



*Be a proud salesman*  
- Md. Akbar Hassan



Date: 2nd - 3rd February 2013



Training on: *"Professional Salesmanship of 21st Century"*

Participants (SME Division) with Chief Resource Person

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



- Training on** : "Professional Salesmanship of 21<sup>st</sup> Century"
- Company Name** : IDLC Finance Limited (SME Division)
- Participants** : 25 in Number of IDLC
- Held on** : 2<sup>nd</sup> - 3<sup>rd</sup> February 2013 (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:

### 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

- Selling ASAP (Arts, Science, Agility & Performance)  
.... An interactive social process
- The Life, Times & Career of a Professional Salesperson  
....Create your career in right path
- Professional vs. Amateur Sales Person  
....Need of Professionalism
- Salesman and Salesmanship
- Self-Development for Most Successful Selling  
....Try winning
- Personal Selling  
.....A two way communication
- Customer Service  
....Serve to grow
- Selling through Sales Call  
....Have right approach
- Globalization  
....Increase competitiveness, require quality of service
- Why Sales People Fail on the Job?  
....Lack of vision

## Participants of IDLC

|     |                         |                     |
|-----|-------------------------|---------------------|
| 01. | Md. Munirul Islam       | Sr. CRE             |
| 02. | Md. Al-Amin             | Assit. CRE          |
| 03. | Md. Azad                | Sr. CRE             |
| 04. | Subir Kumar Chakraborty | Deputy Team Leader  |
| 05. | Gopal Saha              | Sr. CRE             |
| 06. | Md. Rasheduzzaman       | CRE                 |
| 07. | Md. Gaziur Rahman       | CRE                 |
| 08. | Md. Delower Hossain     | Sr. CRE             |
| 09. | Md. Shanaous            | Sr. CRE             |
| 10. | Md. Abdullah Al Zadid   | Assist. CRE         |
| 11. | Md. Harun or Rashid     | Deputy Team Leader  |
| 12. | Md. Saiful Bari         | CRE                 |
| 13. | Rajaul Hassan           | Assist. Team Leader |

|     |                        |                     |
|-----|------------------------|---------------------|
| 14. | Md. Yousuf Ali         | Deputy Team Leader  |
| 15. | Muhammad Belal Hossain | Sr. CRE             |
| 16. | Mohammad Saifur Rahman | Sr. CRE             |
| 17. | Kafil Uddin            | Assist. CRE         |
| 18. | Md. Foysal Bin Taher   | Assist. Team Leader |
| 19. | Sanjib Kumar Malaker   | Assist. Team Leader |
| 20. | Morshada Akter         | Assist. CRE         |
| 21. | Nasir Uddin            | Assist. CRE         |
| 22. | Ariful Hoque Bhuain    | Assist. CRE         |
| 23. | Sangib Kumer Sarker    | Sr. CRE             |
| 24. | Mohammad Ali           | Assist. CRE         |
| 25. | Md. Abdur Rahman       | CRE                 |

## Profile of Lead Resource Person:



**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:

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