



Date: 16th-17th June 2013
"TOT on Agri Business Management"
 Management & Participants with Chief Resource Person
 BRIDDHI - Industrial & Marketing Consultants



Date: 23rd-24th June 2013
"TOT on Agri Business Management"
 Participants from Syngenta & Management of USAID with Chief Resource Person
 Conducted by: BRIDDHI - Industrial & Marketing Consultants



Date: 16th-17th July 2013
"TOT on Agri Business Management"
 Management & Participants with Chief Resource Person
 Conducted by: BRIDDHI - Industrial & Marketing Consultants

Bayer Crop Science - Dhaka

Syngenta Bangladesh Limited - Bogra

i. Lal Teer Seed Ltd; ii. USAID-AIP,CNFA; & iii. Global Arovat Ltd - Dhaka

Training on : *"TOT on Agri Business Management"*

Company Name : **USAID's Agro Inputs Project**

Participants : 3 Participants from **Bayer Crop Science** Held on: 16th – 17th June 2013 (9:00 am – 6:00 pm) -Dhaka

Participants : 6 Participants from **Syngenta Bangladesh Limited** Held on: 23rd - 24th June 2013 (9:00 am – 6:00 pm) -Bogra

Participants : Participants: 7 from **Lal Teer Seed Ltd**; 6 from **Global Arovat Ltd**; 2 from **USAID-AIP,CNFA**
 Held on: 16th – 17th July 2013 (9:00 am – 6:00 pm) -Dhaka

Venue : **BRIDDHI** Training Institute Dhanmondi, Dhaka. & Learning & Development Center; Syngenta; Bogra

Introduction:

***"Organization Invest, but SALESMAN makes it Viable,
 The Vision is Materialized by SALESMAN"***

Any store that sells agro merchandise to the general public is a Agro retail store. Retail management in agro business involves managing the store itself, the employees, and also an inventory of the goods in a store. If a business person is wondering what retail management involves, then the first thing that they should know is that retail management. It requires knowledge of merchandising; expenses and human resources are three things a retail seller must know besides generating revenue to succeed. In most retail management training, participants are exposed to all facets of the business. Retail store personnel must have qualities to sell ethically. The effect of Globalization created the business environment more critical and competitive in nature. The comparative advantage turned to competitive advantage. The market is unpredictable, demand oriented; knowledgeable; and on the other hand very sensitive. Selling is a wonderful profession when approached ethically, constructively and helpfully.

New selling techniques and methods are continually changing & upgrading. While successful selling today relies on modern selling using collaboration, facilitation, and partnership. Successful selling requires suitable quality and taken good care of its customers. It requires salesperson to work professionally. Effective sales people are interpreters and translators who can enable the complex systems of buying and selling organization to work together for the benefit at large. They need to be taught at all phases. Managing sales people, the best results generally come if we allow sales people to work to their strengths.

BRIDDHI conducted customaries training for **Agro** which was a highly interactive. 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 a 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 farmer, develop & articulate their **'Value Propositions'** to the agro producer 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

- বিক্রয় ছাড়া সবকিছুই অচল !
- বিক্রয়কর্মী মাত্রই চারটি বিষয়ে জ্ঞান থাকতে হবে
- বিক্রয়কর্মে জয়লাভের বিশেষ কৌশল
- বাজার তথ্য সংগ্রহের গুরুত্ব
- বঙ্গ বিমুখতা জয় করার কৌশল :

- Sales Promotion-সেলস প্রমোশন
- Customer Service-গ্রাহক সেবা
- An introduction to pricing-মূল্য পরিচিতি
- Forecasting-পূর্বাভাস
- স্টক ব্যবস্থাপনা
- ব্যবসা প্রতিষ্ঠানের হিসাব-নিকাশ
- Ethical Selling-নৈতিক বিক্রি

Participants of 707 Agro (Retailers)

Dhaka .. 3 in numbers of participants from Bayer Crop Science Limited			Dhaka.. 15 in numbers of participants from			
01.	Bidhan Chandra Paul		Global Agrovet Limited-Dhaka		Lal Teer Seed Limited-Dhaka	
02.	Shyamal Bormon		01.	Golam Azam Khan	01.	Md. Ruhul Amin -Executive Officer
03.	Md. Samshul Alam		02.	Ashoke Kumar Das	02.	Md. Nasim Akbar -Head of IMED
Bogra ..6 in numbers of participants from Syngenta Bangladesh Limited			03.	Avejit Datta	03.	Shyamol Kumar Sen -Head of PPQC
01	A K M Morshed - Channel Trg Manager, L&D enter, Bogra		04.	Md. Abdus Saad	04.	S. M. Abdul Mukit-Head of Marketing
02.	Ferdouse Sherine - L&D Center Manager, Bogra		05.	Md. Kamruzzaman	05.	Khaled Mostafa -Manager, Marketing
03.	Purabi Sarkar - Assistant Training manager, Bogra		06.	Md. Mekarrom Hossain	06.	Waliul Islam -Asst, Manager, Marketing
04.	Syed Shamsuzzaman - Channel Manager, Syngenta, Dhaka		USAID-AIP, CNFA-Dhaka		07.	Zahurul Islam -Executive Officer, Marketing
05	Khandaker Saifur Rahman - Assistant Manager, Campaign, Dhaka		01.	Jannatul Ferdous - Communications & Public Relations Specialist, AIP-CNFA		
06.	Abdul Malak - Regional Sales Manager, Bogra		02.	Arifa Choudhury - Grants Specialist, AIP-CNFA		

Profile of Lead Resource Person:



Md. Akbar Hassan - CEO & Managing Director, **Chief Resource Person & Chief Consultant**. OD specialist. He was a Lead Resource Person of said program. Created more than **900 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. He is also a Lead consultants on Garments & Textiles and in Industrial arena. Served in Senior Management Position in Philips Bangladesh Ltd. (MNC), Youngone Corporation (MNC), and Mobil Oil Bangladesh Ltd. USA (MNC). More than 18.5 years of experience in Corporate World.

Masters in Business Administration (MBA) from IBA, **Masters in Public Administration (MPA)** from University of Dhaka. Visiting Faculty of Business School of BRAC University, Institute of Governance Studies IGS, IUBAT and BIFT. 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, National Defense College(NDC) etc. Faculty of CIPS (The Chartered Institute of Purchasing & Supply). International Procurement and Supply Chain Management (IPSCM) of ITC/UNCTAD/WTO, Geneva, Switzerland. 15+ years of experience in Teaching in Universities; Corporate Resource Person & Organization Development Specialist & Consultant.

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