

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: 17th -18th April, 2016

Venue:
BRAC Bank H.O Anik Tower



Program started with **National Anthem**



Oath taking by the participants
to love our nation
**“We will keep our country
clean”**



Mr. Md. Mahabubul Farook Khan, Head of Sales-Auto Loan Retail Sales giving certificate to the participants after finishing the training program.

Latest
news



Training On:
“Be Professional at Work”

Organized by:
BRAC Bank Limited

Conducted by:
BRIDDHI – A Seat of
Professional Learning.

Timeline:
2 Days Programs

Dated:
11th - 12th April, 2016

Duration: 8.00 am – 8.00 pm.

Venue:
Anik Tower, BRAC Bank Ltd.

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 Customized 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 a 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: 2nd – 3rd April, 2016



Training On:
“Development of Professional Selling”

Organized by:
BRAC Bank

Conducted by: BRIDDHI- A Seat of Professional Learning.

Dated: 20th – 21st March, 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

যতোটা.....

পানিতে নামবে তুমি, ততোটাই ভিজবে।

যতোটা.....

মেধা, উচ্ছাস ও শ্রম দিয়ে যে কর্ম সাধন করবে,
ঠিক ততোটাই অর্জিত হবে।



মোঃ আকবার হাসান
সি ই ও এন্ড ম্যানেজিং ডিরেক্টর
বৃদ্ধি



BRIDDHI

দেহতে বিচরণ করোনা
মনেতে করো।
চোখ দিয়ে দেখ না
হৃদয়ে দেখ।
হাত মিলিও না কখনো
শিরায় শিরায় মিশো।



Md. Akbar Hassan
Managing Director & CEO
BRIDDHI



BRIDDHI

"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.

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

Contact:

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BRIDDHI -Training Institute



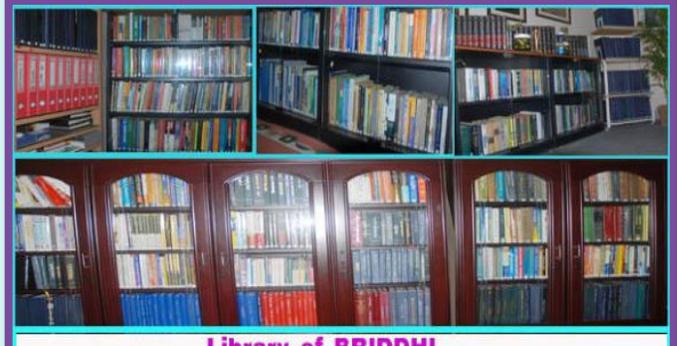
Training Room -Front View



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"