



Date: 12th - 14th October 2012



Training on: "Professional Salesman of 21st Century"

Management & Participants with Chief Resource Person

Conducted by: BRIDDHI - A Seat of Professional Learning



Salesperson.....  
তোমার অঙ্গিত্বই,  
Companyর অঙ্গিত্ব।  
তোমার সাফল্যই, Companyর সাফল্য।  
- মো: আকবার হোসান

**Training on** : "Professional Salesman of 21<sup>st</sup> Century"  
**Company Name** : Esquire Electronics Ltd.  
**Participants** : 25 in Number  
**Held on** : 12<sup>th</sup> – 14<sup>th</sup> October 2012 (9:00 am – 5:30 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 Esquire Electronics Ltd. which was a highly interactive program that facilitates 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.*

## 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

- Sales  
..... Explore Market Share & Ensure GROWTH
- Salesman and Salesmanship  
..... Most Important Person to Bring Success
- Selling ASAP  
..... Selling is Unique
- The Life, Times, & Career of a Professional Salesperson  
..... Where you Need to be Changed?
- Obtaining Sales Commitment  
..... Not an Easy Task
- Selling...5 Sales Steps  
..... Etiquette what Counts in Sales
- Action Selling & Sales Process  
..... Move to Win with Enthusiasm
- Selling through Sales Call  
..... Explore with Dignity
- Creating Positive Attitude towards Products & Services  
..... Be Proud of your Product & Company
- Customer Services and Retail Sellin  
..... Create Relationship for Repeat Purchase
- Personal Selling  
..... Step Door to Door to Explore Sales
- Handling Complain Wisely  
..... Prompt Reply or Attending on Time is to Retain

### Participants of Esquire Electronics Ltd

01.	<b>Md. Mofazzal Hossain</b>	Chairman Esquire Group	14.	<b>Hasna Akter</b>	Officer HR
02.	<b>Md. Ehsanul Habib</b>	Managing Director	15.	<b>Md. Mezbauddin Shikdar</b>	Sr. Sales Officer
03.	<b>Lutfar Rahman</b>	Chief Executive	16.	<b>Biplob Kumar Saha</b>	Sr. Sales Officer
04.	<b>Md. Manzurul Karim</b>	GM Sales & Marketing	17.	<b>Tanvir Ahmed (Rasel)</b>	Sr. Sales Officer
05.	<b>Abdur Rahman</b>	GM Customer Care	18.	<b>Tajul Islam</b>	Sr. Sales Officer
06.	<b>Abu Motalib</b>	DGM Group HR	19.	<b>Ali Akbar Haolader Khokon</b>	Sales Officer
07.	<b>Md. Shafiqul Islam Ripon</b>	Sr. Manager Commercial	20.	<b>Md. Razaul Karim</b>	Sales Officer
08.	<b>Tayubur Rahman</b>	Manager - Dealer Sales	21.	<b>Mohammad Hossain Ali</b>	Sales Officer
09.	<b>Md. Iqbal Hossain</b>	Manager - Corporate Sales	22.	<b>Md. Jahangir Alam</b>	Sales Officer
10.	<b>Henry Shantonu Baroi</b>	Deputy Manager - Corporate	23.	<b>Md. Ayatul Hossain</b>	Sales Officer
11.	<b>Mohammad Al-Amin</b>	Deputy Manager - Corporate	24.	<b>Md. Mahbabur Rahman (Titu)</b>	Sales Officer
12.	<b>Mahfuz Hossain Bhuiya</b>	Asstt. Manager - Corporate	25.	<b>Md. Nazrul Islam Prince</b>	Sales Officer
13.	<b>Kazi Nazmun Nahar</b>	Officer HR			

### 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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