

10.5 Habits of Successful Selling for Breakthrough Results

Share this workshop

Date :Friday, March 01, 2013

Shift :Morning

Venue :Bdjobs Training, BDBL Building (Level 19), 12 Kawran Bazar
C/A, Dhaka 1215.

Last Date of Registration :27 February, 2013

Time :9:30AM - 5:30PM

Registration Fees :Tk. 2700.00/Participant
Get 5% discount by paying online

Pay Online for Registration

RESOURCE PERSON



Mr. Razib Ahamed
Sales Management Consultant

Mr. Razib Ahamed, a renowned corporate coach, has more than 10 years experience of working in core Sales Management positions in different multinational organizations. He has worked in Northern, Southern and Central parts of Bangladesh.

He last worked with ROBI Axiata Bangladesh Ltd - one of the leading Telecommunication company, as a Competence Development Manager. Before this he worked there as a Sales Training Manager. He also served Banglalink as a Zonal Sales Manager. He was a Territory Sales Manager of Unilever (BD) Ltd. and Reckitt Benckiser (BD) Ltd. before.

He has conducted more than 250 trainings for various FMCG, Bank, Real Estate, Cement Industry, Financial Institute, Electronics company, IT equipment and Telco products selling company. He is not only a renowned Sales trainer but also a Customer Service and a motivational trainer.

Mr. Ahamed obtained MBA degree in 2002 and Post Graduate Diploma in Journalism in 2003. He participated in a number of trainings in Bangladesh as well as abroad. He has visited U.A.E., India, Malaysia, Singapore, Sri Lanka, Bhutan, Nepal, Egypt, Sweden, France, Norway, Thailand and USA.

He has 12 years experience as a Reporter in the leading national daily & weekly newspapers. He regularly write articles on 'Sales & Marketing' at 'Kajer Khabor' page of Prothom Alo.

He has also written many professional books on: Marketing & Sales Charisma, The Magic of Winning Life, 1111 Sales Techniques, When Profession is Sales (Sobar Upore Bikri Satto), etc. He is also a Research Writer (Liberation war & local history researcher of his home district Chuadanga) and a Life Member of Asiatic Society of Bangladesh, Bangla Academy & Bangladesh Historical Society.

WHO CAN ATTEND

The goal of this training is to provide a practical outline of the stages of the sales cycle, along with tools and techniques to help you go through them. It focuses on the basics of Territory Management & Distribution. In that sense, this training is designed for sales executives/officers responsible for managing and controlling the distribution sales and sales force. Content of the session is designed for industries where productivity of the sales force is a concern. This daylong training program will be extremely benefited for all Sales & Marketing

10.5 Habits of Successful Selling for Breakthrough Results

Successful sales people are not born; effective sales professional must master techniques to achieve success. All sales professionals need to use a systematic process to achieve maximum potential.

This training is essential for all successful salesmen who want to take it to the next level and get even better. Selling, in the old days, was largely an act of personal heroism. The key to successful selling knew the products and the customers. But this approach has little to do with the way sales are made in today's real world. Today's customers buy benefits, not products; they demand solutions which don't come in a box. They must be designed, fashioned to meet the customer's specific needs. Making such sales takes a lot more than personal charisma. Today's selling is a step by step process, which starts from 'Finding Potential Buyers' but not ends only at 'Successfully Selling the Product' but 'Proper Following up on a Sale' and lot more.

This training offers a quick yet comprehensive guide to the techniques of effective selling, prospecting, getting on the customer's wavelength, dealing with objections, negotiation, closing the sale, and more. Renowned Sales trainer Mr. Razib Ahamed is a great coach. He is here to help you. In the training, he will show how the habits you have gained so far in your sales career- often precisely those habits which have brought you success- are now dealing your progress. His approach is practically, useful, helpful and fun. This training helps highly successful salesmen get better and better and better.

The training will be conducted by keeping the following 10 points concerns in mind, so that the participants will be able to:

1. **Realize:** The need for Professionalism in Sales Promotion
2. **Identify:** The need to develop Knowledge, Skills, Disciplines & Leadership
3. **Focus:** The importance of developing a Sales orientation
4. **Understand:** The Modern Concept of Sales and Marketing
5. **Enlarge:** A positive approach to Needs-based Sales Promotion
6. **Focus:** On Background Knowledge & Disciplines in Professional Salesmanship
7. **Increase:** Vital qualities & Disciplines of a Professional Salesman
8. **Understand:** The 4K's - Market, Trade & Product & develop Tailor-made selling strategies
9. **Plan:** The total Selling operation more effectively for enhanced productivity
10. **Develop:** A positive attitude of mind which result in a Win - Win situation.

Contents of Training:

What is Salesmanship?

Key Roles & Responsibilities of a Salesman
How to be a Successful Salesman
Key Performance Indicators for Breakthrough Results
Key Areas to be Concentrated

Understanding Competitive Market

Converting Information into Intelligence
Constructive approaches in Selling for Excellence
Analyzing the market to Identify the key challenges
Develop winning strategy to grow
Discover the Potential

360° Selling Strategy by Retaining Customers

Steps to Create Loyal Clients by exploring Customer's Desires
Reveal new opportunities through Relationship Management
Prospecting - the Heart of a sales call
Networking- Modern approaches in Selling
Gain mindshare for more market-share
Mastery of Sales through Mastery of Self

7 Steps of Sales Call

Planning
Preparation
Selling Approach
Presentation
Dealing with Customer Feedback
Closing
Post Call

Trade Marketing- Effective way to Sell

professionals.

METHODOLOGY

- ◆ PowerPoint and Video clips presentation
- ◆ Handout/ Book
- ◆ Individual/Group discussion

BOARDING

Arrangement for lunch and two tea-break would be made by the Organizer during the workshop

TRAINEE TESTIMONIAL

It is an excellent workshop for the sales people. Hopefully, I would be able to apply the learning outcomes in my professional life. Rafiqul Islam Raju, Sr. Executive, Globe Link Associates Ltd.

WORKSHOP DETAILS

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Introducing Trade Marketing
Importance of Merchandising
POSM understanding

Objection Handling & Negotiation

Discovering Customer's Needs
Positive aspects of objections
6 sequential steps of handling an objection
Questioning – the great secret in Selling
Rules for Negotiation Concessions

The power of phone calls

The power of the phone
Advantages of Tele-selling
Telephone call handling

Ways to Win Customer's Heart

6 ways to make your Customers like you
Better ways to Sell
7 Secrets of Success

 [Request for Registration](#)

Certificates will be awarded to participants at the end of workshop
REGISTRATION DETAILS

For **Registration** or additional information please call us at **9140345,9117179, 01811410862, 01926673098**

or E-mail at
asad@bdjobs.com or hasantareq@bdjobs.com

To confirm your registration, Please pay the registration fee by **27 February, 2013** at **Bdjobs.com Office by A/C Payee Cheque or cash.**

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Bdjobs.com Training Program in March 2013
