

Tigo/SLIM enhancing selling skills



CEO, Tigo, Dumindra Ratnayake exchanging MoU with President, SLIM, Saliya Weerasekara.

- Pic by Sujatha Jayarathne

BY BRIAN TISSERA

Tigo in partnership with the Sri Lanka Institute of Marketing (SLIM) launched a programme to enhance selling skills among sales personnel.

The one-year diploma programme is dedicated to the development of sales and marketing as a profession. It is an in-house course consisting of 15 modules, conducted in English and restricted to participants selected jointly by Tigo and SLIM for suitability and aptitude. Prospective diplomates have to be free lance sales personnel at Tigo to qualify for consideration.

Students will have to face three examinations, while the fees for classes in preparation for the first examination will be borne by Tigo, CEO, Tigo, Dumindra Ratnayake said.

Depending on the level of achievement reached, Tigo will provide scholarships covering parts two and three of the programme. Those students who fail to achieve the required standard will be required to pay their own fees. Free lance employment is not dependent on success at the programme, rather it is based on achieving the basic benchmarks set by Tigo as sales targets, added Ratnayake.