



News Letter OF BRIDDHI

Volume – 1
Issue 1 July - 2012

“না শিখলে, শিখবে কোথায়?
না শিখলে, গড়বে কোথায়?”
মানুষ গড়, তরা তেয়ার কোম্পানী গড়বে
- মো: আব্বার হাসান



Training on	: “Professional Salesmanship of 21 st Century”
Company Name	: IDLC Finance Limited
Participants	: 26 in Number
Held on	: 7 th – 8 th July 2012 (9:00 am – 6:00 pm)
Venue	: BRIDDHI Training Institute, Dhanmondi, Dhaka

Introduction:

**“Organization invest, SALESMAN makes it viable,
The Vision is materialized by SALESMAN”**

The effect of Globalization created the business environment more critical and competitive. The comparative advantage turned into competitive advantage. The market and customer are unpredictable, quality conscious; demand oriented; knowledgeable; and on the other hand sensitive to price. Selling is a challenging profession when approached ethically, constructively and helpfully. Sales development takes it in positive direction.

New selling techniques and methods are continually changing & upgraded. Successful selling relies on focused salesman. Man who create sales and earn revenue. Successful selling requires superior quality to take good care of the customers. It requires salesperson to work professionally. Effective sales people are interpreters and translators who can enable the complex systems of buying and selling to work for the benefit at large. **They need to be taught at all phases.**

BRIDDHI offered a customaries training for IDLC which was a highly interactive program that facilitate Sales Professionals to be able to sell more effectively. It acknowledges the participants to sell not only to the customers perceived needs, but also to their unperceived needs. Ways of communicating the benefits of their products, services and their organization in the most effective manner. The participants learned how to create favorable first impressions by being able to build trust and credibility in a short span of time. They will be able to quickly and rigorously qualify opportunities, gain access and interest of the customer, develop & articulate their ‘Value Propositions’ to the customer for initiating purchase decision.

Tentative Methods & Approaches Used:

Methods & Approaches (Before Training)

- o Focus Group Discussion (FGD)
- o Questionnaire Survey
- o Personal Interviews
- o Success Stories
- o Observation Methods

Methods & Approaches (During Training)

- o Participative Approaches
- o Lecture Methods
- o Power Point Presentation
- o Theories & Practical Application
- o Practical Session
- o Exercise Session
- o Case Study
- o Role-Play & Story Telling
- o Related Video & Movie Shows

Topics Covered:

- o **Selling ASAP(Arts, Science, Agility & Performance)**
....An interactive social process
- o **The Life, Times & Career of a Professional Salesperson**
....Create your career in right path
- o **Professional vs. Amateur Sales Person**
....Need of Professionalism
- o **Salesman and Salesmanship**
- o **Self-Development for Most Successful Selling**
... Try winning
- o **Personal Selling**
.....A two way communication
- o **Customer Service**
....Serve to grow
- o **Selling through Sales Call**
....Have right approach
- o **Globalization**
....Increase competitiveness, require quality of service
- o **Why Sales People fail on the Job?**
....Lack of vision

Participants of ISDLC

01.	Talukder Ali Aslam	Assistant Officer	14.	Shah Ahmed Banna	Officer
02.	Md. Ahiduzzaman	Assistant Officer	15.	Md. Raihan Mustafa	Senior Officer
03.	Md. Mahabubul Islam	Senior Executive Officer	16.	Md. Akter Hossain	Assistant Officer
04.	Md. Efthekharul Kabir	Officer	17.	Iman Kumar Chowdhury	Senior Officer
05.	M. Syeedul Alam	Officer	18.	A K M Iqbal Hossain	Senior Officer
06.	Samiul Shahed Chowdhury	Senior Officer	19.	Mirza Wahidur Rahman	Officer
07.	Md. Farid Uddin Sarkar	Senior Officer	20.	Tanvir Ahammed	Officer
08.	Md. Anisur Rahman Khan	Senior Officer	21.	Md. Mominor Islam	Officer
09.	Golam Mostafa	Senior Officer	22.	Ishtiaque Mohammad Hanif	Junior Officer
10.	Abu Syeed Chowdhury	Senior Executive Officer	23.	Nikhil Chandra Paul	Assistant Manager
11.	Mir Mosharruf Hossain	Senior Executive Officer	24.	Muhammad Mamun Khan	Assistant Officer
12.	Md. Moazzem Hossain	Senior Officer	25.	Kamruzzaman	Assistant Officer
13.	S. M. Abul Hasnat	Officer	26.	Nasima Akter	Junior Officer

Profile of Lead Resource Person & Consultant:



Md. Akbar Hassan - CEO & Managing Director, Chief Resource Person & Chief Consultant of BRIDDHI. Conducted more than 550 exclusive training on different topics as Lead Resource Person amounting approximately 12,000 (Twelve Thousand) participants. OD specialist. Created more than 850 Training Video Clips on different areas in Bangla & English on Bangladesh context. These rich archives couples in disseminating knowledge to get the essence of real life experiences. Lead consultants on Garments & Textiles and Industrial arena.

He served in Senior Management Position in Philips Bangladesh Ltd. (MNC), Youngone Corporation (MNC), and Mobil Oil Bangladesh Ltd. USA (MNC). More than 18 years of experience in corporate world.

MBA from IBA, Masters in Public Administration from University of Dhaka. Visiting Faculty Member of BRAC University, Institute of Governance Studies IGS, IUBAT and BIFT. He presented many papers in many seminars including BATEXPO. Resource Person of many Institutes like, DCCI, MCCI, BPATC, BIBM, Academy of Planning Commission, etc. Resource person of CIPS (The Chartered Institute of Purchasing & Supply). International Procurement and Supply Chain Management (IPSCM) of ITC/UNCTAD/WTO, Geneva, Switzerland. 13 years of experience as Resource Person.

Contact Address:

BRIDDHI – Industrial & Marketing Consultants

Road No.8/A, House No. 72, Dhanmondi R/A, Dhaka -1205 Bangladesh
Tel: 8120484, 9133167 Cell: 01713-457021 01819- 218044 Fax: 88 02 8120 484
E-mail: info@briddhi.org akbar@briddhi.org www.briddhi.org