



CERTIFICATE PROGRAM IN BANKING SALES & RELATIONSHIP MANAGEMENT

Enroll now for our placement-assisted Certificate Program in Banking Sales & Relationship Management

GET A CHANCE TO BE SELECTED BY TOP COMPANIES

The banking sector is vast and varied. From loans to investments, from insurance to mutual funds, from stocks to wealth management, the Banking and Finance industry covers all this and more. The BFSI sector in India is valued at Rs. 81 trillion & Likely to become 5th largest in the world by the year 2020 and 3rd largest by the year 2025. Also, the sector has been rapidly growing & expanding, which in turn has resulted in increased opportunities at various levels. This program is one of the quickest ways from college to a career in the Banking & Finance industry. The program has already seen great success over the past 12 years, with more than 55,000 candidates placed.

PROGRAMME OVERVIEW

Over the last decade, customer preferences have evolved & they expect an exceptional experience at all touchpoints of various financial products. Therefore, a narrow specialization in only one domain, may not be sufficient anymore. The programme is designed to provide Learners the necessary skills, which would help them in riding this wave of change and have a rewarding career in the Banking & Finance industry. Some unique features of the program are the following:

- Industry immersion - Connect with industry experts
- Regular seminars for BFSI career counselling
- Training and certification for NISM (external certification)
- Placement support in Banks or Custom Service
- Guidance for resume building and facing interviews

Programme Architecture

The UGC and industry-endorsed syllabus combined with Makecareer and Jain university, quality training not only equips learners with advanced finance and accounting skills, but also nurtures them into complete industry-ready professionals. Experienced industry practitioners deliver the programme on Makecareer Academy our very own onclassroom learning platform.



COURSE DETAILS

1. BFSI Industry Foundation

- Overview of BFSI Industry - Banking, Customer Services, Finance, Insurance, NBFC
- Roles in demand in BFSI
- Regulatory bodies



2. Sales skills

- Demystifying Sales
- Customer Orientation
- Influencing and Persuasion skills
- Sales process

3. Banking Products and Services

- Assets, Liabilities products and services
- Savings account, current account and fixed deposit
- Loans and mortgages
- Need-based product pitching
- Customer interaction skills
- Professional skills and telephone etiquettes



4. Insurance and Financial products

- Life insurance products and services
- General insurance products and services
- Capital markets orientation
- Mutual funds
- NISM certification preparation and certification
- Compliance and Digital channels in BFSI industry

5. Customer Service and Relationship Management

- Customer service – process and skills
- Cross selling and upselling
- Customer Relationship Management

6. Systems, operations and Financial Analysis

- Financial analysis using Excel
- Retail branch operations
- Documentations using MS-Word

7. Enhancement Skills

- English Language skills
- Resume writing and interview preparation



Program



90 hours of training



Instructor led, industry-driven curriculum



Capstone Project



Learn with corporate trainer



Placement Back Support



900+ Placement partners



Professional Skills



Average Salary of 1.80 LPA to 5.25LPA



45Hours Classroom training



12 Hours Jain University Assessment



13 Hours Assesment



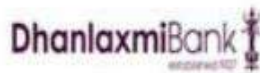
20 Hours Project

Certification

On successful completion of the programme the learners get a graded certificate from Makecareer and Jain University, Here are some of the job profiles that students can look forward to, post successful completion of the programme:



Over 900 Companies have Recruited from us



PLACEMENT GLIMPSES





BANK

THANK YOU

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