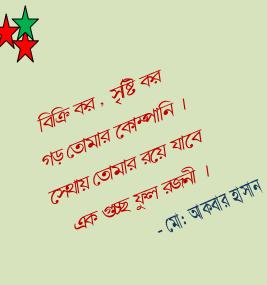


# News Letter of BRIDDHI

# Volume — 2 Issue 7 March — 2013





u"

Training on	: "Professional Salesmanship of 21 <sup>st</sup> Century			
Company Name	: IDLC Finance Limited			
Participants	: 25 in Number			
Held on	$: 23^{rd} - 24^{th}$ December 2012 (9:00 am - 6:00 pm)			
Venue	: BRIDDHI Training Institute, Dhanmondi, Dhaka			

## Introduction:

## "Organization Invest, but SALESMAN makes it Viable, The Vision is Materialized by SALESMAN"

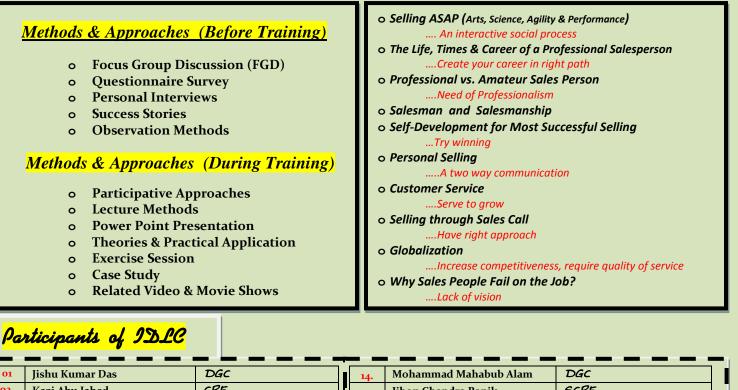
The effect of Globalization created the business environment more critical and competitive in nature. The comparative advantage turned to competitive advantage. The market is unpredictable, demand oriented; knowledgeable; and on the other hand very sensitive. Selling is a wonderful profession when approached ethically, constructively and helpfully.

New selling techniques and methods are continually changing & upgrading. While successful selling today relies on modern selling using collaboration, facilitation, and partnership. Successful selling requires suitable quality and taken good care of its customers. It requires salesperson to work professionally. Effective sales people are interpreters and translators who can enable the complex systems of buying and selling organization to work together for the benefit at large. They need to be taught at all phases. Managing sales people, the best results generally come if we allow sales people to work to their strengths.

**BRIDDHI** conducted 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.

# Methods & Approaches Used:

### **Topics** Covered:



01	Jishu Kumar Das	DGC	14.	Mohammad Mahabub Alam	DGC	
02.	Kazi Abu Jahed	CRE	15.	Jibon Chandra Banik	SCRE	
03.	H M Arshadur Rahaman	CRE	16.	Mohammad Jubayed Siddique	CRE	
04.	S M Zubair	SCRE	17.	Md. Mehdee Hasan	CRE	
05.	Md. Nur-E-Alam Khan	CRE	18.	Md. Abdul Mannan	CRE	
<b>o6.</b>	Md. Farid Hossain	CRE	19.	A. K. M Nazir Ahmed	ACRE	
07.	Syed Md. Aminul Islam	SCRE	20.	Md. Mashiur Rahman	CRE	
08.	Subrata Talukder	CRE	21.	Md. Mijanur Rahman	DGC	
<b>09.</b>	Md. Rezaul Karim	ACRE	22	Md. Hasanul Arefin	SCRE	
10.	Mazharul Hoque	CRE	23.	Mohammad Sultan Mallick	DGC	
п.	Nazme Shahadot Siddique	DGC		Aktarul Islam	CRE	
12.	Mridul Kanti Dash	ACRE	24.	Bodiuzzaman Roni	DGC	
13.	Muhammad Hasan Al Mahadi	ACRE	25.			

#### 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 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. 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 corporate Resource Person.

#### **Contact Address:**

#### **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 Fax: 88 02 8120 484