



“সৃষ্টিতে বিশ্বাস বয়  
সৃষ্টি হবে তটে”  
-মো: জাক্বার হুসান



**Training on** : Professional Salesman of 21st Century  
**Company Name** : Esquire Electronics Ltd.  
**Participants** : 25 in Number  
**Held on** : 4<sup>th</sup> – 6<sup>th</sup> November 2012 (9:00 am – 6:30 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 sales 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.*

## Tentative 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
- 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 Selling
  - .... 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. | Zahid Hossain Zhelu      | Sr. Manager Corporate sales |
| 02. | Sharfuddin Ahmed Ruhit   | Manager - Retail Sales      |
| 03. | Mehedy Rashid            | Executive Corporate Sales   |
| 04. | Sabbir Ahmed             | Executive Corporate Sales   |
| 05. | Hasan Ali                | PS to MD Sir                |
| 06. | Md. Masum Hossain Sharif | Sr. Executive Dealer Sales  |
| 07. | Jalal Mahmud             | Asst. Manager Dealer Sales  |
| 08. | Mizanur Rahman           | Asst. Manager Dealer Sales  |
| 09. | Khandakar Hasan Mahbub   | Asst. Manager Dealer Sales  |
| 10. | S. M. Shariful Azam      | Officer                     |
| 11. | Syful Islam              | Sales Officer               |
| 12. | Abdul Kaiyum Khan        | Sales officer               |
| 13. | Md. Masum Akber (Tuhin)  | Sales officer               |

|     |                    |                   |
|-----|--------------------|-------------------|
| 14. | Nazrul Islam       | Sr. Sales officer |
| 15. | Moh. Amranul Islam | Sales officer     |
| 16. | Md. Nahid Hasan    | Sales officer     |
| 17. | Mahbubur Rahman    | Sales officer     |
| 18. | Md. Rashedul Hasan | Sales officer     |
| 19. | Al Mamun Hasan     | Jr. Sales officer |
| 20. | Md. Sharif Uddin   | Sales officer     |
| 21. | Omar Khetab Mamun  | Sales officer     |
| 22. | Akhlas Uddin       | Sales officer     |
| 23. | Md. Ashadul Haque  | Sales officer     |
| 24. | Md. Kamal Hossain  | Sales officer     |
| 25. | Ismail Hossain     | Sales officer     |

### Profile of Lead Resource Person & Consultant:



**Md. Akbar Hassan - CEO & Managing Director, Chief Resource Person & Chief Consultant of BRIDD**  
Conducted more than 550 exclusive training (approximately 12,000 participants) on different topics as Lead Resource Person amounting. OD specialist. Created more than 850 Training Video Clips on different area Bangla & English on Bangladesh context. These rich archives couples in disseminating knowledge to get 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 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 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. More than 18 years of experience as Resource Person.

### Contact Address:

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