

ICICI Bank Sales Academy in collaboration with
Institute of Finance, Banking and Insurance (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 & well trained sales professional who are adapt in not only selling banking products and services but also managing customer relationship. 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 career 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 Bank across the country by identifying talent & training them with necessary, sales - skills.

Over 1200 students already trained and working with ICICI Bank.

Course Description:

- A four week residential course
- Topics to be covered:
 - ICICI Bank Overview and Strategy of the bank
 - Customer Service Orientation
 - Segmentation Principles
 - Product and Process Knowledge coupled with Compliance there in
 - Soft Skills
 - End-to-End Sales Process with drill sessions for practice

Eligibility Criteria:

The candidate should be a graduate, the age should be between 20 to 26 years with high drive for sales & decent communication skills. The candidates with 0 - 4 years' experience can also apply. MBA, B.Tech and B.E. are not eligible.

Selection Process:

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

- **Aptitude Test:** Interested applicants 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 Ltd.
- **English Test:** This test is taken to check the basic English knowledge and skills.
- **Personal Interview:** All the eligible applicants 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 week (24 working days). On successful completion of the classwork, candidate will undergo 2 months of internship. During internship they will be called Trainee Sales officers. On completion of these 2 months they would be absorbed as Sales Officer. 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 in a nearby location.

Course Schedule:

The course consists of classroom contact for six days in a week in the 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. Special English classes are also part of the course.

Evaluation and Certification:

The classroom teaching phase of the course is evaluated through tests, quizzes, assignments, and project - work form the evaluation instruments during the classroom phase. 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. Tests during the classroom phase are administered online. Ample opportunities are given to the students to improve their performance in the tests.

Fees & 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 Rs. 30,000 (Rupees Thirty Thousand only). The cost is inclusive of training material, boarding and lodging. ICICI Bank will recover the above cost of training through 24 monthly installments of Rs. 1,000 (Rupees one thousand only), after the candidates join the 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 Rs. 30,000/- (Rupees Thirty Thousand only).
- 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 Advantage:

- Setup by NIIT, Asia's No.1 in IT Education and Training and ICICI Bank, the No.1 Private Sector Bank in India.
- Over 25,000 placements and more than 100,000 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 organizations recruit IFBI students.



Institute of Finance, Banking & Insurance

For further details Log on to www.ifbi.com

Call (Tollfree)1800 266 8000 or SMS IFBI to 56161 or Email: ifbi@niit.com

