



“তোমার সৃষ্টি তোমার হাতে
আল্লাহ শুধু সহায়ক বটে”
- মো: অকবার হুসান



Date: 26th – 27th November 2012



Training on: "Professional Salesmanship of 21st Century"

Participants with Chief Resource Person

Conducted by: BRIDDHI - A Seat of Professional Learning



Training on : "Professional Salesmanship of 21st Century"
Company Name : IDLC Finance Limited
Participants : 28 in Number
Held on : 26th – 27th November 2012 (9:00 am – 6:00 pm)
Venue : BRIDDHI Training Institute, Dhanmondi, Dhaka

Introduction:

“The Profit-producing Capability of an Organization Derives from Impressions Made by SALESMAN”

Salesman is the brand carrier & establishes brand in the market. The quality, accuracy, dependability, and speed of their service depend on the warmth or their human relationships with customers. Therefore, these salesmen must be trained to deliver quality service.

Selling is a challenging profession. New selling techniques and methods are continually changing & upgrading. Successful selling relies on focused salesman. They explore sales and earn revenue. Successful selling requires superior quality to care customers. It requires salesperson to be professional. Effective sales people are interpreters and translators who can enable the systems of buying and selling for the benefit at large. They need to be taught at all phases to become professionally tuned.

BRIDDHI conducted this customaries training for IDLC Finance Limited which was a highly interactive program. It acknowledges the participants to sell not only to the customers perceived needs, but also to their unperceived needs. Ways of communicating the benefits of their products, services in most effective manner. The participants learned how to create favorable first impressions by being able to build trust and credibility in a short span of time. They will be able to quickly and rigorously qualify opportunities, gain access and interest of the customer, develop & articulate their 'Value Propositions' to the customer for initiating purchase decision.

Tentative Methods & Approaches Used:

Topics Covered:

Methods & Approaches (Before Training)

- Focus Group Discussion (FGD)
- Questionnaire Survey
- Personal Interviews
- Success Stories
- Observation Methods

Methods & Approaches (During Training)

- Participative Approaches
- Lecture Methods
- Power Point Presentation
- Theories & Practical Application
- Exercise Session
- Case Study
- Related Video & Movie Shows

- Customer Service
.... *There is no Finish Line*
- Customer Service Leads to Market Growth
.... *Increase your Market Share*
- Be Customer Focused... Five Steps Required
....*Be Competitive*
- Etiquettes in Customer Service Management
....*Learn the Rules to Retain in Business*
- Customer Oriented ... Requires Relationship Mgmt.
....*Serving to Create Relation*
- Exceptional Customer Service
..... *The Secret Weapon*
- 8 Trends of Customer Service
.... *Create Difference*
- 8 Rules for Good Customer Service
....*Act to Sustain in Business*
- Dealing with Different Kind of Customers
....*Be a Professional Service Provider*

Participants of IDLC

01.	Jishu Kumar Das	SDGE
02.	Subrata Talukder	CRE
03.	Md. Rezaul Karim	ACRE
04.	Md. Ferdous Kabir	SDGE
05.	Shahinul Islam Mir	CRE
06.	Mohammad Saiful Islam	QE
07.	Md. Mahbub-Ul-Alam Rana	QE
08.	Kazi Mehedi Hassan	CRE
09.	Anowar Hossen	AGC
10.	Muhammad Serajul Islam	ACRE
11.	Md. Jashim Uddin	SCORE
12.	Mahmudul Hasan	SCORE
13.	Md. Bodiuzzaman Rony	SDGE
14.	Sajia Tamanna	ACRE
15.	Roksana Begum	AGC

16.	Sajedur Rahman	CRE
17.	Sazal Sikder	SCORE
18.	Aninda Sundar Ghosh	CRE
19.	Shamsul Islam	ACRE
20.	Robin Chandra Das	ACRE
21.	Md. Mir Hossain	CRE
22.	Jannatul Ferdous	SCORE
23.	Irin Akther	CRE
24.	Shyala Sultana	CRE
25.	Mst. Nazrana Ashrafi	SCORE
26.	Sabiha Khatun	CRE
27.	Farhana Islam	SCORE
28.	Shayala Afroza	CRE

Profile of Lead Resource Person & Consultant:



Md. Akbar Hassan - CEO & Managing Director, Chief Resource Person & Chief Consultant of BRIDDHI. Conducted more than 550 (approximately 12,000 participants) exclusive training on different topics as Lead Resource Person amounting. OD specialist. Created more than 850 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. Lead consultants on Garments & Textiles and Industrial arena.

He served in Senior Management Position in Philips Bangladesh Ltd. (MNC), Youngone Corporation (MNC), and Mobil Oil Bangladesh Ltd. USA (MNC). More than 18 years of experience in corporate world.

MBA from IBA, Masters in Public Administration from University of Dhaka. Visiting Faculty Member of BRAC University, Institute of Governance Studies IGS, IUBAT and BIFT. He presented many papers in many seminars including BATEXPO. Resource Person of many Institutes like, DCCI, MCCI, BPATC, BIBM, Academy of Planning Commission, Police Staff College, etc. Resource person of CIPS (The Chartered Institute of Purchasing & Supply). International Procurement and Supply Chain Management (IPSCM) of ITC/UNCTAD/WTO, Geneva, Switzerland. 18.5 years of corporate experiences (MNC) and 13 years of experience as Resource Person.

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