

## COURSE ADMINISTRATOR

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# IBA Offers a Two-Day Course on

## SALES & SALESMANSHIP EXCELLENCE



**Institute of Business Administration (IBA)**  
**University of Dhaka**

**BACKGROUND & COURSE OVERVIEW** As part of its continuous commitment to enhance management efficiency in changing economic and business dynamics, the Institute of Business Administration (IBA), University of Dhaka is offering a two-day certificate course on "Sales and Salesmanship Excellence". Today's marketplace is highly competitive and every organization is looking for a larger share of the market. In an economy where stakeholder marketing is getting more attention each day, it is becoming a challenge for front line managers to position the features and benefits of the products/services their sales team sells. At the same time they need to manage their sales team. Providing sales training plays an important role in helping sales team practice and sharpen their selling skills. This course will strengthen the skills of even experienced sales personnel by enabling them to take advantage of sales opportunities and aggressively expand business through creation of demand. Organizations can benefit from having sales representatives who can make the greatest impact facing their forward partners and consumers on a daily basis. The course will cover contemporary and relevant issues on sales imperative industries like pharmaceuticals, banks, real estates, insurances, etc.

**WHO IT IS FOR** This course will provide a platform for learning, brainstorming ideas and sharing experiences of individuals who are currently working in sales. Even Finance, HR, Supply chains or Operations managers can be benefited through this course by achieving a holistic knowledge about sales as sometimes sales operations are cross functional in nature. Inevitably, sales is the only department that directly brings revenue. When managers move forward to their career and start breathing on the executive positions, knowledge about business, customers, communications, and especially sales become very crucial for them. This course is intended to disseminate that knowledge among those managers. At the same time, those, who are beginners in sales or who want to shift their career towards sales later on, can also learn a lot about contemporary selling concepts and their practical applications through this course.

**COURSE TAKEAWAYS** The course will enable the frontline managers to:

- ▶ Master various technologies that facilitate and support salespeople and the sales functions within an organization;
- ▶ Identify specific techniques involved in selling, i.e. prospecting, planning and making a sales presentation, negotiating buyer resistance, closing a sale, organizing a territory, and managing time;
- ▶ Learn different ways to measure sales KPIs;
- ▶ Strengthen soft skills of successful selling;
- ▶ Craft sustainable & profitable growth strategies;
- ▶ Design sales strategies involving cross functional teams;
- ▶ Learn Sales Information Management Systems; and,
- ▶ Examine the legal and ethical issues in selling.

**ELIGIBILITY CRITERIA** Prospective candidates must fulfill the following criteria for admission:

- ▶ Bachelor's degree in any discipline; and,
- ▶ Minimum 2 (two) years of work experience with reputed organization/s (work experience can be relaxed for exceptional candidates).

**APPLICATION PROCEDURE** Interested candidates fulfilling the above requirements should apply using the prescribed application form available at [www.iba-du.edu](http://www.iba-du.edu). Applications are to be submitted at MDP Office, Room# 402 (3rd Floor), IBA, University of Dhaka.

**COURSE FEES** Each participant will have to pay total BDT 12,800/- as course fees which include tuition fees, cost of lecture materials, stationeries, refreshments, certification etc.

**TEACHING METHOD** To achieve the objectives, we combine a variety of pedagogical approaches: lectures, group discussions, case analysis, videos, and self-assessments. Emphasis is placed on self-reflection and linking the concepts from the program to participants' own objectives and development as sales personnel and managers.

**CLASS SCHEDULE** The course will be taught during weekend (Friday and Saturday) for total 12 contact hours at IBA premises. Exact date with detailed schedule will be provided to the registered participants.

**CERTIFICATION** On successful completion of the course, participants will be awarded a certificate issued by IBA, University of Dhaka.

**KEY RESOURCE PERSONS** The resource persons for the program comprise faculty members from IBA, University of Dhaka and other reputed business schools of Bangladesh. Leading industry practitioners will also conduct sessions.