practical skills necessary to thrive in the ever-changing global economy.

IBTA offers the opportunity to become an Authorized Training Partner (ATP) for the CBP certification. ATPs receive IBTA support in the form of referrals, support, industry news and instructor program support. Visit cbpcertify.com to learn more about becoming an ATP.

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About IBTA

The International Business Training Association is a knowledge-centered organization committed to the training and certifying of business professionals to international standards. IBTA's mission is to equip business professionals with the essential skills and certifications required to meet and surpass business standards in our global industry.

IBTA officially released its business certifications in 2003 under the brand of the Certified Business Professional (CBP) after two years of initial consultation and development. Since 2003, IBTA has partnered with Prometric, the global leader in technology-enabled testing and assessment services for academic, professional, government, corporate, and information technology markets. Today, IBTA's CBP certification is the fastest growing business skills certification for business professionals with partners in the U.S., Canada, Asia, the Middle East, Australia, Latin America, and the Caribbean.

IBTA offers the following courses:

- Customer Service
- Leadership
- Sales
- Business Communication
- Business Etiquette
- Accounting & Budgeting
- Business Management
- Human Resource Management
- English Grammar for Business
- Marketing
- Project Management
- Tourism and Hospitality

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