

ICICI Bank Sales Academy (in collaboration with ITM University)

ICICI Bank Sales Academy in collaboration with ITM University, offers a Certificate course in Retail Banking Sales Management. The program has been designed to attract bright young graduates who want to build a career in sales function. The course curriculum has been designed by ICICI Bank to groom the aspirants for taking over the front line sales function in the Bank.

About ITM Group:

The ITM Group of Institutions has its campuses across the country. These institutes create a unique community atmosphere encouraging study and personal development. With the support of its experienced full-time faculty members and several visiting faculty to give students the vital global edge, ITM is moving towards fulfilling its vision of becoming a global leader in professional education, its mission is to impart futuristic and comprehensive education of global standards with a high sense of discipline and social relevance in a serene and invigorating environment. Founded in 1991, ITM Business School was amongst the first private, non-aided business schools in India. The group quickly expanded its footprints, establishing campus in Bangalore in 1992, Chennai in 1993 and Warangal in 1994.

Salient Features of the Programme:

The Certificate course is a four -weeks residential program, conducted at the Raipur (Chhattisgarh) campus of ITM University

Course Objective :

1. This is a skills based course designed to bridge the skill & supply gap by identifying, training and developing Sales Officers. The broad areas of course coverage are:
 - Induction into ICICI Bank and acculturation with ICICI ethos and DNA
 - Building customer service orientation
 - Training on product and process knowledge coupled with the compliance elements
 - To build confidence to communicate effectively in a business environment.
 - To groom on business etiquette.
 - To develop selling and presentation skills
2. The trainer-led classroom course will be for a duration of four weeks duration. On successful completion of this phase, participants would be awarded a certificate in Retail Banking Sales Management by ITM

University.

3. The course will have a blended curriculum with instructor led classroom training (with role play activities, videos and drill sessions for practice) as well as e-learning and simulators.

4. The Training faculty is comprised of experienced professionals in the field of finance and sales. There is an emphasis on overall grooming of the individual which is facilitated through a learning environment that is created through sessions delivered by experts from ICICI Bank and the banking industry.

Fees & Stipend

On completion of the training course at ITM, Raipur, the applicant would undergo a two-months on-the-job training. During this on the job training period, the applicant will be paid an all inclusive gross lump-sum stipend of 7400/- (Rupees Seven thousand four hundred only) per month. This is subject to necessary taxes and deductions.

ICICI Bank will incur and pay upfront the total cost of training of. 30,000 (Rupees Thirty Thousand only). The cost is inclusive of expenses on faculty, training material, boarding and lodging etc. ICICI Bank would be making substantial training investment for equipping the applicant with the relevant professional skill, knowledge and also to enhance his/her ability to apply such gains in discharging his/her duties as a Sales Officer.

ICICI Bank will recover the above cost of training through 24 monthly instalments of 1,000 (Rupees one thousand only) on the applicant's joining the services of the Bank as Sales Officer. The recovery will be effected by way of deduction from his/her monthly salary. There would be no recovery during the training period except where he/she fails to complete the training programme for any reason whatsoever. The recovery of the training cost is spread over a period of 24 months to ensure that there is minimal impact on the applicant's monthly earnings.

Placement @ ICICI Bank Ltd

On successful completion of four weeks of classroom training course, the participant will be absorbed as a **Sales Officer Trainee** with the Bank.

The location of posting shall be decided by the Bank on the basis of the needs of organization. Employees would undergo an on-the-job training for two months. On successful completion of the training, the participant would be upgraded to the post of **Sales Officer** with a salary in the range of **1.60 lacs – 1.85L per annum**.

Application & Selection Process

Application Process: Applicants will register themselves through the Website of ITM University. Applicants can also fill a detailed form during the testing process. The invite for the testing will be sent to applicants through emails and SMS. Applicants can also refer others to be a part of the selection process.

Selection Process: The selection process of the Sales Officer Academy will be in four phase and shall be performed by ITM University:

- » **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 - Psychometric assessment tool designed to identify personality traits of the applicant.
- » **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.
- » **Invitation letter:** All the successful applicants after the selection process will receive an invitation letter. The letter would include the following details :

Salient Features of the Programme:

- Structure of the program and the benefits
- Venue of the training location and training commencement date
- Travel reimbursement entitlement
- Medical policy & coverage
- Acknowledgment slip
- Salary offered at the time of joining the bank.
- Location of Joining after the training at ITM university campus

Eligibility Criteria:

Academic Qualification - Graduation from any stream

Age - Applicants age should not exceed 26 years of age (as on the date of joining the course).

Attitude- should display passion and orientation in building a career in sales.