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News Release

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IBTA Releases New Sales Training with the Latest Sales Techniques including Digital and Social Media

Cedar Park, TX. JULY 27, 2018 – The International Business Training Association (IBTA), sponsor of the Certified Business Professional (CBP) certification, today announced the release of its 3rd edition Sales training guide in order to provide business professionals with the latest skills, training, and education. Since 2003, IBTA’s training curriculum allows students and business professionals to renew their commitment to excellence in the dynamic world of business in our new global economy. Those who complete IBTA’s CBP training courses can feel confident about their abilities to meet the challenges of the new business environment with the essentials needed to compete nationwide and globally.

“Because today’s competitive market pressures businesses to keep up with dynamic economic, technological, and social advances, we specifically added new content on digital communication strategies and steps for online prospecting,” stated Vice President Dario Morell. This Sales guide is

designed to train individuals and employees who want to improve their soft skills and ability to sell in the digital age. Through quality training, IBTA provides an opportunity for individuals to gain new sales knowledge and for companies to invest in improving their employee's sales strategies. "Digital prospecting and effective online communication techniques will allow individuals to boost sales growth and employability," added Morell.

The 3rd edition outlines advances in technology and social media within the past decade which have changed the ways products and services are sold. The new Sales training discusses the Internet, online sales, and the importance of social media. "It is important for sellers to understand the buying influences of customers and how to concisely communicate using digital platforms. Communication through email, SMS texting, and social media require clarity, value, and convenience," Morell explained. In addition to a new case study at the end of the book, IBTA Content Development staff focused on adding content to emphasize modern strategies in the selling process. Morell expressed that "IBTA imparts strategies from social listening to video prospecting for sales reps to take advantage of digital selling techniques." This content teaches ways to leverage the effectiveness of, and response to, videos, social media, and emails. "Furthermore, historical data becomes predictive data, allowing website analytics to be used by sale forces for finding the best prospects, but also those which minimize risk," he concluded.

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

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 certification 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™), and after two years of initial consultation and development. Since 2003, IBTA has partnered with Thomson 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 soft-skills certification for business professionals with partners in the U.S., Canada, Asia, Middle East, Australia, Latin America and the Caribbean.

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