



নেতৃত্ব দিতে হলে
যোগ্য অনুসারী তৈরী কর,
স্বার্থকতা অনিবার্য।
- মো: আব্বাস হুসান



Date: 20th – 21st November 2012

Training on: "Professional Salesmanship of 21st Century"
Participants 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
Held on : 20th – 21st November 2012 (9:00 am – 6:00 pm)
Venue : BRIDDHI Training Institute, Dhanmondi, Dhaka

Introduction:

"The Profit-producing Capability of an Organization Derives from Impressions Made by SALESMAN"

The means of creating impressions are the quality and efficacy of the product or service that the salesmen sell: the quality, accuracy, dependability, and speed of their service-and the warmth or their human relationships with customers. Therefore, these salesmen must be trained to deliver quality service.

Selling is a challenging profession when approached ethically, constructively and helpfully. New selling techniques and methods are continually changing & upgrading. 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 conducted a customaries training for **IDLC Finance Limited** which was a highly interactive program. 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)

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

Participants of IDLC

01.	Md. Anwar Hossain	DGC	15.	Md. Hafez Ahmed	CRE
02.	Bidhan Halder	SCRE	16.	M. Kayoum Islam	AGC
03.	Saifour Rahman	DGC	17.	Mohammad Wadud Jamal	GC
04.	Md. Badrul Huda	SCRE	18.	Toricul Hasan	SCRE
05.	Md. Zahirul Islam	SCRE	19.	Md. Jahurul Islam	DGC
06.	Md. Masud Al Mamun	DGC	20.	Syed Sharif Ahmed Sumon	AGC
07.	Md. Fazley Rabbi	DGC	21.	Kazi Al Amin Hossain	CRE
08.	Partha Pratim Choudhury	SCRE	22.	Md. Softul Alam	AGC
09.	Aminul Islam	CRE	23.	Md Mohiduzzaman Khan	CRE
10.	Mohammadullah Milton	ACRE	24.	Sheikh Md. Asad-Ur-Rahman	ACRE
11.	Md. Jahirul Haque	CRE	25.	Md. Asadujjaman Rasel	AGC
12.	Md. Abul Hasan	CRE	26.	Md. Kamal Hossain	DGC
13.	Md. Golam Mostofa	AGC	27.	Bhajan Kumer Das	CRE
14.	H.M Wahidur Rahman		28.	Kazi Ariful Islam	ACRE

Profile of Lead Resource Person & Consultant:



Md. Akbar Hassan - CEO & Managing Director, Chief Resource Person & Chief Consultant of **BRIDDHI**. Conducted more than 550 (approximately 12,000 participants) exclusive training on different topics as Lead Resource Person amounting. 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.

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