

Certified Business Professional (CBP™) Frequently Asked Questions

1. What classes are offered as part of the CBP™ program and how much does it cost?

Answer: Goodwill offers three, 2-day classes as part of the CBP program: Customer Service, Business Communication, and Leadership. Classes are held over the course of two days from 9:00 a.m. to 4:00 p.m. each day.

The cost of each class is \$75. Students will be issued a book and given the opportunity to earn a certificate from the Academy at Goodwill by passing a test. There is an additional test for international certification that costs \$75. The additional certification is optional, but is offered for each CBP™ class.

2. What topics are covered in the Customer Service course?

Answer: This class provides the foundation for quality customer service and focuses on building life-long customer relationships by developing effective customer-care strategies. It is designed for students who may have little to no background in customer service. Topics covered in this course include:

- Customer Analysis—Different types of customers
- Telephone and Internet Customer Service Skills
- Communication Skills—Calming upset customers
- Professional Image—Body language and non-verbal communication
- Time and Stress Management Strategies

3. What topics are covered in Business Communication course?

Answer: This class equips the business professional with the best communication practices and develops business communication as a discipline. The course explores the study of the process of communication in the business environment, allowing students to understand how to make better choices in their day-to-day communication in the workplace. Topics covered in this course include:

- Structure of Business Communication
- Business Writing—Types of business writing and developing writing style
- Developing Oral Communication Skills and Presentation Skills
- Conflict and Disagreement in Business Communication

4. What topics are covered in the Leadership course?

Answer: This class equips the business professional with the skills and characteristics required for effective leadership. Effective leadership skills are in demand in every aspect of business and are recognized as an indispensable element for professional success. Topics covered in this course include:

- Effective Leadership and Choosing the Appropriate Leadership Style
- Developing a Vision and Mission
- Effective Decision-Making and Risk Management
- Team-Building and Motivation