

Salesman - আমিই শ্রেষ্ঠ
আমার সফল কর্মকাণ্ডই
organization - এক ধাপ এগিয়ে
- মো: আকবার হা'সান



Training on: "Professional Salesmanship of 21st Century"

Participants (SME) with Chief Resource Person

Conducted by: BRIDDHI - A Seat of Professional Learning



Training on : "Professional Salesmanship of 21st Century"
Company Name : IDLC Finance Limited
Participants : 28 in Number (SME's)
Held on : 7th – 8th September 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 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:

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

Topics Covered:

- ☀ **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 (SME)

01.	Mr. Mahmood Hossain	Assistant Manager	15.	Mohammad Saiful Islam	Officer
02.	Mr. Md. Refat Hossain	Senior Executive Officer	16.	Mr. Md. Shahriar Kabir Khan	Senior Officer
03.	Mr. Muhaimin Karim	Senior Executive Officer	17.	Mr. Md. Habibur Rahman	Officer
04.	Mr. Humayun Reza Murtaza	Senior Officer	18.	Mr. Ziaul Alom	Officer
05.	Mr. Mohammad Farhadul Hoq	Senior Officer	19.	Mr. Md. Mozammel Haque	Officer
06.	Mr. Md. Abu Taleb	Senior Officer	20.	Mr. Md. Mahfuzul Islam	Officer
07.	Mr. Md. Mizanur Rahman	Senior Officer	21.	Mr. Rajib Al Moni Jhuton	Senior Executive
08.	Mr. Md. Mosharaf Hossain	Senior Officer	22.	Md. Muztaba Karim	Officer
09.	Mr. Md. Mosharref Hossain	Senior Officer	23.	Md. Kamrul Hasan	Officer
10.	Mr. Anayet Hossain	Senior Officer	24.	Md Zahidur Rahman	Officer
11.	Mr. Prodip Ghose	Senior Officer	25.	Mr. Md. Shahanur Alam Mondol	Officer
12.	Mr. Md. Martuza Jobayer-Al-Mahmud	Senior Officer	26.	Mr. Md. Minarul Islam	Officer
13.	Mr. Md. Motaleb Hossain	Senior Officer	27.	Mr. Md. Atikul Islam Shah	Officer
14.	Mr. Md. Kamruzzaman	Officer	28.	Mr. Naimul Islam Mazumder	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 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.

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