

BRIDDHI's Newsletter



**BRIDDHI – A
Seat of
Professional
Learning**



Training On **“Development of Professional Selling for Runner's Dealers”**

Organized by: **Runner Automobiles Ltd**

Conducted by: **BRIDDHI – A Seat of Professional learning**

Participants:

Runner Automobiles Dealers
25 Participants in a group.

Held On: 24-25 April 2015

Venue:

RUNNER Corporate Office.
Tejgaon Dhaka



Mr. Alam, Director sharing his Sales experiences.



Mr. Hafizur Rahman Khan Chairman of Runner Group, inaugurated the training program. And other high officials along with Chief Resource person Md. Akbar Hassan.



Mr. Hafizur Rahman Khan Chairman of Runner Group distributing the certificate among the participants.

“Sales is the core of an Organization”

Md. Akbar Hassan,
CEO & MD BRIDDHI

Latest news



Mr. Akbar Hassan, Chief Resource Person of Briddhi Conducting the class.

I. Workshop on: “Advance Medical Communication.”

Held On: 19 April 2015

Organized by: Novonordisk

Participants: 22 Participants from Novonordisk.

Venue: Hotel Sarina, Banani Dhaka



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

- Selling ASAP
- Salesman and Salesmanship
- Sales & Successful Salesperson
- Salesman should be CREATIVE & INNOVATIVE in Increasing Sales.

Latest news



Mr. Akbar Hassan Chief Resource person of Briddhi conducting the Class.

2. Training on: Development of Teambuilding Skills.

Organization: SME Foundations

Conducted by: BRIDDHI- A Seat of Professional Learning.

Venue: BRAC CDM, Savar

Dated: 9-10 May, 2015



Mr. Selim R.F. Hussain, Managing Director of IDLC Finance Limited addressing during the training program at BRIDDHI.

3. Training on: "Personal Effectiveness & Behavioral Skills."

Organized by: IDLC Finance Limited.

Conducted by: BRIDDHI- A Seat of Professional Learning.

Venue: BRIDDHI Institutes

Dated: 29-30 May, 2015

Day-2

- Communication Skills in Sales
- Traits of a Good Businessman
- আপনার ব্যবসায়িক প্রতিষ্ঠানের উন্নত করার উপায়
- ক্রেতা সেবা Customer Service

Day-2

- Topic Related Video Clips
- Role Play

Interview of Dignity



Interview of Mr.Hafizur Rahman Khan, Chairman of Runner Group stated his Vision, Mission & Values of his company for Runner's Associates to be aired in the class room.

Movie clips Made by BRIDDHI Technical Team.

Latest news



4. Submission of HR Assessment report

Mr.Md.Akbar Hassan CEO & Managing Director of BRIDDHI Research submitted the Report on Human Resource Analysis (Following Psychometric Test) to the Chairman of RUNNER Group Mr. Hafizur Rahman Khan, where Brig. Shafiquzzaman (Retd), Managing Director of Runner Group were present.



Group Photo of Runner Dealers Salesman with Runner's Chairman, MD, Vice Chairman & Chief Resource person of Briddhi.

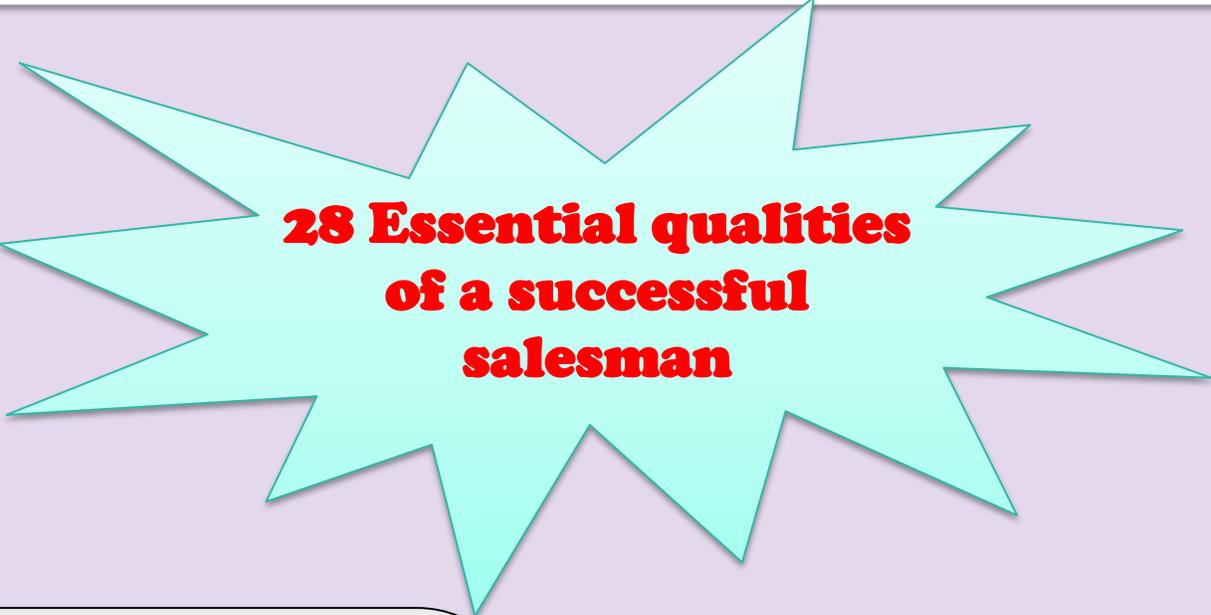
5. Training On: "Development of Professional Selling Skills for Dealers"
Organization: Runner Automobile Ltd

Organized by: Runner Automobile Ltd

Conducted by: BRIDDHI- A Seat of Professional Learning.

Venue: Runner Corporate Office

Dated: 3-4 May, 2015



28 Essential qualities of a successful salesman

- 1. Sound health**
- 2. Good posture**
- 3. Pleasant voice**
- 4. Good appearance**
- 5. Cheerfulness**
- 6. Imagination**
- 7. Alertness**
- 8. Resourcefulness**
- 9. Initiative**
- 10. Observation**
- 11. Self-confidence**
- 12. Memory**
- 13. Sociability**
- 14. Enthusiasm**

- 15. Tactful**
- 16. Court-operation**
- 17. Courtesy**
- 18. Patience and tolerance**
- 19. Effective speech**
- 20. Honesty**
- 21. Integrity**
- 22. Loyalty**
- 23. Reliability**
- 24. Industrious**
- 25. Courage**
- 26. Sincerity**
- 27. Maturity**
- 28. Determination**

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-2



Catering Service-1

BRIDDHI-A Seat of Professional Learning is to introduce training programs on different areas of different kinds, which will bring a significant impact in the development of Professional Management. We create 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”***