

# Tigo signed MoU with SLIM

## To award diplomas in professional selling

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Tigo signed a MoU with the Sri Lanka Institute of Marketing (SLIM) to award sales-people with a Diploma in Professional Selling at the Tigo zone, on June 29.

"Tigo has taken the pioneering step to provide opportunities for many young men and women become professionals in sales. It is also significant, that this Sales Diploma is done for the first time by a Sri Lankan company. The diploma will help them to professionalize their skills in sales", CEO Tigo, Dumindra Ratnayaka said.

"Partnering the Sri Lanka's premier marketing body SLIM and with the affiliations they have with the Asia Marketing Forum, the qualification is recognized in the country as well as in the region. Tigo is proud to be a part of this program to assist, identify and recognize upcoming professionals out there. We hope these students will be proud to be a part of Tigo and climb the ladder in the corporate world as no other company has taken the initiative to provide a quali-



President, Sri Lanka Institute of Marketing, Saliya Weerasekera handing over the first copy of the course content to the CEO, Tigo, Dumindra Ratnayaka. Pic by: Saliya Rupasinghe

cation whilst working", he said.

"Tigo has invested in this program with great hope and believes that these young professionals will make maximum of the program to become leading professionals in selling in our country", Ratnayake said.

The course is a one year program. Interested candidates need to join Tigo as sales freelancers to enroll for this diploma. All students are required to learn and do their exams while

performing practically in the market place. The course will be conducted in English medium and the classes will be carried out in the Tigo Zone, Colombo 04.

This special course is conducted by SLIM, dedicated to the development of sales and marketing as a profession as well as to the contribution to the nation's efforts towards economic prosperity.

The institute is committed to enhance the marketing profession through

many annual programs and events.

President, Sri Lanka Institute of Marketing, Saliya Weerasekera said, "SLIM is glad to partner with Tigo, one of the growing and leading corporates in the country.

Being the premier body in providing marketing knowledge to the nation, SLIM is committed to making this diploma a success and consider that professional sales-people are produced through programs such as this".