

BRIDDHI's Newsletter



BRIDDHI – A Seat of Professional Learning



Training On: "Professional Selling"
Organized by: Rahimafrooz Energy Services Ltd
Conducted by: BRIDDHI – A Seat of Professional learning

Participants:

Sales team of Rahimafrooz Energy Services Ltd.

No of Participants: 25

Held On: 22th -23th Nov. 2015

Venue:

Institute of BRIDDHI



Mr. Md. Akbar Hassan CEO & MD of BRIDDHI, & Mr. Md. Moinul Islam Khan COO of Rahimafrooz Energy Services Ltd giving the inaugural speech to the participants.



Mr. Moinul Islam Khan COO of Rahimfarooz Energy Services Ltd having feedback from the participants after the training session.



Mr. Moinul Islam Khan COO of Rahimfarooz Energy Services Ltd Handed over certificates to the participants.

Latest news



On 7th - 8th November Mr. Md. Akbar Hassan was conducting the training on "**Professional Salesman of 21st century**". The training session was organized by Rahimafrooz Distribution Ltd.

Training on: "Professional Salesman of 21st Century"

Organization: Rahimafrooz Distribution Ltd

Conducted by: BRIDDHI- A Seat of Professional Learning.

Venue: Institute of BRIDDHI

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

- Are you an Ambassador of your organization?
- Salesman and Salesmanship..... Explore Business
- Selling ASAP...Sales is an Art
- Essential Selling Skills for Sales Person...Know the trade
- Build your Confidence and Win the Sales...Attitude what matters

Latest news



Mr. Md Akbar Hassan senior training expert had a meeting with BMB Mott MacDonald for conducting a training on “Leadership Development”, at their office, where Mr. Geert Van Boekel Project Director, Mr. William Leonard Private Sector Development Programme Officer of Mott MacDonald & Mr. Ali Sabet Team Leader of Bangladesh INSPIRED program were present.



Mr. Md. Safiqul Islam Managing Director of the SME Foundation inaugurated the program.

Training On: “Leadership Development”

Organized by: Bangladesh INSPIRED Component 1 & 2b

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

Dated: 3rd – 5th December, 2015

Project: Bangladesh INSPIRED Developing SME’s

Funded by: European Union

Day-2

- 15 Rules of Sales Etiquette Prove your professional attitude
- Time Management in Sales Time is scarce in Sales
- Stress Management Manage well being
- Objection Handling..... Prompt reply or attending on time is to retain customer.
- Why Sales People fail on the job? Teach your People to Grow

আলোচিত কিছু উক্তি.....

একটি **Selling Organization** এর স্থায়িত্ব তখনই বজায় রাখবে, যখন তাঁর **Sales** খুব ভালো থাকবে। **Sales** আছে তো **Organization** আছে, **Sales** নেই তো **Organization** এর অস্তিত্বই নেই। তাই **Organization** এর **হৃদপিণ্ড** হচ্ছে **Sales** এবং প্রতিটি **হৃদপিণ্ডের** স্পন্দন হলো প্রতিটি **Salesman**।

তাই তাঁদেরকে দক্ষতার সাথে শিখিয়ে, পড়িয়ে এবং বুঝিয়ে যোগ্য ও পারদর্শী করে তোলার দায়িত্ব সম্পূর্ণটাই **Organization** এর উপর নির্ভর করে।

“যদি নাই শিখাও, তবে শিখবে কোথায়?

আর যদি নাই শিখাও, তো জানবে কোথায়?

আর যদি নাই জানে, তবে প্রয়োগ করবে কোথায়?”

তাই, প্রতিটি **Salesman** কে ভালো করে না শিখিয়ে, না বুঝিয়ে উক্ত পদের জন্য উপযুক্ত না করে, বিক্রয় করার জন্য **Market-** এ পাঠানো শুধু অন্যায়েই না, বড় রকমের অপরাধও বটে।



মোঃ আকবার হাসান

সি ই ও অ্যান্ড ম্যানেজিং ডিরেক্টর

বৃদ্ধি



Comments by Rahimafrooz Energy Services Participant's

Training on "Professional Selling"

- I will implement as much as possible to myself and my team members as well to achieve the set goals through practicing what I learned in the training program. **Md. Asadur Rahman, Sr Manager***
- I will maintain relationship to my customer to win their mind. I should be serious with time management. Treat a customer as good as possible at all-times and will be a solution provider. . **Zunaeed Ibn Mahboob.....***
Senior Officer Sales
- I had learned some basics about salesmanship which I didn't apply previously. But from onwards I think I can use the techniques that I have learned like dress code, pre-planning, technical products knowledge etc. **Ashfaque Elahi.....*** **Sr Officer Project**
- I would like to inform you the training session will help me to grow in my organization. **Golam Azam.....*** **Manager Sales**
- I will assess myself to know my present condition and it will develop myself through practicing the methods I have learnt here and it will reach my targeted goal. **Khandakar Khalid Mahmud*** **Senior Executive, Project Sales.**



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.”.... 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:

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 Website: www.briddhi.org

YouTube Channel: www.youtubebriddhinetwork.com

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

BRIDDHI -Training Institute



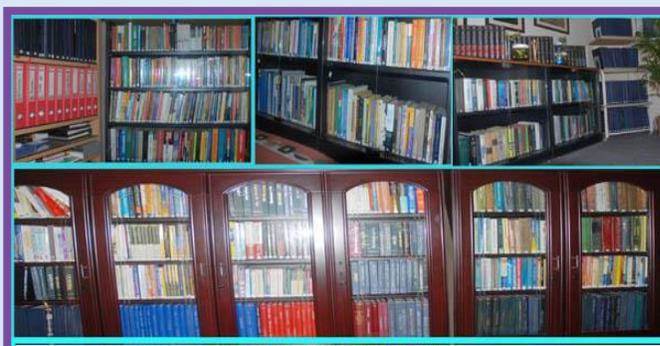
Training Room -Front View



Training Room-Rear View



Virtual Studio



Library of BRIDDHI



Catering Service-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”***