

ICICI Bank Sales Academy in collaboration with IFBI presents

CERTIFICATE COURSE IN RETAIL BANKING SALES MANAGEMENT

Exclusive residential course for careers with ICICI Bank.

Course objective

With the continued growth and emergence of private sector banks, the need for qualified, trained & skilled manpower is on the rise. The banking sector is in need of highly focused and well trained sales professionals who are adept in not only selling banking products and services but also managing customer relationships. These trained sales professionals are expected to carry the momentum of growth forward. ICICI Bank Sales Academy in collaboration with IFBI – Institute of Finance, Banking and Insurance have designed a certificate course that offers the students an opportunity to seek fast growing sales careers focused on customer acquisition in the banking & financial domain.

About the course

Certificate Course in Retail Banking Sales Management is a residential course that has been designed to attract bright young graduates for an exciting career in sales & marketing functions. The prime objective of this course is to build a strong sales team for ICICI Banks across the country by identifying talent & training them with the necessary sales skills.

Course description

- A four week residential course at NIIT University, Neemrana, Rajasthan (approx. 150km from Delhi on Delhi – Jaipur highway)
- Topics to be covered:
 - ICICI Bank overview and strategy of the bank
 - Customer service orientation
 - Segmentation principles
 - Product and process knowledge coupled with compliance therein
 - Soft skills
 - End-to-end sales process with drill sessions for practice

Eligibility criteria

The candidate should be a graduate, the age should be not more than 26 years, with high drive for sales & decent communication skills. The candidates with 2-4 years experience can also apply.

Selection process

The selection process will be in three phases and shall be performed by IFBI:

- **Aptitude Test:** Interested candidates will undergo an initial round of aptitude test. The test would be a multiple choice questionnaire test with a mix of verbal, cognitive and numerical questions.
- **Sales Profiler:** All the applicants will also undergo SMP Profiler, which will be a separate section in the test. The report will be evaluated by IFBI's recruitment team on the basis of guidelines provided by ICICI Bank.
- **Personal Interview:** All the eligible candidates post the aptitude test will undergo the personal Interview process; the panel will consist of at least two interviewers certified by ICICI Bank.

Placement facility

The duration of the course is 4 weeks (24 working days). On successful completion of the classwork, candidates will undergo 2 months of internship. During internship they will be called Trainee Sales officer. On successful completion of these 2 months they would be absorbed as Sales Officer subject to fulfilling all stipulated requirements. The place of work for the students would be in any ICICI Bank office/branch located in his/her home town/state or at least at a nearby location.

Course schedule

The course consists of classroom contact for six days in a week in full time mode.

In addition to the formal classroom sessions, students may be required to participate in Assignments, Self-paced e-learning, Case studies, Simulation exercises, Role plays, and other reference work.

Evaluation and certification

The classroom phase of the course is evaluated through online tests, quizzes, assignments, and project work. The transcript finally received by the student reflects scores obtained in all the courses. To qualify for the award of the course title, candidates should have scored a minimum prescribed mark in the classroom phase.

Fees and other terms & conditions

Candidates don't have to pay any fee (Tuition and Hostel fee)

- ICICI Bank will incur and pay upfront the total cost of training of ₹ 30,000. The cost is inclusive of training material, boarding and lodging. ICICI Bank will recover the above cost of training through 24 monthly installments of ₹ 1,000, after the candidates join ICICI Bank
- With reference to the substantial training investment made by ICICI Bank, the applicant joining the course will be required to execute an Indemnity Bond with ICICI Bank for an amount of ₹ 30,000/-
- ICICI Bank will also take the deposit of original Graduation/Post Graduation mark sheets/certificates as collateral towards indemnity Bond. These said documents would be in possession of the Bank and will be returned only on the repayment of the training cost or on completion of 24 months of service with ICICI Bank

IFBI advantages

- Setup by NIIT, Asia's No.1 in IT Education and Training and ICICI Bank, the no.1 private sector bank in India
- Over 17,000 placements and more than 75,000 industry professionals trained
- Fast-track Career courses in Banking, Financial Services and Insurance.
- Domain knowledge, customer orientation, technology and application information embedded in all the courses
- Experienced industry practitioners as faculty
- World class courseware designed by industry experts
- Unique training methodology – case studies, e-learning, simulators, role plays, activities, seminars, projects etc.
- Over 25 leading organisations recruit IFBI students

For further details, log on to www.ifbi.com

Call (toll free) 1800 266 8000 or *email at ifbi@niit.com*



Institute of Finance, Banking & Insurance