

# BRIDDHI 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: 18<sup>th</sup> -19<sup>th</sup> May, 2016**

**Venue:**  
 BRAC Bank H.O Anik Tower



Program started with  
**National Anthem**



Mrs. Bilquis Jahan, Head of Human Resource, giving certificate to the participants after finishing the training program.

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

Latest news



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

**Organized by:**  
 BRAC Bank Limited

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

**Timeline:**  
 2 Days Programs

**Dated:**  
 22<sup>nd</sup> - 23<sup>rd</sup> May, 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:** 25<sup>th</sup> –26<sup>th</sup> May, 2016



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

**Organized by:**  
BRAC Bank

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

**Dated:** 28<sup>th</sup> – 29<sup>th</sup> May, 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*

“তোমাকে **সৃষ্টি** করতে একমাত্র তুমিই পারো,  
অন্যরা শুধু **পথ** দেখাবে মাত্র”।

**BRIDDHI**

তারিখ: ১২-০৫-২০১৬

মো: আকবার হাসান

সি ই ও এন্ড ম্যানেজিং ডিরেক্টর

বুর্জি

“তোমার **শক্তি** পুরোটাই তোমারই মাঝে,  
**সঞ্চার** করার যে রয়ে গেল বাকী”।

**BRIDDHI**

তারিখ: ১২-০৫-২০১৬

মো: আকবার হাসান

সি ই ও এন্ড ম্যানেজিং ডিরেক্টর

বুর্জি

## ***"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.FaridaYeasmin

**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 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.”....MdAkbar 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:***

**BRIDDHI – Industrial & Marketing Consultants**

Road No.8/A, House No. 72, Dhanmondi R/A, Dhaka -1205 Bangladesh

Tel: 8120484, 9133167 Cell: 01713-457021 01819- 218044

E-mail: [info@briddhi.org](mailto:info@briddhi.org) Website: [www.briddhi.org](http://www.briddhi.org)

YouTube Channel: [www.youtubebriddhinetwork.com](http://www.youtubebriddhinetwork.com)

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

## BRIDDHI -Training Institute



Training Room -Front View



Training Room-Rear View



Virtual Studio



Library of BRIDDHI



Catering Service-1



Catering Service-2

*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"*