

# Tigo partners SLIM to award Sales Diploma

Tigo is proud to partner one of the nation's recognised bodies of marketing SLIM, to award up and coming salespeople with a Diploma in Professional Selling. As a professional body too, Tigo is proud of its success today which is the result of a combination of hard work and knowledge. How successful one can be is determined by how high you set your goals and the determination and commitment you have in achieving them.

"Tigo has taken the pioneering step to provide opportunities for many young men & women to become professionals in sales. It is also significant, that this 'sales diploma' is unique and is been done for the first time by a Sri Lankan company" said the CEO Dumindra Ratnayake. "The diploma will help them to professionalise their skills in sales by acquiring the 'science' behind selling. The set programme will teach them the essence of good sales and marketing techniques whilst performing what they would learn in day to day life" added Ratnayake.

Tigo believes in knowledge creation and is committed in taking this pioneering step to assist in imparting valuable knowledge to hard working salespeople. It's an opportunity to help them learn and utilise best practices of selling and learning the essence of marketing.

"Needless to say that partnering with the Sri Lanka's



**Dumindra Ratnayake-Tigo CEO and Saliya Werasekara at the awarding ceremony**

premier marketing body SLIM, and with the affiliations they have with Asia Marketing Forum, the qualification is recognized in the country as well as in the region" commented Ratnayake.

This special course is conducted by SLIM, dedicated to the development of sales and marketing as a profession as well as to the contributing to the nation's efforts towards economic prosperity; the institute is committed to enhancing the marketing profession through many annual programmes and events. Many of these activities and directed at promoting membership, professional competence and the development of marketing with the wider acceptance of it as a key management function.

The course is a one year pro-

gramme. Interested candidates need to 1st join Tigo as a sales freelancer in order to enroll for this diploma. All students are required to learn and do their exams whilst performing practically in the market place. This is a unique opportunity for on-hands experience, supported by Tigo's superior systems and knowledge from their world wide operations. A pathway that will open up to a whole new world filled with endless possibilities. The graduates who complete the programme will be awarded the diploma at the annual convocation ceremony held by SLIM.

"Tigo has set its mind to develop skilful professional salespeople to the nation and intends to be the driving force in developing and nurturing them. What makes a successful

professional is sheer dedication, commitment to what they do and a positive attitude" said Ratnayake.

"We at Tigo are proud to be a part of this programme to help identify and recognise up and coming professionals out there. We hope these students will be as proud to be a part of Tigo and climb the ladder in the corporate world. No other company has taken the initiative to provide a 'qualification whilst working'. We have invested in this program with great hope and believe that these young professionals to be will make the maximum use of the program to become a leading professional in selling, in our country" concluded Ratnayake.

"We are indeed happy to partner with Tigo one of the growing and leading corporate in the country. As the premier body in Sri Lanka, providing marketing knowledge to the nation, SLIM is committed to making this diploma a success and believes that professional salespeople are produced through programmes such as this commented Saliya Weerasekara President SLIM.

Tigo recognises the growing potential in today's career minded youngsters who possess that extra something to take on a challenge to be better than the rest. How successful you want to be is in the passion and determination you have within you to achieve your goals and believing that nothing is impossible.