

Xtreme talk

Annual Sales Conference 2015

There is an old phrase which, in the passage of time has morphed into a mantra in the modern industrial world: 'Success is never owned, it is rented, and the rent becomes due at the end of everyday'; irrespective of who amongst us are or are not aware of this famous saying, BSRM Sales Team have embraced the constant practice of setting new goals and making the required effort for achieving them every single day!

This 'can do' attitude wasn't necessarily prominent in the formation stage of BSRM's work culture, neither was it needed, as the company manufactured and sold steel products the quality of which was more or less unmatched for the first fifty years of its existence. Next came the age of competition, other manufacturers started producing quality steel, targeted BSRM customers and offered them much lower prices and it seemed we were about to be elbowed out of the market! All of a sudden our position of leadership became wobbly, we were just another manufacturer in a tough race with all the others and, we needed to be equal to the task real fast. There was a big enough list of planned activities we had to implement, but before that the first of our crucial requirement was a change in our collective attitude: to drop complacency like a bad habit...to take nothing for granted...to successfully fight daily battles in order to win the yearly war. Our Sales Team needed to congregate, understand what was at stake, decide upon a strategy and, stick to a united plan of action; and out of such needs the idea of a yearly Sales Conference was hatched which we duly held in December, 2009, in a small hall room of a private hotel. Thenceforward, through thick and thin, our team started growing bigger, stronger not only in terms of number of personnel but also in our conviction and mindset to conquer any and all obstacles in the path of our success. Along the way we created a four-pronged slogan to inspire ourselves on our forward march: Trust—Commitment—Oneness—Pride of Performance, which we continue to display proudly in our Sales Conferences.

So after the recent Sales Conference held at a huge ballroom of a prominent hotel at Cox's Bazaar, when the photographer was struggling to accommodate the 180-strong team of salesmen in one frame, I had a quiet sense of satisfaction as I sat there thinking that we actually have come a long way, and then in the next moment my resolve tightened again as I thought: we still have a long way to go.

Long live BSRM!

Shobhon M Shahabuddin
National Sales Head, BSRM

ASC 2015: Question Answer Session

Q/A session is a major part of sales conference; where sales team members can clarify any business related queries from the top management. In the Annual Sales Conference of 2015, the top management panel included the Managing Director Mr. Aameir Alihussain, Finance Director Mr. Zohair Taherali, Executive Director Mr. Tapan Sengupta, Head of Marketing Mr. M Firoze, Group CFO Mr. Shekhar Ranjan Kar, Head of Supply Chain Md. Imtiaz Uddin Chowdhury and Group Head of HR Mr. Jamil Ahmed.



Sales Team Member Asking Questions



Top Management Panel

ASC 2015: Regional Presentation



Khulna Regional Sales Team

In regional presentations, sales teams from different regions, present their target achievements for the year, share their ideas, and update the audience about their current projects. A healthy competition among different sales regions develops which enhances the overall productivity of the company's sales division. This year's highest performer was Khulna Sales Team.

ASC 2015: Crossroads

A somber moment of the sales conference as Mr. Shahjahan Chowdhury, Regional In-charge, Sylhet & Moulvibazar, is saying goodbye. He worked for BSRM for Six (6) years. In the picture, National Sales Head is wishing him good luck for future.



ASC 2015: Inspiring Speeches



NaSH's Opening Speech

National Sales Head Mr. Shobhon M Shahabuddin began the Annual Sales Conference with his inspiring opening speech. He has been the initiator of this yearly reunion of sales teams of BSRM. This Year the conference took place on 16th January, 2016 at Hotel Ocean Paradise, Cox's Bazar.

Invaluable Supporting Act:

Mr. M. Firoze, Head of Marketing, gave an encouraging speech to the sales team. In his speech he discussed the marketing plan for the challenging year ahead.



MD's Closing Speech:

It is the custom to end the day-long Annual Sales Conference with a boost of motivation from the Managing Director, Mr. Aameir Alihussain. The sales teams of BSRM look forward to the final set of directives and words of inspiration from the MD.

United We Win



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