

*Sales করিতে না পারিলে  
Salesman বলো কেন?  
.... সাফল্যই তোমার পরিচয়  
- মো: আকবার হুসান*



Date: 10th - 11th August 2012



Training on: **"Professional Salesmanship of 21<sup>st</sup> Century"**

Participants (SME) with Chief Resource Person

Conducted by: **BRIDDHI - A Seat of Professional Learning**



**Training on** : "Professional Salesmanship of 21<sup>st</sup> Century"  
**Company Name** : IDLC Finance Limited  
**Participants** : 28 in Number (SME's)  
**Held on** : 10<sup>th</sup> – 11<sup>th</sup> August 2012 (9:00 am – 4:00 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 Finance Limited which was a highly interactive program that facilitates Sales Professionals to be able to sell more effectively. It acknowledges the participants belong to SME's to sell not only to the customers perceived needs, but also to their dormant 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. (Topics specified below).*

## Methods & Approaches Used:

## Topics Covered:

### Methods & Approaches (Before Training)

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

### Methods & Approaches (During Training)

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

- ☀ **Selling ASAP**  
....An interactive social process
- ☀ **The Life, Times, and Career of the Professional Salesperson**  
....Create your career in right path
- ☀ **Salesman and Salesmanship**  
....Need of Professionalism
- ☀ **Self-Development for Most Successful Selling**  
...Try winning
- ☀ **Personal Selling**  
.....A two way communication
- ☀ **Customer Relationship Management**  
....Serve to grow
- ☀ **Selling through Sales Call**  
....Have a right approach
- ☀ **When Sales People WIN?**  
.... With positive attitude

## Participants of IDLC

01.	Mr. Arman Ahmed	Officer	15.	Ms. Zohora Akter	Officer
02.	Mr. Saiful Islam	Officer	16.	Mr. Md. Al-Amin	Officer
03.	Mr. Nur Alam Siddique	Officer	17.	Mr. Mohammad Shaifur Rahman	Officer
04.	Mr. Md. Waheduzzaman	Officer	18.	Mr. Mesbah Uddin Ahmed	Officer
05.	Mr. Md. Masudul Kabir	Officer	19.	Mr. Moynal Hossain	Officer
06.	Mr. Rajani Kanta Ray	Officer	20.	Mr. A. K. M. Mostaque Ahmed	Officer
07.	Mr. Md. Nazrul Islam	Officer	21.	Mr. Syed Arif Abdullah	Officer
08.	Mr. Mohammad Afsar Ali	Officer	22.	Mr. Mohammad Matiur Rahman	Officer
09.	Mr. Md. Sofiqul Islam Khan	Officer	23.	Mr. Robaith Hasan Khadem	Officer
10.	Mr. Champak Kumar Paik	Officer	24.	Mr. Mostafizul Haque Razib	Officer
11.	Mr. Samim Al Mamun	Officer	25.	Mr. Abdullah-Al-Fahim	Probationary Officer
12.	Mr. Shaheb Ali	Officer	26.	Ms. Farjana Hossain	Assistant Officer
13.	Mr. Ajit Chandra Mondal	Officer	27.	Mr. Md. Jakir Hossain	Officer
14.	Mr. Md. Iqbal Hossain	Officer	28.	Ms. Ishrat Jehan	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:

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