



For immediate Release

Etisalat Lanka (Private) Limited  
PHOTO CAPTION

## **3<sup>rd</sup> Batch of Etisalat-SLIM Diploma holders in Professional Selling graduate successfully**



Etisalat Lanka hosted the convocation for the third batch of Etisalat sales professionals who successfully completed the Diploma in Professional Selling conducted by the Sri Lanka Institute of Marketing (SLIM).

SLIM, the national marketing body of Sri Lanka partnered with Etisalat Lanka for the third successive year for this initiative which enhances the talents of sales professionals by awarding a valuable certification which is recognized islandwide. Madushanka Wijewickrama was selected as the Best Student from a batch comprising of 37 graduates who followed an extensive curriculum during the one year course duration.



Special invitees included Chief Guest, Riyaz Rasheed – Deputy Chief Executive Officer / Chief Financial Officer of Etisalat Lanka, Guest of Honour, Ruwan Liyanagamage – Vice President of Education at SLIM Janaka Jayalath - Chief Commercial Officer of Etisalat Lanka, and Pradeep Edward, Assistant Secretary of SLIM and Sanath Senanayake, Chief Executive Officer / Executive Director of SLIM.

Etisalat continues its efforts in maintaining well-trained sales professionals who are geared with the necessary skills and equipped with the right knowledge to serve the diverse and demanding requirements of the modern day customers.

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