

BUSINESS ETIQUETTES

Feb 22 2020 | **NRB JOBS TRAINING CENTER**
09:30AM - 05:30PM
BDT 3,500/- PER PERSON

“Good manners will open doors that the best education cannot.”

Business etiquette is important because it creates a professional, mutually respectful atmosphere and improves communication, which helps an office serve as a productive place. People feel better about their jobs when they feel respected and that translates into conversion to new customer, better customer relationships and ultimately generate revenue for the company.

At the end of this comprehensive lesson, you should be able to:

- Define Business etiquettes.
- How to improve Business etiquettes.
- How do you treat clients or customers?
- How do you conduct your business meeting?
- How do you response your client’s phone calls, emails and others?
- How do you treat your coworkers and supervisor?
- How do you conduct yourself in your cubicle or office?
- What kind of email messages do you send?
- Do you follow a dress code?
- How do you conduct yourself in the break room?
- How do you conduct yourself during business-sponsored social events?

"Courteous treatment will make a customer a walking advertisement."

Methodology

Power point presentation, group exercise, interactive lecture, discussion & practical session, roll playing, video show and analysis. Q & A session.

Contents of Training

Part A

- What is corporate etiquettes?
- Types of etiquettes
- Social Etiquette
- Corporate Etiquette
- Telephone Etiquettes to Improve Communication
- Business meeting Etiquette
- Washroom Etiquette
- Clothing Etiquette / Dress Code:
 - Male Employees
 - Female Employees
- Interacting with Co-Workers
- Telephone Etiquette
- Eating Etiquette

Part B

Roll Playing and Group Discussion and Games

Part C

- Help your colleagues in whatever way you can.
- Be polite to your fellow workers.
- Too much of friendship at the workplace is bad
- Never overreact.
- Respect your fellow workers
- Be cordial to all
- Avoid taking sides at the workplace
- Avoid being rude to anyone
- Win them over through your timeliness

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Profile of Trainer



Facilitator

M Ekhtier Ahmed Evan
Sales Management Consultant

M Ekhtier Ahmed Evan has distinctive solid experience on Sales and Marketing for last 15 years in leading Multinational and National companies. He served World's No. 1 brand as well as world's second largest bank. He has versatile experience and exposure on 360 degree sales & marketing arena. He has completed MBA from University of Dhaka major in Marketing and Diploma course on Digital Marketing from BITM (BASIS Institute of Technology & Management)

Mr. Evan served as 'Head of Sales –iPhone' to Union Group (Exclusive Authorized Distributor of Apple in Bangladesh). He is the first Apple Business Manager in Bangladesh to drive iPhone and iPad business. Robust distribution and retail channel has been established in the big towns under his supervision. He designed and developed Corporate Sales Team and operators business for iPhone and iPad. He attended an extensive and exclusive training program on 'Sales and Distribution' arranged by Apple Singapore also trained on Apple Global Business Reporting System (AGBRS). He maintained liaison with Apple Singapore office.

After that Mr. Evan has served as Head of Business and General Manager of Lenovo smartphones and tablet business to Smart Technologies (BD) Ltd. He performed as business key contact person and responsible to drive the business. Distribution sales channel across the country, B2B and alternative sales channel, e-commerce/online sales and strategic business relationship with chain shops has been developed under his Guidance. He also guided all sorts of marketing activities e.g. products' pricing, package and incentives scheme for retailer and distributors as well as consumer, ATL and BTL communication, POS decoration designing, trade marketing materials, distributor and retailer meet and awarded to best one etc.

Earlier Mr. Evan served Robi Axiata Ltd. in Business Sales and Service division. In Robi he played multiple job roll e.g. Key Account Manager; Manager, Large Corporate and SME Business Manager. He had been awarded 'Best SME Business Manager in Emerging Market' 2014. He explored corporate and SME sales in Dhaka, as well as other urban and rural areas during the long journey with Robi Axiata. Ltd.

Before that Mr. Evan served HSBC bank as Team Leader, Sales. He had been awarded 'Live the HSBC Brand' 2004. He also served UNDP's UNEAS as an interpreter and protocol officer.

Mr. Evan has conducted a market research on 'Bangladesh Device Market and Industry' for a leading telecom company.

Mr. Evan has root level sales experience after that his determination, dynamism and perseverance he successfully upgraded his career that leads him to become Business Head. In student life he did few sales works e.g. Sales Executive in Phillips Pavilion to Dhaka International Trade Fair; Sales Executive, Visa and Master card for Standard Chartered bank through Conquest; Telesales executive to Premier Resort Marketing (PRM) International etc.

Mr. Evan served American International University of Bangladesh (AIUB) as guest lecturer on 'Strategic Sales & Marketing on Real Life Approach' and guest speaker to Begum Rokeya University, Rangpur on 'Career on Sales and Marketing'

Mr. Evan has conducted more than 500 training sessions which covered around 4,100 hours and 8,500 participants of Multinational and prominent local companies. He is regular trainer to BDJOBS.COM. Apart from training, he serves as consultant to corporates e.g. corporate revamp and working process, business operation policy, digital marketing, maintaining social media and company website etc.

Mr. Evan blends traditional marketing and digital marketing to all of his training modules in such a way, participants can absolutely apply in their daily professional life.

He has attended Philip Kotler session in Dhaka. He is the founding Public Relation Secretary of Dhaka University MBA Association (DUMA). Mr. Evan was Joint Treasurer of Dhaka Dhanmondi Lions Club.

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