

## **JNIBF conducts International program on “Marketing and Selling Skills for High Performance” for Banks of Nepal**

JNIBF conducts online external training program for Banks of Nepal in collaboration with Banking Finance and Insurance Institute of Nepal (BFIN) during October 1 – 2, 2021. The program was customized keeping in view specific requirements of Nepalese Banks. The two day program envisaged holistic overview on Balancing Marketing Mix aligned with Business Plan, Customer Acquisition and Retention Strategy, Negotiation Skills, Digital Marketing and Emotional Intelligence. The program was inaugurated by Shri Suresh B Rathod, GM-Academics, JNIBF and Dr Binod Atreya, Managing Director, BFIN.

The highlight of the program despite being online in nature is active discussions with the participants, challenges faced and their solutions as experienced by the trainers. The participants were from different banks of Nepal who have highly appreciated the overall program.

### **Snapshot of the program:-**



**Inaugural Address by Shri Suresh B Rathod, GM-Academics, JNIBF**



**Glimpse of Online session**



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