

BRIDDHI's Newsletter



BRIDDHI-Industrial & Marketing Consultants



Training On "Development of Professional Selling"

Organized by: Berger Paints Bangladesh Ltd

Conducted by: Briddhi – A Seat of Professional Learning

LATEST NEWS

Held On: 11-13 Dec 2014

Participants:

25 Participants in each group.

Venue:

BRIDDHI – Training Institute, Dhanmondi R/A, Dhaka, Bangladesh.



Mr. Syed Salahuddin Abu Naser, General Sales Manager, inaugurated the program.



Signing ceremony

Md. Akbar Hassan CEO, BRIDDHI signing an agreement with BMB Mott Macdonald/Fromaper Italy for conducting training on Teambuilding for SME Foundations. Mr. Martin, Team Leader of INSPIRED & Chief Operating Officer of BRIDDHI were present.



Mrs. Rahat, HRM, addressing welcoming speech.



Group Photograph



Research Presentation

BRIDDHI presenting the research outcome on "HR Analysis" to the management of RUNNER Automobiles Ltd. Mr. Hafizur Rahman Chairman of the company inaugurated the occasion. It held at BRIDDHI.

"Create Your People they will grow your Organization"

Md. Akbar Hassan, CEO & MD
BRIDDHI

Methods & Approach used:

Methods & Approaches Used Before training:

- Focus Group Discussion (FGD)
- Training Need Assessment (TNA)
- Questionnaire Survey
- Personal Interviews (Videos clip)
- Success Stories
- Observation Methods

Methods & Approaches Used During training:

- Participative Approaches
- Lecture Methods
- Power Point Presentation
- Theories & Practical Application
- Exercise Session & Role play
- Case Study
- Related Video & Movie Shows

Topic Covered:

Day- 1

- Who are you? You are an Ambassador of Berger Paints
- Selling ASAP
- Salesman and Salesmanship
- Sales & Successful Salesperson
- 7 Traits of Star Salespeople
- Communication skills Sales

Latest News



Md. Akbar Hassan was conducting the class as chief resource person

Topic on: Development of Teambuilding Skills.

Organization: SME Foundations

Conducted by: BRIDDHI- A Seat of Professional Learning.

Venue: BRAC CDM, Savar

Dated: 24-25 December



Dr. F H Ansarey Executive Director of ACI Agribusiness inaugurated the program

Topic on “Strategic Planning.”

Organization: ACI Agribusiness Ltd

Conducted by: BRIDDHI- A Seat of Professional Learning.

Venue: ACI Agribusiness Centre, Tejgaon,

Dated: 1.1.2015

Day-2

- **Communication skills Sales**
- **9 communication skills for Salespeople**
- **Fifteen Rules of Sales Etiquette**
- **Salesman should be CREATIVE & INNOVATIVE in Increasing Sales.**
- **12 Tips for Psychological Selling**

Day-3

- **Customer Service**
- **Customer Relationship Management (CRM)**
- **Objection Handling its 6 Easy steps**
- **What is Negotiation? Negotiation to Explore Sale.**

**Role Playing**

**“Meet your customer
... Learn & Explore Business”**

Participated by: Participants of Berger Paints Bangladesh Ltd

Technical Support: BRIDDHI technical Team

Participants Comments:

1. This training will help me to be a winner. ...*Paritosh Das, Zonal Officer.*
2. This training session can change a person’s professional and personal life...*Md. Moshir Rahman . Territory officer*
3. This training created a change in my mind, I believe this will not only in my professional life, but also my personal life too. ...*Md. Imran Ali Khan . Color Consultant*
4. I say it is a different training in my life. I enjoy it and I will also try to deliver it to my colleague. I committed to grow in future. ... *Shultan Mahmudur Rashid . Zonal Officer*
5. This training improved my knowledge to grow in my profession. I am fully satisfied. ... *Syed Aminul Islam S70 Project.*

CEO's Message..... Things to Know

**“You may have a sophisticated machine,
You need a sophisticated person to run the machine.”**

If you want to grow your company, grow your people. Training is vital. Employee training is essential for an organizational success. Training is crucial the reasons an author specified as:



Md. Akbar Hassan
CEO & Lead Trainer

**BRIDDHI- A Seat of
Professional Learning**

i. Training Need for Business

- Increased competitiveness, and responsiveness to customer satisfaction
- Increased productivity, efficiency and profitability of an organization
- Reduced downtime, waste and need for supervision
- Increased employee commitment to a positive outcome
- Enhanced employee loyalty and ownership
- Reduce employee turnover and retention increased

Smarter, and compliant work place

ii. Training Need for Industries

- Improved competitiveness, greater efficiencies
- A more competent, productive and flexible workforce
- Improved overall industry capability

iii. Training Need for Employees

- Increased skills and reduce wastage increase profit.
- Increased prospects for Growth & Development
- Increased morale, motivation and self-esteem
- Increased job satisfaction and increase of proactively
- Increased confidence to work with new technologies.

“Never undermine training. Training fosters growth of an organization; business & people. Now it is your choice what you want to do & achieve.”... Md Akbar Hassan

Profile of CEO & Managing Director:

Md. Akbar Hassan - CEO & Managing Director, **Chief Resource Person & Chief Consultant** of **BRIDDHI**. Conducted more than **800** (approximately **15,000** participants) exclusive customaries training on different areas as Lead Resource Person. He is an OD specialist. 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 consultant on Garments & Textiles and in Industrial arena. There are many more movies uploaded in **YOUTUBE**.

Md. Akbar Hassan is **Business Graduate (MBA-IBA)** and **Masters in Public Administration (MPA)** University of Dhaka.

18.5 years of Corporate experience in senior management 3 MNC (PHILIPS, YOUNGONE, and MOBIL OIL (USA)).

i. 14 years AS A Corporate Trainer.

ii. 14 years of experience as OD Specialist & Consultants.

iii. 13 years of teaching as a faculty in many reputed Universities in Bangladesh.

Contact:

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BRIDDHI -Training Institute



Training Room -Front View



Training Room-Rear View



Virtual Studio



Library of BRIDDHI



Catering Service



Catering Service

BRIDDHI-A Seat of Professional Learning introducing training programs on different areas of different kinds, which will bring a significant impact in the development of Professional Management. We produce video clips to create an interactive training. We are confined to customaries training rather than conducting set modules.

Our difference with others... ***"We truly believe in providing services designed to meet the client researched needs, rather than set standard package"***