

## **CBP - Helping to Increase Training Revenue in Tough Times.**

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**Nov. 10, 2009** - [PRLog](#) -- With hundreds of companies closing their doors in 2009, over 72 000 people retrenched in South Africa alone, as well as major budget cuts, running a profitable Training Company in times of a recession and credit-crunch cannot be easy.

The members of the International Business Training Association (IBTA) recognize this difficulty, and have managed to support and help cushion the blow for many of their Training Partners in Africa and the rest of the world, by helping to improve profitability and increase sales. One of the ways in which they have been able to do this is through their Certified Business Professional Program (CBP). The CBP Program is a suite of internationally developed and recognized Soft-Skills Certifications, including: Business Communication, Business Etiquette, Customer Service, Sales, Leadership, Project Management, Tourism, Business Management as well as the Business Improvement Series, for a complete list go to: [www.cbpcertify.com](http://www.cbpcertify.com)

The IBTA offers Training Providers the opportunity of partnering and incorporating these certifications into their current curriculum, not only providing a whole new course offering to their existing and potential clients but also laying the foundation for a completely fresh revenue-stream.

The CBP program is unique in that it easily integrates and requires very little operational expense or resources. Existing trainers can be up-skilled and used in-house, externally or onsite. External venues are an ideal option as they do not impact on ones current training offerings. The CBP international exams are internet based and can be offered at the clients site. There is an ongoing demand for soft skills courses across all industries and particularly for students embarking into the working world, thus providing a very wide target audience as the courses have no pre-requisites. The competitive advantage of the CBP courses rests in the international credentials afforded the candidate, thus making the courses transportable across the globe.

According to Warrick Grainger Regional Manager CBP Sub-Saharan Africa; "CBP and its partners have experienced exceptional growth since its inception, growing year on year, in terms of certifications as well as membership. CBP will continue to grow as we edge closer and closer to the 2010 FIFA World-Cup". Warrick believes that this is proof that there is a dire need for soft skill certifications, as well as alternative training options in the market place, and CBP is definitely filling that need.

Become a member of the International Business Training Association before mid December and benefit from the IBTA year end promotion whilst increasing your training revenue by delivering the CBP courses and exams.

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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 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™), after two years of initial consultation and development. Today, IBTA's CBP certification is the fastest growing soft-skills certification for business professionals with partners in the U.S., Canada, Africa, Asia, Middle East, Australia, Latin America and the Caribbean. [www.cbpcertify.com](http://www.cbpcertify.com)

#### About CBP:

The Certified Business Professional Program is an international industry credential that validates and develops the business professional. A typical candidate is a professional in pursuit of excellence and is committed to exceeding and surpassing all standards for the business professional. The CBP program establishes a foundation-level, industry-neutral certification for business professionals enabling employers and the candidate to have a platform to develop the CBP for targeted positions within corporations. The CBP also develops important life-skills that transcend the work environment into many aspects of living. The program was developed by industry-wide and cross platform job task analysis and consultation with key industry representatives to ensure the program's effectiveness and applicability. This ensures that the candidate is exposed to functional business tasks and gains practical exposure to the

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