**Timespro Banking Programme Sales and Service Management - Axis Bank**

TimesPro Banking Program – Sales and Service Management serves as a stepping stone for aspiring bankers, providing them with the essential knowledge and skills required for success. The rigorous training ensures that participants gain valuable insights and practical experience while advancing their careers. Graduates who successfully complete the programme and meet the assessment criteria are considered for positions as Business Development Executives (BDE) at Axis Bank.

**Free**

**Learning Outcomes**

 Enhance their communication skills to engage with customers and address their queries and concerns

 Acquire in-depth knowledge of both banking and third-party products, allowing them to make informed recommendations to customers

 Develop strong sales skills enabling them to effectively promote and sell the bank's products to new and existing customers

 Learn to tailor the sales approach based on customer needs and preferences

 In Depth Knowledge of Basics of Banking and Products and Services of Axis Bank

**Eligibility and Pre-requisite knowledge**

Qualification - Gradudate; Age - less than 28 years; Work Experience: 0-9 Months

**Type of Assessment**

Assessment: Yes, In-Course assessment

Assessment Type: MCQ

Assessment Mode: Virtual, non-proctored

Assessment Provider: TimesPro

Certificate: Available

Certificate Provider: TimesPro

Additional Cost for Certification: No

**Course Syllabus**

* Role of a Business Development Executive
* Understanding career path, next roles, and long-term goals.
* Performing tasks to meet life and career goals.
* Banking Basics
* Understanding a bank's role and customer needs.
* Understanding relationships with individuals, small companies, retail shops, and large companies.
* Understanding the regulator for banks and their functions.
* Projecting Yourself Professionally
* Developing communication skills and confidence.
* Practicing grooming etiquette and body language.
* Products & Services
* Understanding savings and current accounts.
* Understanding NRI Business products and opportunities.
* Selling premium earn incentives.
* Lead Generation
* Identifying catchment areas and micro markets.
* Customer profiling
* Appointment fixing, cold calling, and questioning techniques.
* Sales Pitch: Explains the process of pitching and its steps.
* Ethics: Importance of ethics in sales and consequences of unethical behaviour.
* Compliance:
* Process of documentation, including online and offline form filling and validation.
* Learn more about the digital assets of banks like Net Banking and Mobile Banking.
* KYC's significance, requirements, and guidelines.
* Principles of money laundering and RBI's guidelines for AML.
* Prevention and control of fraud and forgery