





“CREATING HUMAN CAPITAL”



The First
School of Sales
Management In
Bangladesh

Dear Sir/ Madam / Receptient
Greetings from SSM!

School of Sales Management is the First real life training school for Sales professionals in Bangladesh. A group of corporate professionals and academics are working together to this skill here.

The vision of School of Sales Management through efficient operation will improve excellent Sales Management capacity in building the stakeholders for a glorious and prosperous career in data management to contribute to the growth of the corporate world.

Our mission is to become a Leading Centre of Excellence of Sales & Marketing development through a committed and dynamic professional team.

Bangladesh has more than 2 .00 million sales professionals from entry level to management position. In this industry requires perfect and proper real life raining - Coaching- Counseling to explore skill to achieve the goal.

The School Of Sales Management - SSM is the first initiative in the country to prepare - grow - retain the sales professionals in the industry by real life training. The real field practitioners who have experiences in the industry for more than twenty years, are leading and operating the school directly.

The School of Sales Management: **The Core services**

The Real Life Training

Individual Capacity building Coaching

Stress & Conflict Counseling

Recruitment process, team retention and Trained talent data Bank

Appreciate your cooperation and hope to work together.

Thanks and best regards.



PhD , MBA , PgDMC, PGDPM

Founder & CEO

+8801913623233





**WE TRANSFORM OUR
HUMAN RESOURCES TO THE
HUMAN CAPITAL**



**Build the
True Sales Professional**





VISION:

School of Sales Management through efficient operation will improve excellent Sales & Marketing capacity in building the stakeholders for a glorious and prosperous Bangladesh.

Our mission is to be a Leading Centre of Excellence for Sales & Marketing development through a committed and dynamic professional team



MISSION:



FOUNDER

Dr. Shariful Islam
PhD, MBA, PgDPM, PgDMC
Chief Executive Officer &
Lead Consultant.
Marktale Bangladesh
Limited.

LEADER IN INSPIRATION



Prof. Dr. Mijanur Rahman
President
Marketing Alumni Association (MAA)
University of Dhaka
Vice Chancellor
Jagannat University



Afzal H Choudhury
Chairman, ISPD
Founder President of ASHIC Foundation,
Chairman & Managing Director of Services Ltd.



Prof. Dr. A R Khan
Supernumerary Professor,
Founder Chirman and First L R Sarker
Chair Professor Department of Banking
and Insurance, University of Dhaka



K. M. Ali
CEO at Partex Star Group



Wazirul Alam
CEO, Saimon Group





TEAM SSM



Dr. Shariful Islam
PhD, MBA, PgDMC, PGDPM
CEO & Founder



Shoheb H Khan
M. Com (Mgt)
Director, Finance & Creative



S.M. Aorangojab
B. Sc (Hons) in CIS, MIS (Major),
IADCS, IDCS, UK
Chief Operation Officer (COO)



Ferdusi Chowdhury
MBA, PgDHRM
Operation Manager



Kazi Miskat H. Uzzal
B.Sc (Hons), M.Sc, DU
COO
(Talent Source & Placement)



A. R ManzuriarChowdhury
MBA, DU
Program Co-ordinator



Novoraj Roy
BBA (Marketing)
Creative Designer



Shaikhul Islam Hridoy
BA (English)
Executive Client Services



Siddikur Rahman Sohag
BSS (Pol. Sc)
Graphic Designer



Ahmed Shams Noor
BBA (MKT)
Program Associate



RESOURCE PERSONS

ACADEMIC

Prof. Dr. Mizanur Rahman (PhD, MBA)
Prof. Dr. Nasir Uddin Mitul (PhD)
Prof. Dr. Samir Kumar Sheel (PhD)
Prof. Dr. Mehedi Masud (PhD)
Prof. Dr. Abu Naser Ahmed Istiaque
Prof. Dr. Moreshed Hasan Khan (PhD)
Dr. Zafor Iqbal Khan (PhD)
Dr. Moniruzzaman (PhD, MBA)
Shaikh Fazlur Rahman (MA, MBA)

INTERNATIONAL PRACTITIONER

Dr. Stefen Butcher MBA, PhD
Dr. Sherif Ahmed (India) PhD
Dr. K.K. Priyangika Kodithuwakku PhD
Dr. Bhanu Prakash PhD
Pillagoda Watte Gunapala B. Sc Eng
Gurjeet Singh (India) MBA
Pillagoda Watte Gunapala B.Sc Eng



RESOURCE PERSONS REAL LIFE PRACTITIONER

REAL LIFE PRACTITIONER

Dr. Shariful Islam, PhD, MBA, PgDMC, PGDPM

Dr. Sayem Ahmed, PhD, MBA

Dr. Abul Kalam Azad, PhD, MBA

Dr. Ansarul Islam, PhD

Dr. Bazlur Rahman, PhD, MBA

Dr. Anis Alam Siddiqui, PhD

Dr. Taraqqi A Kamal, PhD

Dr. A N M Shaiful Hasan Khan, M.Com, DBA

Shamsuz Zaman, MBA, DBA

Nazir - E - Zelani, MBA

Taufiqur Rahman, MBA (USA)

Mohammad Akhtaruzzaman, M.Com, MBA

Farzana Sharmin, MBA, ACBA (IBA, DU)

Reza Choudhury, M.Com, MBA

Md. Aktaruzzaman, MBA, PGDMM, M.Com

Mohammad Salauddin, MBA, PGDHRM, PGDSCM

Md. Mamunur Rahman, MMIM, MSIM, MIFT (USA)

Naznin Begum Pappu, M.A, B.A (Hon's)

Parvez Hasan, MBA

Ateak Ullah Masud, MBA

Hasan Mahmud, MBA

Mu Sharrat Ahmed, MBA, M.Com

Md. Moniruzzaman, MBA, PGDHRM, ACMC, ISO

Shoheb H Khan, M.Com

Sayed Iqbal Karim, MBA (USA)

Kamrul Hasan, MBA, PgDMC

Md. Jahangir Nobi, B.Com, PGDHRM

A. B. M. Saleh Uddin Ahmed, M.A, PGDPM (BIM)

Abul Hashem Mazumder, MBA, PGDHRM, BIM LLB

Shibli Hussain Ahmad, PGD, MBA, MSS, LLB, LCMC

Dilruba Akhter, M.A (English)

RushdinaKhan, MBA

Farzana Khan, M.A (English Language)



**“GROW THE SKILL
MARGIN”**

ACADEMIC LEADER



CORPORATE
LEADER



**20+ years of
Experience**

**SCHOOL OF
SALES MANAGEMENT**

PERSONAL
SKILL

RETAIL

PRODUCT
DEVELOPMENT

DEALER
MANAGEMENT

BRANDING

DEPOT
MANAGEMENT

INVENTORY

TRANSPORTATION

MERCHANDISING

WHERE WE FOCUSED

SCHOOL OF
SALES MANAGEMENT

IN STORE
MANAGEMENT

SUPPLY
CHAIN

TRADE
RELATION

CUSTOMER
SERVICE



CORE SERVICES



The Real Life Training



Stress/ Conflict Counseling

Individual Capacity
Building Coaching



Team retain &
Talent Hunt



COURSE TITLE

- English Skill in Business Communication (ESBC)
 - Negotiation Techniques & Strategy
 - Target Setting & Achievement
 - Corporate Manner & Etiquettes
 - Effective Personal Productivity (EPP)
 - Sales Information & Technology Strategy (SITS)
 - Sales Engineering Leadership (SEL)
 - Sales - Marketing Alignment
 - Time Management
 - Distribution Management
 - Effective Leadership
 - Effective Communication
 - Attitude is Everything
 - Essential of Effective Sales (EES)
 - A client Management
- Sales - Marketing Alignment
 - The Best Way of Merchandizing
 - Strategic Trade Marketing
 - Supply Chain Management (SCM)
 - Selling Psychology
 - Introduce Sales in Technology
 - Brand Portfolio Management
 - Crafting & defending a brand
 - How to launch a New Product
 - Negotiating Techniques and Strategy



The Real Life Training



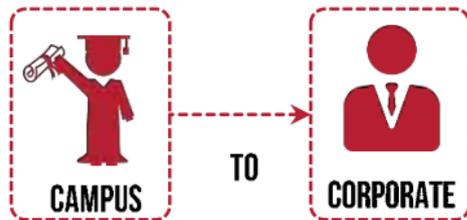
NOT JUST TRAINING, ITS REAL LIFE TRAINING



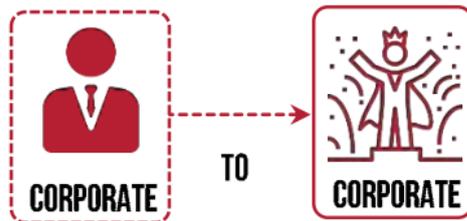


TRAINING SOLUTION

 Preparation Skills Solutions



 Corporate Skills Solutions



PREPARATION SKILL SOLUTION



Professional Readiness



Personal Skills



Selling Skills



**CORPORATE SKILL
SOLUTION**



**Short
Course/Workshop**
1-5 days



Advance Certificate Course
3-6 Months



**Diploma Program of
international
standard
With Foreign Sales
School
of Excellence.**
1 year

**Graduation
Certificate Course**
Course 2-3 Months



SUPPORT SERVICES

SCHOOL OF
SALES MANAGEMENT



JOB PLACEMENT & CV BANK

The CV Bank will distribute your CV free of charge to the BD's leading job boards and recruiters, saving you time and effort.

SET & CUSTOMIZED COURSES

1. Set Courses
2. Customized Courses
3. Need Basis Courses



OWN TRAINING VENUE

We have modern and advanced multimedia seminar rooms with professional environment.

- School of Sales & Marketing
- Client Venue
- Outside Venue



**INDIVIDUAL CAPACITY
BUILDING COACHING**



YOU DECIDE WHAT YOU NEED

INDIVIDUAL CAPACITY BUILDING COACHING

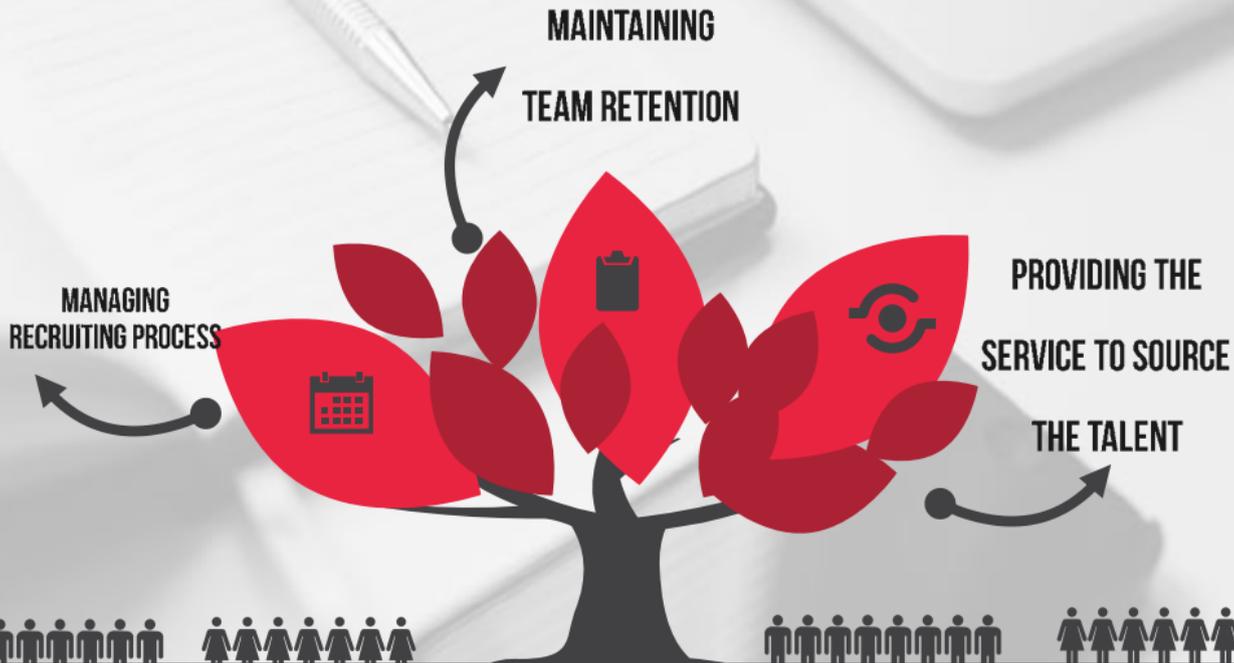


TEAM RETAIN & TALENT HUNT



BE THE READY STOCK FORM THE TALENT BANK

TEAM RETAIN & TALENT HUNT



STRESS/ CONFLICT COUNSELING



WHAT'S WORRYING YOU?



OUR CENTERS





CONTACT US



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+88 01751 68 86 77



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**SCHOOL OF
SALES MANAGEMENT**