



*Salesman....  
তুমি শক্তি, তুমিই বল  
তোমার দ্বারা সকল ফল।  
....Be the Best  
- মো: আকবার হাঙ্গান*



Date: 2nd – 3rd Dec 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** : 25 in Number  
**Held on** : 2<sup>nd</sup> – 3<sup>rd</sup> December 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”**

*Salesman is the brand carrier & establishes brand in the market. The quality, accuracy, dependability, and speed of their service depend on the warmth or their human relationships with customers. Therefore, these salesmen must be trained to deliver quality service.*

*Selling is a challenging profession. New selling techniques and methods are continually changing & upgrading. Successful selling relies on focused salesmanship and also requires superior quality care to valued customers. As they explore sales and earn revenue they need to be professional. Effective sales people are interpreters and translators who can enable the systems of buying and selling for the benefit at large. **They need to be taught at all phases to become professionally tuned.***

*BRIDDHI conducted this 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 in 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
- Exercise Session
- Case Study
- Related Video & Movie Shows

- 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	Jatindra Nath Singha	Sr. CRE
02.	Haripada Sarker	Astt. TL
03.	Md. Ali Nour Rahman Chowdory	ACRE
04.	Md. Mamunur Rashid	Sr. CRE
05.	Mostafa Mahmud	CRE
06.	Md. Nurnobi	DTL
07.	Chowdhury Md. Ruhanuzzaman	CRE
08.	Md. Fazlul Haque	CRE
09.	Md. Jakanur Alam	ACRE
10.	Md. Abdul Mottalibp Sarker	Sr. CRE
11.	Md. Moshir Rahman	Astt. TL
12.	Md. Mohibul Hasan	CRE
13.	Md. Zakir Hossain	ACRE

14	Gopal Chandra Ghosh	CRE
15	Hasanuzzaman	DTL
16	Md. Hashmat Ali	DTL
17	Md. Abul Kalam	Astt. TL
18	Md. Ziaur Rahman	Astt. TL
19	Ram Prasad Ghosh	Astt. TL
20	Md. Golam Moula Khan	Astt. TL
21	Abdul Hamid	ACRE
22	Md. Khairuzzaman	DTL
23	A.B.M. Abdul Mannan	Astt. TL
24	Md. Ashrafal Islam	Sr. CRE
25	G.M. Harun-or-Rashid	CRE

## Profile of Lead Resource Person :



**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. OD specialist. Created more than 900 Training Video Clips on different areas in Bangla & English on Bangladesh context. These rich archives couples in 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, Police Staff College, etc. Resource person of CIPS (The Chartered Institute of Purchasing & Supply). International Procurement and Supply Chain Management (IPSCM) of ITC/UNCTAD/WTO, Geneva, Switzerland. 18.5 years of corporate experiences (MNC) and 13 years of experience as Resource Person.

### Contact Address:

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