



সম্মতিতে বিশ্বাস করি,
কর্মতেই ফলাফল গড়ি।
..... আমিই এস.এম.ই. সেলসম্যান
- মো: আব্দুল হুসেন



Training on : "Professional Salesmanship of 21st Century"
Company Name : IDLC Finance Limited
Participants : 25 in Number
Held on : 5th – 6th 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 services.

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 a customaries training for IDLC Finance Limited which was 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	Md. Aurangazeb	Astt. TL
02.	Asadul Islam	Sr. CRE
03.	Aziaur Rahman	Sr. CRE
04.	Kabel Sikder	Sr. CRE
05.	Md. Nazim Uddin	CRE
06.	Md. Atiqur Rahman	Sr. CRE
07.	Md. Noor Uddin	Sr. CRE
08.	Mohammad Iqbal Hossain	ACRE
09.	Md. Gaziur Rahman	CRE
10.	Md. Shanaous	Sr. CRE
11.	Md. Anwar Sadat	Astt. TL
12.	Md. Saiful Bari	CRE
	Md. Yousuf Ali	DTI

14	Muhammad Belal Hossain	Sr. CRE
15	Md. Foysal Bin Taher	Astt. TL
16	Rabiul Islam	DTL
17	Md. Shah Alam	Astt. TL
18	Md. Abdul Hannan	Astt. TL
19	Md. Nur Islam Molla	Astt. TL
20	Mizanur Rahman	CRE
21	Md. Azad Hossen Bapari	Astt. TL
22	Md. Robiul Alam	Sr. CRE
23	Md. Abul Faruk Sumon	CRE
24	Shobroto Kumar	CRE
25	Mohammad Al-Amin Bhuiyan	Sr. 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 14 years of experience as Resource Person.

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