

XIME - TRINITY

Certificate Program in
Sales & Marketing



A unique Sales & Marketing Program
available for the first time in India

Launch yourself on a successful career
in Sales and Marketing in
3 months - with the XIME - Trinity
Certification.

Assured Placement opportunities
with reputed companies.

XIME

TRINITY...
S K I L L W O R K S



XIME - Trinity

Certificate Program in Sales & Marketing

About XIME

XIME, established in 1991 by a group of eminent academicians under the leadership of Prof J Philip, Former Director of IIM Bangalore, is a leading business school in India with residential campuses at Bangalore, Kochi and Chennai. The Institute has an excellent team of qualified faculty with Industry experience across public and private sectors. XIME received the much coveted accreditation from ACBSP (Accreditation Council for Business Schools and Programs), USA in 2014.

XIME is rated among the 30 Best Management Institutes in India by MHRD, Govt of India.

About Trinity SkillWorks

Trinity SkillWorks is founded by senior executives with successful track records in entrepreneurship and multinational organizations. Trinity works with academic institutions in bridging employability gap among students from diverse academic disciplines. Trinity offers a disruptive and unique outcome based program for college students that involves Assessment, Training and Placement with Trinity's Recruitment partners.

Trinity has enhanced employability and empowered over 5000 students and individuals to compete successfully in the professional environment.

XIME

TRINITY...
S K I L L W O R K S



XIME – Trinity

Certificate Program in Sales & Marketing

About The Program

The Program offers a combination of 150 hours of Classroom sessions, assignments, projects, presentations and Role plays supplemented by 60+ hours of interactive video-rich on-line learning.

The emphasis is on learning by doing and the method of training is experiential and highly interactive. XIME - Trinity's Experiential Learning process places students in real life situations involving real people and contexts during the workshops and enables "Learning through reflection and doing".

The participant will undergo a One Month Internship with one of Trinity's Recruitment Partner Corporations.

Objective

The Program teaches participants principles and techniques of the Sales and Marketing functions. The program enhances communication skills and employability of candidates and help launch their career with reputed organisations .





Program Outline

Personality Development Module : Grooming , Self-Presentation, Etiquette, Emotional Quotient, Group Discussions & Personal Interview, Leadership skills

Selling Skills Module: Communication skills, Presentation Skills, Time Management, Cold Calling, Objection Handling, Closing

Sales Management Module : Sales Process, Sales Orientation, Customer Focus, Goal Setting, Customer Handling, Product / Service Positioning, Collections and Post Sales Support,

Program Duration :
3 months

Program Venue :
XIME, KINFRA Hi-Tech Park, Kalamassery,
Kochi

Program Faculty :
Faculty of XIME and Trinity

Eligibility : Graduate / Undergraduate in any Discipline.

Admission to the Program is based on Aptitude Assessment & Personal Interview



XIME – Trinity

Certificate Program in Sales & Marketing

Examinations & Assessment

The candidates will be assessed after each module and at the end of the Program.

Candidates need to fulfill the attendance requirement of 90% to be eligible for end-of-program Examination and Certification

Award of Certificate

Candidates who successfully complete the course requirements, pass all assessments, examinations and complete the mandatory Internship will be awarded the Certificate in Sales and Marketing by XIME and Trinity.

Trinity SkillXchange Membership

Candidates who successfully complete the program will qualify for membership to Trinity SkillXchange. Trinity SkillXchange is an exclusive platform where the candidate's professional profile will be matched with job requirements and made available to employers.

All students who successfully complete the program will be provided with Placement Assistance.

Changes and Amendments

Trinity SkillWorks and XIME reserves the right to vary, change and amend the program content, entry requirements, course fees, curriculum, examination rules and regulations, schedules, venue and other aspects of the course at any time.



<http://www.xime.org>



<http://www.trinityskillworks.com>