

Dhaka Day by Day

Perfect Salesperson!

by Sabrina Shahab

Sales executives, marketing executives. You have all heard of them. Some of them travel in trendy cars, sit in spacious offices. Others not so lucky, travels by rickshaws and grumble about their ill luck. But all of them have one thing in common. It is called the gift of gaffe, the classic story of teller syndrome.

Anyone travelling by BRTC buses has been definitely subjected to this gift, meaning has met one of those travelling salespersons who try to sell, more appropriately push different types of goods down your throat. It is a unique experience as exhilarating as a talk show where it is worth watching their eloquence, their understanding of human-nature.

For example it is hot summer. You are dripping wet. Never mind, your ever obliging, resourceful salesmen has already got a handful of ice cream right under your nose yelling "ice cream, ice cream, one taka please".

As a knowledgeable Dhakaite you are fully aware that these ice-creams are made of dirty water. But still, for a moment don't you feel like having one? Well what a shrewd sales tactics, turning opportunities into sales! These people have got something for everyone, every occasion, you just name it. Chocolates for children, face powder, creams for women, tooth powder, breath fresheners for tobacco chewing.



and smoking men, cucumber pieces for rozadars just before iftar.

Think, how many times have you heard this sales pitch? Typical sales pitch of a salesperson who says with complete conviction. Here look at this gold chain in my hand. I shall give this to you for only Tk 10. If you go to a big shopping centre, you will get the same thing for Tk 15. This chain is as good as any made in Hong Kong or Singapore. Buy now, stock is limited". Ah! they are already onto a typical Dhakaite's love of bargain and his/her on-going affair with Bideshi products.

Not only that they are perfectly aware of our herd mentality. If anyone buys then look out, you are expected to buy too. They hold the offending product under your nose and fix you with a deadly stare which says 'buy'. Truly it takes lots of guts to say no, worse it makes you feel guilty!

Universities and business institutions are spending million of bucks trying to produce perfect salespeople. What about carrying out researches on our friendly sales people analyzing their motivation, their life styles, their behaviour patterns? And what about taking one of them to these high-brow institutions for demonstration and training purposes? These may yield results which might take us close to finding the perfect salesperson.

DUJ, 3 feds meet today

A meeting of the central coordination committee comprising the three federations of the newspaper industry and Dhaka Union of Journalists (DUJ) will be held at 11 am at the Jatiya Press Club today.

The meeting will discuss the issues relating to announcement of dearness allowance by the government for the journalists and workers of the newspaper industry and the overall situation now prevailing in the industry.

All concerned have been requested to attend the meeting on time.

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RELOCATION NOTICE

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What's on today . . .

Course on Management: A day-long training course on 'Role of Manager' will be held. Venue: Panda Garden restaurant. Time: 9 am.

Film show: Rainbow Film Society, Bangladesh Film Society and International Film Critic Association in association with the Goethe Institut have organised a three-day film session commencing today. Chinese film 'Raise The Red Lantern' by Zhang Ye Mow will be screened. Venue: German Cultural Centre, House 10, Road 9, Dhanmondi. Time: 6pm.

Allama Iqbal Society: The society has arranged a two-day programme marking the 58th death anniversary of the great poet and philosopher. Venue: Sundarban Hotel. Time: 5 pm.

Drama show: A Gorky Theatre production 'Magic' based on a story by late Azharul Islam's and directed by Nasiruddin Ahmed will be staged. Venue: Russian Cultural Centre auditorium, House 510, Road 7, Dhanmondi. Time: 6:30 pm.

..... and tomorrow

BEA discussion: Bangladesh Economic Association will hold a discussion meeting on 'Democracy and Economic Good Governance'. Venue: Development and Planning Academy auditorium, Nilkhel. Time: 3:30 pm.

Film show: Sergei Bondarchuk Film Club will screen Bengali feature film 'Surya Dighal Bari', directed jointly by Shaikh Niamat Ali and Mahiuddin Shaker. Venue: Russian Cultural Centre auditorium. Time: 5 pm.

IJO press confce: On the concluding day of the 24th session of the International Jute Council (IJC), IJO will hold a press conference. Venue: Sonargaon Hotel. Time: 10 am.

Worldnet Satellite Dialogue: USIS has arranged a worldnet satellite dialogue on 'The Global Information Infrastructure: 21st century ideas: what are they who owns them' with Steven J. Metlitz, Vice President and General Counsel, International Intellectual Property Alliance. Venue: USIS auditorium. Time: 5:30 pm.

Weather

41.4°C temperature recorded at Ishwardi

Thundershower likely

Temporary rain or thundershower accompanied by gusty or strong wind is likely at a few places over Sylhet, Dhaka divisions, at one or two places over Rajshahi division and the regions of Noakhali and Comilla in the next 12 hours till 6 pm today, reports UNB.

Met Office says weather may remain mainly dry with partly cloudy sky elsewhere across the country.

Day temperature is likely to remain nearly unchanged. Thunderstorm activity may increase gradually during the next week, weathermen forecast.

Meantime, Sylhet had the highest 22 mm rain, yesterday. Srimangal had 9 mm shower and Dhaka 7 mm in the period.

Country's highest temperature 41.4 degree Celsius was recorded at Ishurdi and the lowest 22.8 degrees at Kutubdia.

The sun sets today at 6:23 pm and rises tomorrow at 5:34 am.

The maximum and minimum temperatures and humidity recorded in some major cities and towns yesterday were:

City/Town	Temperature in Celsius			Humidity in percentage
	Max	Min	Morning	
Dhaka	35.0	26.4	78	71
Chittagong	33.3	26.0	76	78
Rajshahi	41.2	26.5	82	33
Khulna	36.8	26.8	83	74
Barisal	35.2	26.4	79	77
Sylhet	29.0	24.6	90	74
Cox's Bazar	34.0	25.5	67	73

PRODUCTION

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IDLC Industrial Development Leasing Company of Bangladesh Limited

Hadi Mansion (6th Floor), 2 Dilkusha C/A, Dhaka-1000

Notice of the
3rd Extra-Ordinary General Meeting

Notice is hereby given that the 3rd Extra-Ordinary General Meeting of the Shareholders of IDLC will be held on May 12, 1996; Sunday at 09:30 a.m. in the Ball Room of the Sonargaon Hotel, 107, Kazi Nazrul Islam Avenue, Dhaka to transact the following business:

EG9603-01 Confirmation of the Minutes of the 2nd Extra-Ordinary General Meeting
EG9603-02 Amendment of Memorandum of Association of the Company
EG9603-03 Amendment of Articles of Association of the Company

By the order of the Board
B. C. Kim
Company Secretary

Dated: April 20, 1996

NOTES:

- According to Article-58 of the Articles of Association, the Company suspends the registration of transfer of shares for the period from May 04, 1996 to May 12, 1996 (both days inclusive).
- A Shareholder may appoint a proxy to attend and vote in his stead by filling the attached proxy form as per Article-103 of the Articles of Association. The proxy form, duly completed, must be affixed with a revenue stamp of Tk. 5 and deposited at the office not later than 72 hours before the time for holding the Meeting.
- Pursuant to Article-81 of the Articles of Association a corporate member of the Company, by resolution of the Board of Directors or other Governing body of such body corporate, may authorise such person as it thinks fit, to act as representative at any meeting of the members of the Company.

IDLC Industrial Development Leasing Company of Bangladesh Limited

Hadi Mansion (6th Floor), 2 Dilkusha C/A, Dhaka-1000

Notice of the
11th Annual General Meeting

Notice is hereby given that the 11th Annual General Meeting of the Shareholders of IDLC will be held on May 12, 1996; Sunday at 10:00 a.m. in the Ball Room of the Sonargaon Hotel, 107, Kazi Nazrul Islam Avenue, Dhaka to transact the following business:

A9611-01 Confirmation of the Minutes of the 10th Annual General Meeting
A9611-02 Adoption of Directors' Report, Auditor's Report and Audited Financial Statements for FY 1995.
A9611-03 Declaration of Dividend for FY 1995.
A9611-04 Election of Directors.
A9611-05 Appointment of Auditor and fixation of their remuneration.
A9611-06 Other matters, with the permission of the Chair.

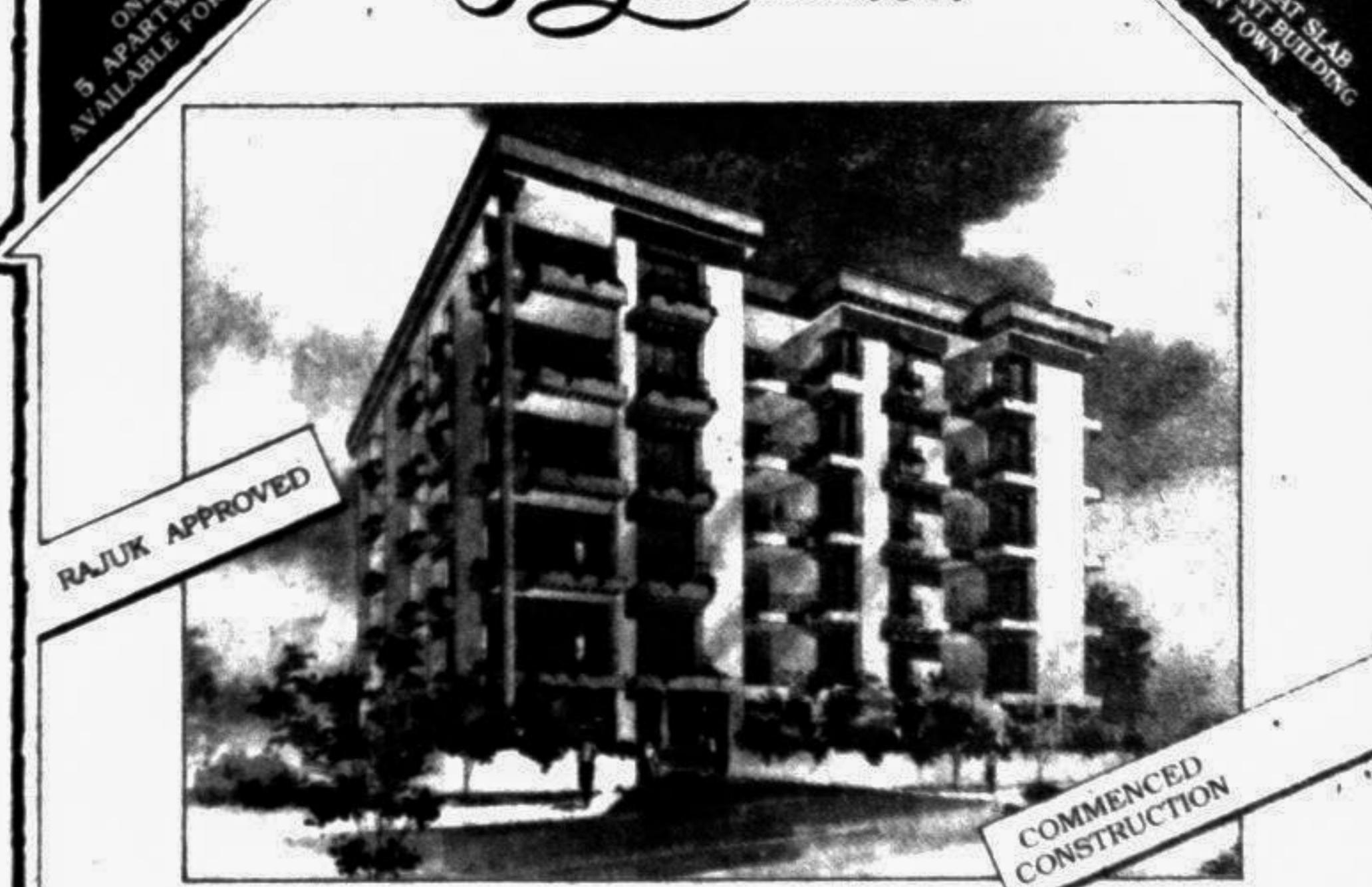
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- Members are requested to notify their change of address, if any.

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