

Pan Asia Bank Continues To Invest In Human Capital With CIMA



The Pan Asia Bank maintains consistent policy in developing its Human Resources through continued staff development programmes and believes that it is crucial to invest in training during challenging times.
Towards achieving its objectives in developing its Human Resources, the Bank in co-ordination with the Chartered Institute of Management Accountants Sri Lanka

division conducted a Master Course “Financial Aspects of Selling” as part of an ongoing programme to develop the skills and uplift service standards of its young and enterprising outfit. The programme was conducted by Prasanna Perera, one of Sri Lanka’s leading Marketing and Management Consultants and Senior Lecturers in Marketing.

This session covered various aspects connected to staff development with special emphasis on various aspects of selling the bank’s innovative Financial Products and customer service since the bank boasts of “first class banking” the two essential ingredients in today’s context of competitiveness and excellence in service.

The Bank as a policy sets training sessions for its entire staff irrespective of their grade or position. These highly productive sessions have fully equipped the staff of the Bank at various levels to understand and cater accordingly to the specific needs of the Bank’s customers to ensure expeditious service delivery, which is an important tool in attracting customers and enhancing its business opportunities.

