

### **Tigo Sales Diploma Expands to southern coast**

It has been said that “learning is not attained by chance; it must be sought for with ardor and attended to with diligence”. (Abigail Adams) It is in this mindset that Tigo (pvt) Ltd have taken the initiative to embed the mentality of “Learn While You Work”, into Sri Lankan society. Partnering Sri Lanka’s National body for Marketing, SLIM, Tigo have introduced the Diploma in Professional Selling, to recognize, educate and award emerging Sales and Marketing enthusiasts, free of charge. Now in its second phase, the programme is conducted in Galle, although Tigo hopes to expand education Centers Island wide, while the first batch in Colombo is nearing completion This one year programme, dedicated to the development of Sales and Marketing as a profession is founded on a method of evaluation, where the salesman is not only geared on an academic foundation but also on his sales performance, giving it a hands on, practical side.

Notably, this programme extends beyond Social investment to the spheres of Economic and National investment, creating opportunity for a pool of potential professionals to not only grow as individuals but also contribute to the Country. Tigo CEO Mr. Dumindra Ratnayaka pointed out that this Sales Diploma is distinctive since it is the first of its kind offered by a Sri Lankan Company. He said, “The programme is geared to teach the science behind selling, the essence of Sales and Marketing techniques, and a street smart practical approach....it is an all encompassing professional qualification, in line with our company’s personal conviction that one’s accomplishments are determined by their goals, ambition, and commitment.” It is indeed a unique opportunity for the salesman, emphasizing effort on making him/her a professional.

In order to be a part of the course, interested candidates are invited to contact Tigo. Students are expected to study, face examinations and engage in practical sales activities in the market place, prior to graduating. Graduates who complete the programme will be awarded the Diploma at the annual convocation ceremony. This is yet another instance when Tigo has recognized the growing potential in today’s career minded youngsters and provided them with the platform on which they can shine.

**Photo:** L-R- Sampath de Silva (Tigo Snr. Sales Executive South) Chiranth de Silva (Tigo Regional Business Manager – South) Asanka Wijayadasa (Tigo Manager Post pay operation) Kelum Hewawasam ( SLIM Lecturer )Ms. Chandrani Adikaram ( SLIM Education manager)