

# BRIDDHI's Newsletter



## BRIDDHI – A Seat of Professional Learning



**Training On:** **“Development of Professional Selling”**  
**Organized by:** **BRAC Bank Limited**  
**Conducted by:** **BRIDDHI – A Seat of Professional Learning.**

### Participants:

Retail Sales officer of BRAC Bank.

**No of Participants: 40**

**Held On: 14<sup>th</sup> -15<sup>th</sup> February 2016**

### Venue:

BRAC Bank H.O Anik Tower



Mr. Md. Kyser Hamid Head of Retail Sales with Mr. Md. Akbar Hassan during the inaugural speech to the participants.



Mr. Md. Akbar Hassan Chief Resource Person of BRIDDHI delivering his speech during the inaugural ceremony of training session.



Mr. Md. Kyser Hamid Head of Retail Sales giving certificate to the participants after finishing the training program.

## Latest news



On 6<sup>th</sup> – 8<sup>th</sup> February Mr. Md. Akbar Hassan was a conducting the training on **“Leadership Development”**. The training session was organized by **BANGLADESH Inspired**.

**Training on:** “Leadership Development”

**Organization:** SME Foundation

**Conducted by:** Md. Akbar Hassan as a Senior Training Expert.

**Dated:** 6<sup>th</sup> – 8<sup>th</sup> Feb, 2016

**Venue:** BIAM Foundation

## Training Methods & Approach:

### Methods & Approaches Used Before training:

- Focus Group Discussion (FGD)
- Training Need Assessment (TNA)
- Questionnaire Survey
- Personal Interviews on sales call (Videos clip)
- Success Stories
- Observation Methods
- Preparation of Customize Modules

### 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

### After Training Method

- Recap Session held after three months of program.

## Topic Covered

### Day- 1

- Who are you? You are an Ambassador of BRAC Bank  
*....Create ownership*
- Selling is an Unique Style  
*.... An interactive social process*
- Salesman and Salesmanship  
*....Most Important Person to Bring Success in an Organization*
- Salesman should be Creative & Innovative
- 7 Traits of Star Salespeople  
*...Try winning*
- Selling through Sales Call  
*...Be prepared*

Movie on: Door to Door

Latest news



**Training on:** “Development of Professional Selling”

**Organization by:** BRAC Bank

**Conducted by:** BRIDDHI- A Seat of Professional Learning.

**Venue:** BRAC Bank Head Office

**Dated:** 22 – 23<sup>rd</sup> February, 2016



**Training On:** “Development of Professional Selling”

**Organized by** BRAC Bank

**Conducted by:** BRIDDHI- A Seat of Professional Learning.

**Dated:** 27<sup>th</sup> – 28<sup>th</sup> February, 2016

**Venue:** BRAC Bank Head Office

## Day-2

- Unconventional Selling Techniques ... *Be the Best to explore sales*
- The Essential Checklist for Every Sales Call.... *Be prepared*
- Customer Service. Be Customer Focused--Five Steps Required..... *Be different from others*
- What is Negotiation-Essential Steps of Negotiation Process
- Why Sales People fail in the job
- Followed by: **Topics related Video Clips**

## Write-Up by

*Md. Akbar Hassan*

### দূরদর্শিতা

কিছু নর ভাসিঁটিতে যেয়ে  
নারী বন্ধুর খোঁজে,  
অবশেষে নারী চলে যায়,  
অবাক দৃষ্টিতে থাকে।  
সারা গায়ে রঙ লাগে তার,  
শুধু কালো রঙটিই থাকে।  
জীবন ভরা না পাওয়াতে,  
দুঃখ নেমে আসে।  
পিতা-মাতার স্বপ্নটুকু  
মলিন করে রাখে।

কিছু নর ভাসিঁটিতে  
বই এর খোঁজে থাকে।  
সর্বশেষে নর ও নারীর  
মিলনেতে সুখের মিশ্রণ ঘটে।  
রঙিন গায়ে রঙ লাগে তার  
রঙের মেলায় ভাসে।  
জীবন নিয়ে ভাবত সে যে,  
সেটা নিয়েই ভাবে।  
পিতা-মাতার স্বপ্নটুকু  
সর্বসময়েই উজ্জল করে রাখে।

**নৈতিকতা:** জীবন নিয়ে ভাবো ও  
জীবন সৃষ্টিতে উদ্যমী হও।



## ***"Creating Corporate Movies on Success stories on Sales"***



### **Shooting on Sales Management at Studio of BRIDDHI.**

**Anchored by:** Mr. Md. Akbar Hassan

**Interviewee:** Mr. Sheikh Mohammad Ashfaque  
Senior Vice President of BRAC Bank Ltd.

**Camera Person:** Mrs. Farida Yeasmin

**Lighting:** Mr. Md. Jahir

**Directed by:** Mr. Md. Akbar Hassan



### **Shooting on Sales Management at Studio of BRIDDHI.**

**Anchored by:** Mr. Md. Akbar Hassan

**Interviewee:** Mr. Md. Kyser Hamid, Head of Retail  
Sales BRAC Bank Ltd.

**Camera Person:** Mrs. Farida Yeasmin

**Lighting:** Mr. Md. Jahir

**Directed by:** Mr. Md. Akbar Hassan



### **Shooting on Sales Management at Studio of BRIDDHI.**

**Anchored by:** Mr. Md. Akbar Hassan

**Interviewee:** Mr. Md. Manzurul Karim General  
Manager, Sales & Marketing, Esquire Electronics

**Camera Person:** Mrs. Farida Yeasmin

**Lighting:** Mr. Md. Jahir

**Directed by:** Mr. Md. Akbar Hassan



## Things to know

+ **“Success in sales is the result of discipline, dedication and sacrifice”**

*Thomas Roy Cromwell*

+ **You do not close a sale, you open a relationship if you want to build a long-term, successful enterprise.**

*John Maxwell*

+ **Success seems to be connected with action. Successful people keep moving. They make mistakes, but they do not quite”.**

*Conrad Hilton*

## *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

### *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.**

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

#### **Contact:**

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<https://www.facebook.com/briddhiindustrialmarketingconsultants>

## 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"*