

Report On  
'The Aptness of Sales Training and Development in BATB'

By  
Anika Kabir  
(16204090)

An internship report submitted to the BRAC Business School in partial fulfillment of the requirements for the degree of Bachelor of Business Administration

HUMAN RESOURCE MANAGEMENT

BRAC University

June7, 2021

© 2021, BRAC University

All rights reserved.

## **Declaration**

It is hereby declared that

1. The internship report that I have submitted is based on my own original work while completing my degree at BRAC University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

**Student's Full Name & Signature:**

---

Anika Kabir

ID-16204090

**Supervisor's Full Name & Signature:**

---

Zaheed Hosein Mohammad Al-Din

Senior lecturer, BBS

BRAC University

## **Letter of Transmittal**

Zaheed Hosein Mohammad Al-Din

Senior lecturer, BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Human Resource Management

Dear Sir,

This is my pleasure to display my entry level position, providing details regarding ‘the Aptness of Sales Training and Development in BRITISH AMERICAN TOBACCO’ which I was appointed by your direction.

I have attempted my best to finish the report with the essential data and recommended proposition in a significantly compact and comprehensive manner as possible and I trust that the report will meet the desired outcome.

Sincerely yours,

Anika Kabir

Id- 16204090

BRAC Business School,

BRAC University

7June, 2021

**Non-Disclosure Agreement**

[This page is for Non-Disclosure Agreement between the Company and The Student]

This agreement is made and entered into by and between BRITISH AMERICAN TOBACCO and the undersigned student at BRAC University Student, ANIKA KABIR  
.....

## **Acknowledgement**

With due respect and honesty, I would like to thank almighty Allah for providing me the strength and opportunity to conclude the internship report proficiently. I am honored for the support of my academic supervisor Zaheed Hosein Mohammad Al-Din who steered me during my internship period. In absence of his kind gesture it would have been very case-hardened. Likewise, my workplace supervisor Tahmeed Alam Sameen who has helped me a lot during my internship stretch. He guided me through the entire work process of his department. He taught me how to resolve a problem in diverse ways. He also accelerated my work in BRITISH AMERICAN TOBACCO in ways. I also appreciate the corporation, cordiality and the support of other territory officers of BAT as well.

Last but not the least, I would like to bestow appreciation to all my colleagues of BAT for their overall support and valuable suggestions.

## **Executive Summary**

BRITISH AMERICAN TOBACCO is a most cardinal multinational business firm in the world of tobacco industry. Over the few decades it has selflessly brought new innovative and worldliness products to indulge customers. I have chosen to provide relevant information on the sales training and development system of BRITISH AMERICAN TOBACCO. Sales training and development programs are designed to help sales professionals to achieve sales success for the organization. Some BATB training programs in fact help surprisingly to develop skills, to approach cold leads, create new sales opportunities, close deals and build reports with clients and customers. In the first part of my report I have provided an overview, background, objective, scope, limitations of BATB and the job descriptions, learning from job exposure, benefits of learning and the problems that can be faced during internship period. I wrote about the history and the product they are offering to the customers. In the second position of my report I have included the overview. Where I included marketing practice, financial performance and accounting practice, operations management and information system of BAT, tobacco industry, competitive analysis and recommendation of this analysis. In the last portion of my report I have included the project part. Which is the sales training and development process of BAT Bangladesh. I even shared the methodology which I have used to gather data and give brief details about the sales training and development method and I find the mean, medium, mode, standard deviation and correlation of the relevant data. To conclude, I have discussed the findings and recommendation of the following information for the lack of insensitivity.

## **Table of Contents**

<b>Declaration.....</b>	<b>i</b>
-------------------------	----------

<b>Letter of Transmittal.....</b>	<b>ii</b>
<b>Non-disclosure Agreement.....</b>	<b>iii</b>
<b>Acknowledgement.....</b>	<b>iv</b>
<b>Executive Summary.....</b>	<b>v</b>
<b>List of Tables.....</b>	<b>vi</b>
<b>List of Acronyms.....</b>	<b>vii</b>
<b>1. Chapter 1.....</b>	<b>1</b>
1.1 Overview of Internship Attachment.....	1
1.1.1 Student Information.....	1
1.1.2 Internship Information.....	1
1.1.3 Company supervisor’s information.....	1
1.2 Job Scope.....	2
1.3 Introduction on distribution center or trading houses.....	2
1.4 Job description.....	2
1.5 Job responsibilities.....	3
1.5.1 Direct work(practical).....	3
1.5.2 Indirect work (can be work from home).....	5
1.6 Benefits to the students.....	6
1.7 Difficulties that can be faced during internship period.....	6
1.8 Recommendation.....	7
1.9 Methodology.....	7
1.10 Limitation.....	7
<b>2. Chapter 2.....</b>	<b>8</b>

2.1 Organizational Overview.....	8
2.2 Background details .....	8
2.3 MOTTO of BATB.....	8
2.4 Director of BATB.....	8
2.5 Brands That BATB has been working with.....	9
2.6 Mission statement of BATB.....	9
2.7 Vision Statement of BATB.....	10
2.8 SWOT Analysis.....	12
<b>3. Chapter 3.....</b>	<b>13</b>
3.1 Introduction.....	13
3.2 Relation of sales training and human resource management.....	13
3.3 The roles, KPI, Evaluation process and target setting.....	
3.3.1 The scale of use.....	
3.3.2 Sales Representative.....	
i. Required knowledge and skills needed .....	
ii. Target setting for Sales Representative.....	
iii. Evaluation Process of Sales Representative.....	
3.3.3 Sales Supervisor.....	
i. Required knowledge and skills Sales Supervisor.....	
ii. Target setting for Sales Supervisor.....	
iii. Evaluation process of Sales supervisor.....	
3.3.4 Sales Manager.....	
i) Target setting for sales manager.....	



ii) Required knowledge and skills needed .....	
iii) Evaluation process of sales manager.....	
3.4 Need evaluation Based on KPI.....	
3.5 Necessary Sales Training and Development process.....	
3.5.1 Sales Call Structure of BATB.....	
3.5.2 Segmented 8 steps .....	
3.6 Exceptional Sales practices .....	
3.7 Alternative training if necessary.....	
3.8 Grey area Covered.....	
4. Chapter 4.....	
4.1 Report Overview.....	
4.2 Rationale of the study.....	
4.3 Background of the report.....	
4.4 Literature Review.....	
4.5 Survey Design.....	
4.6 Findings.....	
4.7 Recommendation.....	
4.8 Conclusion.....	
4.9 Reference .....	

**List of Acronyms**

1.	BATB	BRITISH AMERICAN TOBACCO BANGLADESH
2	KPI	Key Performance Indicator
3	PRISM	Proprietary Segmentation Methodology
4	SR	Sales Representative
5	SM	Sales Manager
6	SS	Sales Supervisor
7	FF	Field Force
8	EHS	Health And Safety
9	ABC	Always Be Closing
10	APAC	Acknowledge,Probe,Answer,Close
11	TO	Territory Officer

## **Chapter 1**

### **Overview of Internship Attachment**

#### **Student Information**

Name: Anika Kabir

Student Id: 16204090

Program: BBA, Major in Human Resource Management

#### **Internship Information**

Period: Three months

Company Name: BRITISH AMERICAN TOBACCO BANGLADESH

Department: Sales and Distribution, Marketing

Address: New DOHS Road, Mohakhali Dhaka-1206 Bangladesh

#### **Company supervisor's information:**

Name: Tahmeed Alam Sameen

Title: Area Manager, Dhaka Central

**Job Scope:** The BATB intern who is being chosen for the sales and distribution center of the marketing department, will be entitled to multiple duties and responsibilities. Mostly document check, noticing work of market areas and distribution centers and report back.

**Introduction on distribution center or trading houses of BATB:** BATB has five distribution centers in the main city Dhaka. Such as: Uttara, Mirpur, Mohakhali, motijheel etc. These distribution centers are also called trading houses. In this distribution center, markets, retail shops and other tobacco selling places are involved and targeted. This area's requirements always need to be fully filled for the benefit of the organization. Infect needs to report back the necessary changes to the TA of that area.

**Job description:**

- Preparation of promotional presentation.
- Monitor Social media and emails.
- Performing market analysis.
- Draft reports on day to day activities of the distribution centers, market place, and trading house.
- Visit the distribution center and market places.
- Communication with the CRS, TM and others.
- Attending meetings and FF briefing sessions.
- Creating power points for the Bangla manuals.
- Event Handling.
- Assist and contribute to the team.
- Health warning check
- Attending training sessions along with the LM and others.
- Induction for the area of expertise

- stock room allocation Stock Management
- Go Down check
- Family day

**Job responsibilities:** In the sales and distribution department there are basically two parts. These two parts are called direct (practically) and indirect (can be work from home). Only one intern can be selected for the subsections of each department.

- **Direct work** (practically) is basically doing everything regarding cigarette stalking from the factory to delivering or selling the cigarettes to the market. Starting from the point visit plan, DH EHS Surveillance, Stock Allocation, Go Down check, Premise Visit, market visits, SR call, consumer engagement, merchandising, weekly health check etc.
- **Indirect work (can be work from home):** Indirect is basically dealing with other parts apart from the job where BATB is directly involved. If any resources other departments are in need such as fridge, chair etc. That needs to be outsourced or needed to be looked after. Or due to the coronavirus situation if in case it's impossible to go to the office then taking care of work such as multiple powerpoint slides and attending basic training or induction sessions. Intern will be asked to recreate the slides in Bangla font or ROI related works in excel can be given.

**List of Direct Work (practically):**

**Health warning check:** The mandatory and foremost work before entering in the distribution center is

- Making sure body temperature is checked at the gate.
- Hands and shoes are sanitized properly.
- Mask before entering is ensured.

This health warning check is the regular work for the BATB employees to go through and report back.

**Attending FF briefing session:** The FF briefing session always starts around 8:30. The four other distribution points are connected through MS teams. Followings are the talking points the briefing focused on:

- Reinforcement for Corona
- EHS measures
- Amador Doctor
- Health Insurance
- Price compliance

**Stock Allocation and Stock Management:** BATB stock is issued at a 10% higher rate from the current ADS to cater the extra demand of the market. There is a Mirror Board in the go down that keeps data opening stock, closing stock, shipment, issue, STT and SCR. This stock allocation needed to be checked if it's going accordingly or not and report back to TO.

#### **Go Down check:**

There is a Cash Vault in each go down to keep the money in a secured place and wooden pallets which are used for reducing stock damage and easier product storage. The work of an intern is to make sure the CBSc are stacked on a pallet with maximum height of % CBCs. An intern has to also observe whether GHW- 7 GHW images are used in packs or not, each image applicable for 3month period.



**Market Visit Preparation:** An intern of this department has to ensure wearing masks and taking sanitizers with him. He has to maintain the Route Plan and have to take the Cluster Information with him while visiting the marketplace of BATB.

**Market Visit:**

At first he has to visit MVP Outlet which is a partner outlet of BATB. Then he has to visit RCC Outlet which is called Progoti outlet that mostly sells to other GT of the area. At the end he has to visit GT outlets which is a small outlet that isn't yet in BARB's partner platform. An intern has to visit these marketplaces and make sure SR, TSA, SS, SM are selling tobacco properly, customer relationships are being maintained and they are doing their work as they trained BATB. Then he has again report it back to the TO.

**Note:** this work will be boarded by the support of the shared line manager.

**List of Indirect work (work from home):**

**Training sessions to attend:** Basic necessary training sessions will be conducted through Google meet app to train new recruiters or an intern. These are mandatory to attend for the first few days. The Induction sessions are mainly about security induction and EHS induction.

**Recreation of PowerPoint into Bangla font:** The intern might get the job of recreating the manuals into Bangla font.

**Family day:** It is the last few days of session just to get to know each colleagues and the IMs. As BATB thinks of each employee as family. That is why it is mandatory to attend these sessions and share knowledge with each other.

### **Benefits to the students:**

Working as an intern of BATB a student can develop interpersonal skills and earn vast organizational knowledge which are necessary to achieve future career goals. This skills that a student can learn is given below:

- **Time management skill:** From checking in at 9 am to working till 6pm and in between traveling to various distribution and market places can teach a person to manage his time table properly. By working here as an intern, a person can prioritize the value of time he has and how to complete the work while ensuring quality.
- **Efficient and Effective Skills:** BATB Internship program helps a student to be able to follow instructions and schedules on time.
- **Team & Communication Skills:** It can help a student to be confident in a team environment, leadership, expertly oral and written communication skills.
- **Adaptability:** It helps students adapt in a diversified environment.

### **Difficulties that can be faced during internship period of BATB:**

In the first few months it can be hard for any intern to get work in BATB. But after a few days some work can be boarded through the LM. As most employees stay busy with the workload of the organization, an intern might face a lack of communication gap with his supervisor and can feel neglected or insecure. Sometimes suddenly supervisors can put too much pressure or work load on interns. In which the supervisor did not even share briefly about. That can create difficulties for an intern who is still learning. As each department takes one intern, few interns might even feel left alone in another area and the work pressure can be unendurable. An intern might find huge problems among the HR segments. Intern might not get any orientation or induction session properly with other departments in the first place. Which can create limitations to the interns. As they might have to visit different departments for work. BATB has a very relaxed work schedule. Sometimes supervisors on board real late. As a result the interns have to wait for hours. BATB most of the time puts interns in a department not based on their major or minor. That shares a lack of interest in the interns.



**Recommendation:**

As an intern of this sales and distribution has to work directly and even indirectly. It would be better if they take a minimum of two interns in one sub department. The hierarchy level of the HR department should be more uniformed and of one way. As well they should put interns based on their major or minor subject. That would create more interest in interns working in the same field as they studied. The work should be submitted to the intern from the beginning. The supervisors should communicate more with interns for their shared work knowledge. All over it is a nice corporate journey.

**Methodology:** this report aims to study the training and development process and its impact on an employee's professional career. The data was collected through questionnaires, organizational visits and personal interviews.

For primary data collection I took an interview with Mahfuz Haque who is the sourcing officer of BATB. In this primary data I mostly wrote about what an intern might have to do in his internship period of three months.

For Secondary data collection I went through the webpage of BATB, annual reports, journals etc. The data were collected through different departments of BATB.

**Limitation:** the only limitation was the confidential issue. As the industry prefers keeping things extremely confidential, I was not allowed to take out any information and use it in my paper. Infact the project paper of three months' work is not even allowed to be used.

## **Chapter 2**

### **Organizational Overview**

#### **Background details of BRITISH AMERICAN TOBACCO BANGLADESH:**

With an evolved corporate purpose, BAT Bangladesh is committed towards building a better tomorrow. It is one of the largest multinational corporations operated by BRITISH AMERICAN TOBACCO. BAT has been doing its business for over 100 years in Bangladesh. It is one of the largest MNC. In 1998, it was renamed as British American Tobacco Bangladesh. According to latest research, BATB has 1,200 people as direct employees. Even 50000 is still indirectly working as farmers. BATB sells many renowned brands and the filter of the tobacco is really smooth. Recently it has imported its new brand called “switch” which is on demand for the customers of Bangladesh. In fact, afforestation is one of the biggest projects of BATB where it planted 42 million trees. In this regard BATB has won many awards during the last 28 years. Besides this the company is also involved in various projects for helping the rural area people of Bangladesh.

**MOTTO of BATB:** The Motto of BATB is that success and responsibility go together.

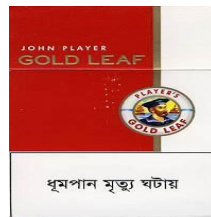
**Director of BATB:** Shehnaz Mamun is the current managing director of BATB.

**Brands That BATB has been working with:**

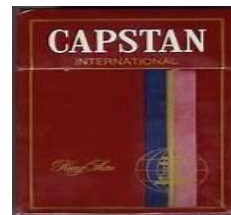
1. Benson & Hedges



2. John Player Gold Leaf



3. Capstan



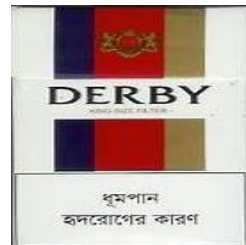
4. Star



5. Royals



6. Derby



7. Pilot



8. Hollywood



**Mission statement of BATB:** As general, BAT is very optimistic about their future in Bangladesh and in the world wide. The company has always set challenging targets and has achieved those on a regular basis. Their vision for the future is defined clearly. And the vision is to achieve leadership in the global tobacco industry-in order to create long term value of the shareholder. To make this vision turn into reality the employees are working into four strategies the most. These are growth, productivity, responsibility and winning.

**Certain missions which are BATB heading towards achieving:**

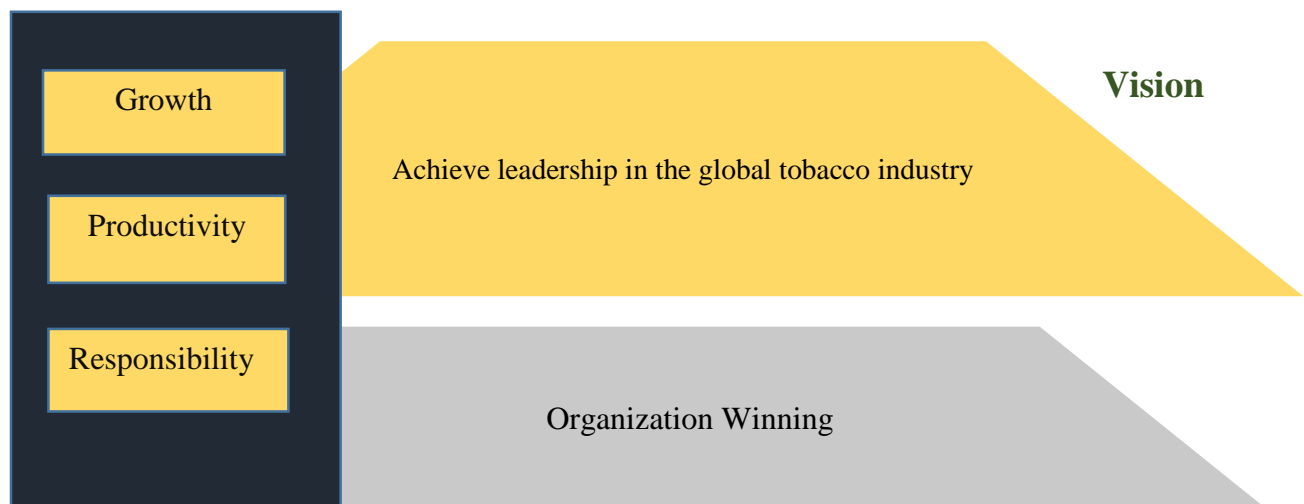
- Better growth of company share in the total tobacco market.
- Dominated key identifying segments.

**Vision Statement of BATB:** The vision of BATB can be described as both quantitatively and qualitatively.

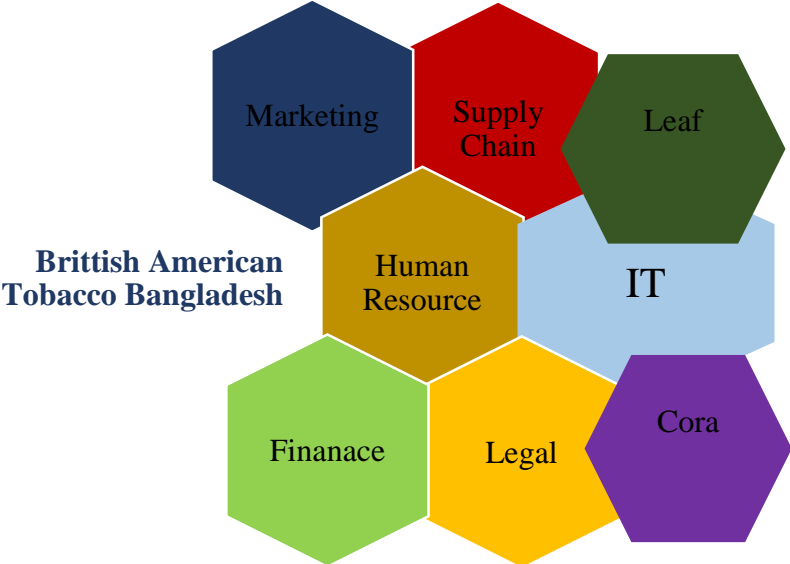
- Quantitatively: BATB seeks volume leadership among the international rivals for the long run. Also BATB must be customer driven.
- Qualitatively: BATB is recognized as industry leaders and to be the first choice of government, NGOs, investors and potential employee recruits in terms of partnering. The company keeps this interrelation through being a responsible tobacco group, being sustainable in business, with outstanding employers and with superior products.

**The vision of BATB is:**

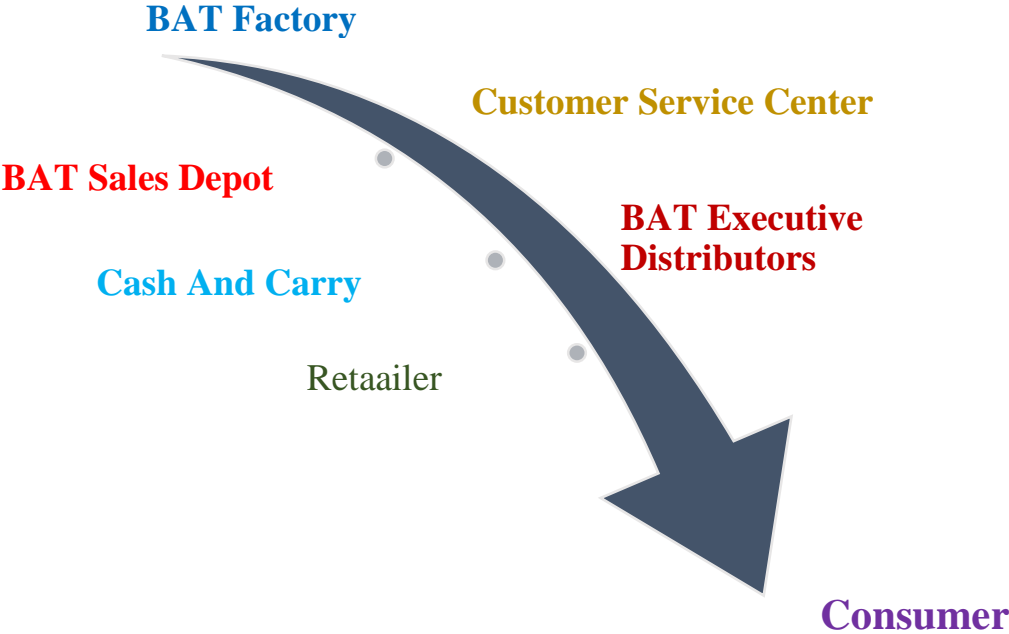
‘WORLD’S BEST AT SATISFYING CONSUMER MOMENTS IN TOBACCO AND BEYOND’



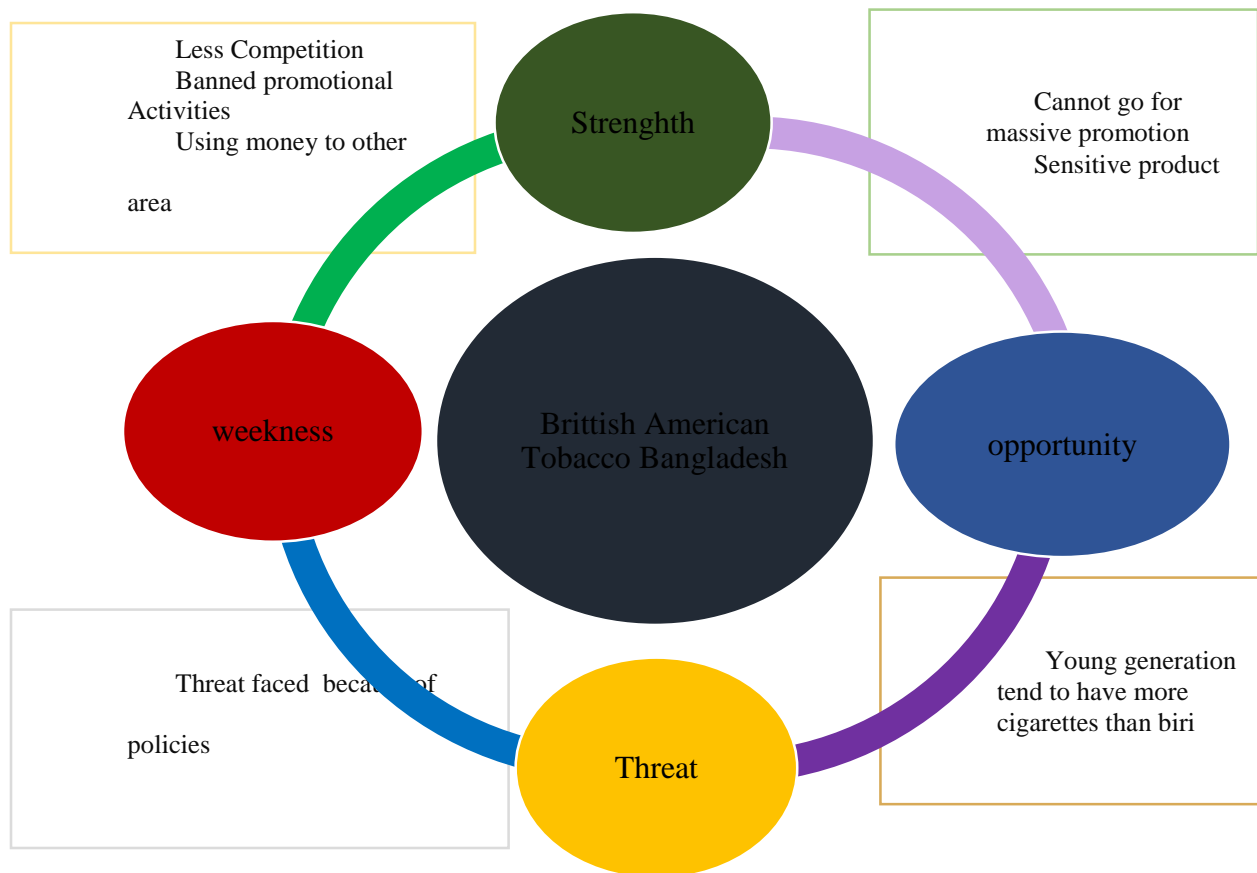
**Functional department of BAT**



**Sales and Distribution department and the organogram of BATB:**



**SWOT Analysis of BATB:** SWOT analysis is important for any organization to find out the factors which are important for the operation of that business in the environment, both internally and externally. The internal factors help to find out the strength and weakness, the threats and



opportunities can be comprehended by scanning the external environment. The SWOT analysis of BATB is given below:

## **Chapter 3**

### **Introduction**

The definition of sales training involves personal development of skills, techniques related to creating and exploring new sales opportunities in an organization. BARB's training and development of the field force plays a major role in sales effectiveness. It involves improving the efficiency of the organization, individuals and the team within them. In this sales department of BATB it has thousands of people working under them and they have various roles and titles to handle in this organization. They need to be properly trained to achieve the expected goals which are given by BAT on a daily basis. Mainly because of all the work based on technology. Infect everyone around BATB is interconnected with each other. For example; the sales manager would oversee the role of the business manager and the cashier would oversee the role of the accountant. That is why sales training and development is necessary in BATB to learn all the correlations and techniques to apply in the work. In this case structured induction plan would be followed to ensure necessary induction of role for the newly recruited FF members. As per company guidelines, the sales team would undergo applicable training to embed necessary knowledge and skills required for an effective sales cell.

### **Relation of sales training and human resource management in BATB:**

HR is interrelated in every sector of BATB. As big company has diverse employees and works. And the tobacco industry is a product based company. So sales training is necessary here which is the work of HR. In BATB every department has different HR sections. In BARB's sales department this HR is to understand what type of sales roles are required and how they will work together. It is a clarity of employee showcase and value proportion. It is even necessary to understand the sales strategy before making assumptions about talent requirements.



### **The roles, KPI, Evaluation process and target setting process in sales department of BATB:**

**The scale of use:** The total achievement percentage is calculated by Pro-Rata scale and used to calculate variable amounts. BATB also evaluates KPI to meet then end employee behavior.

**Sales Representative:** They Report to the sales supervisor. They Ensure correct distribution of brands to targeted outlets through accurate order capturing as per the set guidelines of the company. Even communicate relevant messages to the trade and actively enhance relationships with trade.

### **Required knowledge and skills needed of Sales Representative:**

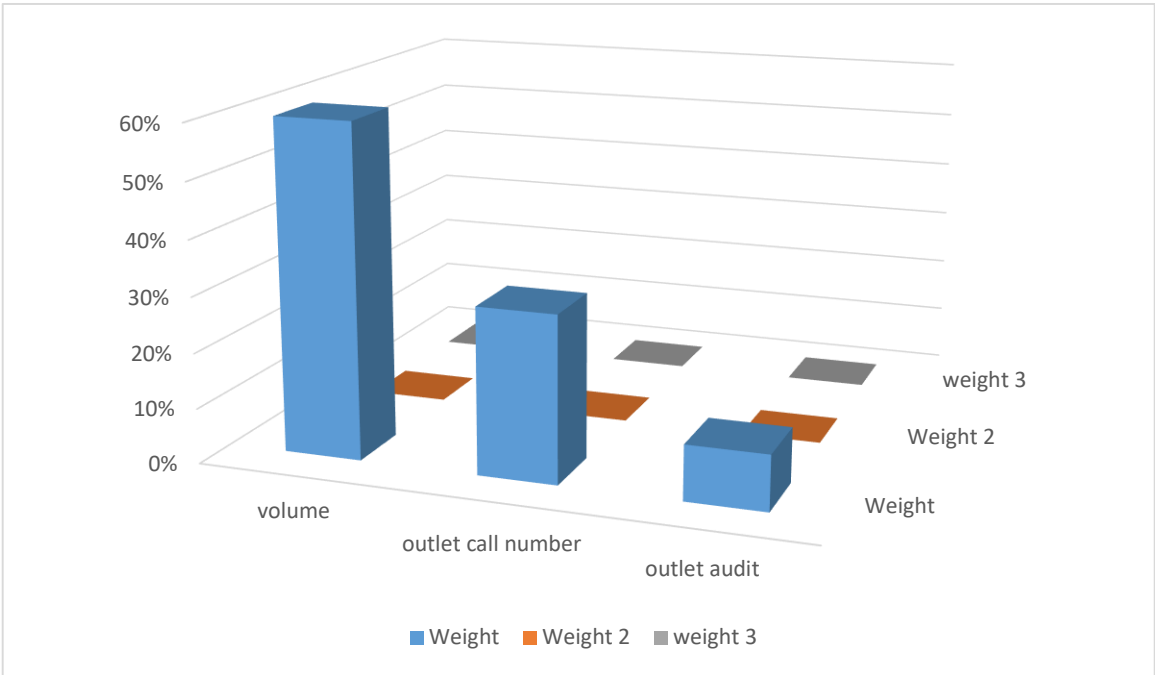
- To know the right technique of sales call
- Of Sound communication skill
- With Good negotiation skills age

### **Target setting for Sales Representative:**

- Specifying route by-brand volume, numeric reach and OOS targets will be set for each SR.
- The suggested maximum number of brands under each KPI will be four.

**Evaluation Process of Sales Representative:** In this process the SS would be responsible for evaluating the performance of SRs. He has to collect sales information from sales statements. He has to carry out an audit to evaluate numbers or reach out numbers. At the end the actual

achievement would be divided by the target to calculate the percentage achieved under each KPI. Then the percentage achieved under each KPI should be multiplied by the weight age and then summed up to derive the total achievement percentage against the target. In the pro-rata scale the total achievement percentage would be used for the calculation of variable amounts. The chart of this evaluation process given below:



BASED ON KPI		
VOLUME	<b>Weight 60%</b>	
OUTLET CALL NUMBER	<b>Weight 30%</b>	
OUTLET AUDIT	<b>Weight 10%</b>	

FIG: Evaluation Process of Sales Representative

**Note:** Less than these required weight criteria the sales representative will be in need of required training.

**Sales Supervisor:** They report to Primary, Sales Manager Secondary and TSA. They are the leading designed team of SRs and supervise who does their daily work, providing on the job coaching as needed. Ensuring and achieving volume targets.

**Required knowledge and skills Sales Supervisor:**

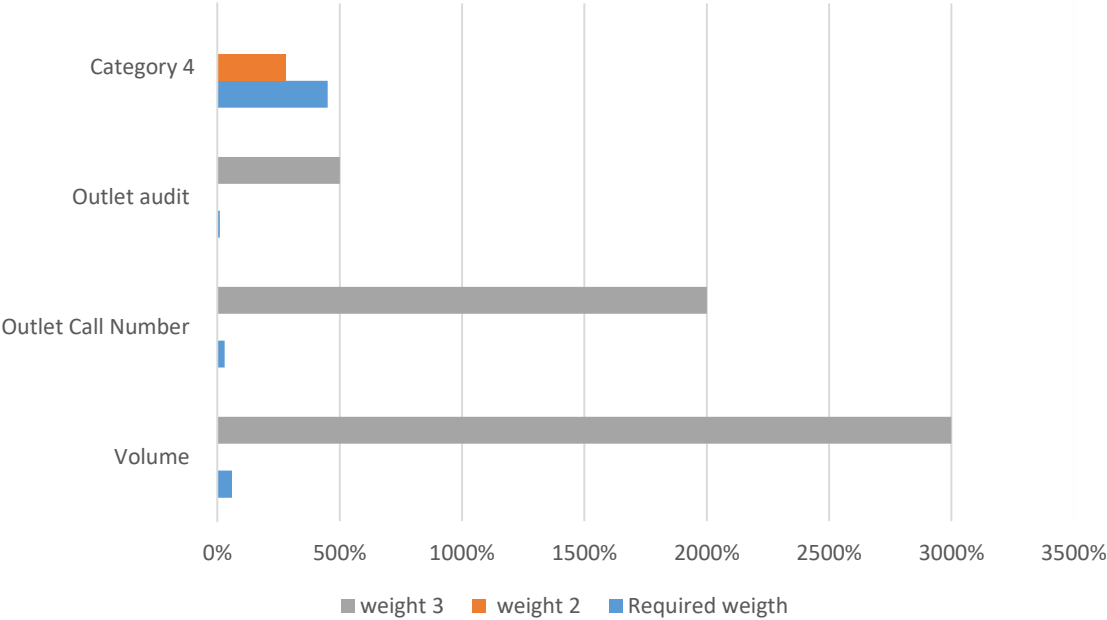
- Good in understanding of team dynamics
- Engaged with sound communication skill
- Expert in good negotiation and objection handling skills

**Target setting for Sales Supervisor:**

- Through brand volume targets would be set for a given month for each of the SS.
- For each SS they would make 20 audit calls/day to evaluate the SR's reach and numeric OOs performance and can visit additional outlets for relationship calls. (Would be 20 cells X 24 days= \$80 calls)

**Evaluation process of Sales supervisor:**

The role of SM here is to evaluate and brand volume achievement against the target for every SS. Volume achievement will be divided by the target to calculate the percentage that has been achieved. SM will have the control over outlet call achievement rate against the monthly call target of SS. Some outlets can be randomly visited by the SM and evaluate the calls. He can also consider outlet audit accuracy rate, the outlet audit KPI, check and match reach, OOs status against the reported reach and status for the respective outlet in the call card of the SS. The total achievement percentage will be again calculated by Pro-Rata scale and will be used to calculate variable amounts.



<b>BASED ON KPI</b>		
<b>VOLUME</b>	Weight 60%	
<b>OUTLET CALL NUMBER</b>	Weight 30%	

<b>OUTLET AUDIT</b>	Weight 10%	

FIG: Evaluation Process of Sales Supervisor

Note: Less than these required weight criteria the sales supervisor will be in need of required training.

**Sales Manager:** They Reports to primary, business manager secondary, N/A. Their purpose statement is to drive volume and sales turnover for the distribution house while leading the entire salesforce.

**Required knowledge and skills of sales manager:**

- Better understanding of team dynamics
- The ability to lead a large group of people
- Being sound in stress management.

**Target setting for of sales manager:**

- Monthly volume and total sales turnover targets of the distribution house would be the targets for the volume and sales turnover for an SM.
- Monthly targets on SS and SR attendance would be considered to evaluate discipline KPI. The targets would be based on the numbers of SR under a SM and total working day of

any month. As example: Attendance target would be  $525(18*25+3*25)$ , if SR is 18 and SS is 3, working day 25.

**Evaluation process of sales manager:**

Business manager would evaluate by-brand volume along with the total volume and total sales turnover achievements against the given monthly target for the SM. The BM will look through actual attendance of the SS and SR to evaluate discipline for the SM. The percentage of KPI is multiplied by weight-age then summed up to derive the total achievement percentage against the target. The total achievement percentage will be again calculated by Pro-Rata scale and will be used to calculate variable amounts.

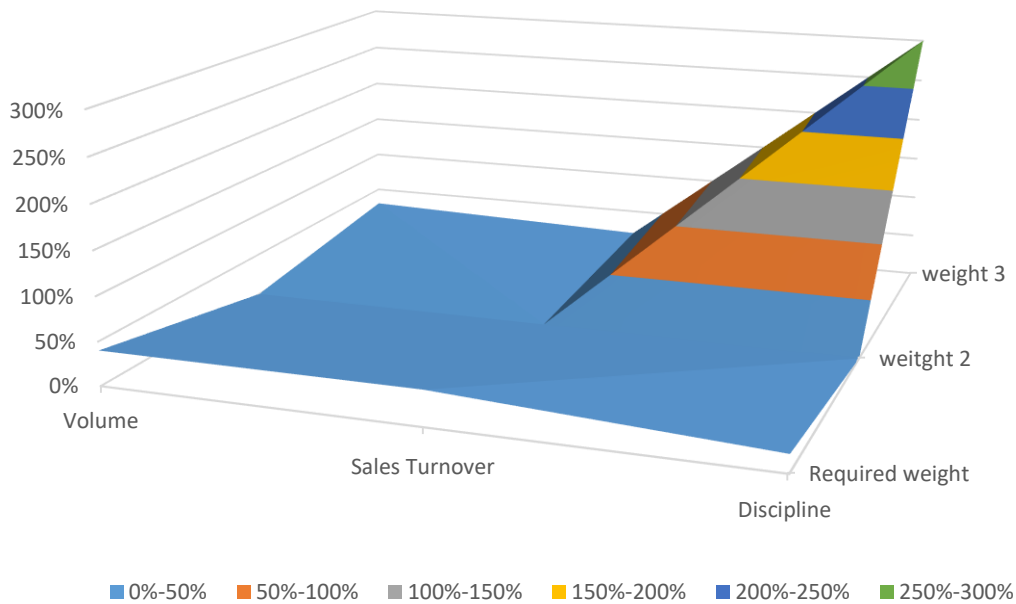


Fig: Evaluation process of sales manager

<b>BASED ON KPI</b>		
---------------------	--	--

<b>VOLUME</b>	Weight 40%	
<b>SALES TURNOVER</b>	Weight 40%	
<b>DISCIPLINE</b>	Weight 20%	

Note: Less than these required weight criteria the sales manager will be in need of required training.

Other roles we got to notice in distribution houses are business manager, distributor, accountant, assistant sales representative, logistic admin supervisor, cashier, computer operator, and go down Keeper.

**Need evaluation Based on KPI:** After every two years this evaluation based on KPI is checked through reports of the employees working under BATB. The evaluation happens in between six months of two years.

**Necessary Sales Training and Development process of BATB**

An induction program needs to be arranged for new FF appointed by the sub distributors or dealer. AS it is the distributor's responsibility to organize off-the-job training for the dealer's FF.

**Sales Call Structure of BATB:**

In BATB, the ideal sales call structure can be clubbed into 4 major sections. These are:

**1. Pre-call activities**

- Personal
- Professional
- Physical Material
- Past Promises

## 2. Selling ideas

- APAC Structure
- ABC
- Customer Segmentation

## 3. Implement and Impact

- Distribution Fundamentals
- Execution Excellence
- Enhance E-X standard

## 4. Post-call activities

- Evaluating Performance Against Objective
- Evaluating self
- Setting preliminary objectives for next call

As well, these four major elements can be further segmented in 8 steps in total with 4 major sections; it is also called **positive**. The brief of the 8 segment is given below:

1. **Planning and Preparation:** In this planning and preparation step employees have to emphasize on being aware of KPIs and targets before hitting the market. He has to check if the required amount of stock, cycle materials and necessary items are allocated correctly. Also, personal grooming and hygiene factors must also be relooked before initiating sales calls.



2. **Opening:** in this opening step, the employee emphasizes at the opening statement of a sales call at retail. The SRs should start off with greetings customary to our culture and avoid business discussions. To allow more comfort and strengthen trade relationships.

3. **Situation and Stock out check:** In this situation and stock out check, capturing the accurate demand, SRs are suggested to understand the outlet situation.

4. **Ideas:** In the idea sharing process SRs should also suggest new ideas and placement of new offers or SKUs that are unavailable at the retail.

5. **Total Agreement:** When the ideas are implemented, SRs are suggested to capture orders for the outlet in agreement with retailers.

6. **Impact the Shopper:** After the agreement is reached, impact retailers by giving suggestions that would help improve their business.

7. **Validate and value add:** By validate and adding value it would help to build further business trust for the retailer and fell business partnership with BATB.

8. **Evaluate:** In the evaluation process it emphasizes self-evaluation and achievement vs. target. As well, SRs can also set preliminary objectives for the next call.

### **Exceptional Sales practices of BATB:**

1. **Health safety check induction:** Before an employee starts the day, BATB makes sure the necessary health care routine has been taken care of. They have proven health care and call center for the employees. it is strictly maintained due to covid-19 situation. For example: wearing a mask, taking hand gloves, using sanitizer etc.

2. **Security Check induction:** They provide training to the employees to maintain the terms and conditions of the company. And they teach the employers how to maintain the GPS system of the internet. So the distributors can easily track them and they never get lost on the market places visited.

**3. EHS Induction:** BATB also provides quality assuring safe drive training and makes sure the driving license is legally accepted.

**4. Technological Training for the PRISM app:** As the whole process of selling to the retailers or to the customers is an app based work. Each employee is provided with computers and those who didn't get one are provided with a mobile app of BATB. The whole working process of this computer software and app based mobile software, BATB has various training sessions.

**PRISM app:**

It is the consumer insight platform. From here the SP, SR and other staff takes orders and serves based on the retailer's unit of purchase. It directly shares the report and amounts of money that will be taken from the buyer in the app. Later it can be sent to the main manager of the distribution center through the app. Also the details of purchase will be saved just like excel shit.

**Alternative training if needed necessary:**

If the role's volume, sales turnover, discipline, outlet callmanager and outlet audit weight is not under control or not under expectation then the territory officer has to train the employees who are in need of this training. Based on evaluation or an employee agreeing to take the training, we can train the employees. This training are:

1. **Need basis training:** If any employee is in need of customer centric training or any other need basis training. BATB will be always available to provide the training.

2. **Communication based training:** If any employee is facing trouble communicating to the distributors or other employees. Even with the customer or feels less confident to communicate. BAT has a support communication training system. Where they train their employees.

3. **Evaluation basis training:** After evaluating the key needs and based on that necessary training will be provided by senior employees.

**4. Role playing session or out on appointment:** To understand the role in depth a role-play for the new recruiters is a good option appointed by BATB. By this session he can learn quickly through noticing or trying it out in practice.

**Grey area Covered:**

The focus is to attract the retailer and meet the requirements of them. Also as much as possible potential retailers to enter in the BATB family. As because BAT don't have any promotional activities and they want to be volume not valued. So it's one kind of challenge that they need to cover up on a regular basis.

**Chapter 4**

**Report Overview:**

**Rationale of the study:**

The Satisfaction in tobacco industry has been a very important area in research for the officers and academics related to the field. Different kinds of quantitative and qualitative research has been carried out around the world to find out what drives employee satisfaction at tobacco industries. My report is limited to the general sales and development division at British American Tobacco. In my limitation I tried to capture as much as possible on employee satisfaction but on the basis of this we should not generalize the whole tobacco division amongst companies. We can notice that new technologies and artificial intelligence are advancing in the selling industry. New methods and ways of artificial intelligence are advancing in the marketing industry.

**Background of the report**

The internship report background aims to represent the service quality and employee satisfaction of BATB. I was closely connected with the sales and distribution division. I got the chance to closely look through how employees at BAT are connecting each other with the customers to satisfy their job life. I got to learn the different areas of employee and customer complaints and tried to handle employee satisfaction as well as customer satisfaction in general. I did a survey to understand the level of satisfaction and training process in BATB too. My report is fully based on a quantitative report. And no regression is used to generate a better understanding which could have been time consuming. It would be difficult to execute in a short time. To conclude, I have laid out a few recommendations at the end of how further improvement of the overall tobacco company can be implemented and be effective. Thereby increasing employee and customer satisfaction. Also I have provided the methodology where both primary and secondary data were used to complete the report.

### **Literature Review:**

Employee and customer satisfaction is an important area of research for all times. For the 21<sup>st</sup> century mostly. It is an ongoing battle of researchers and academicians to find out what drives customer and employee satisfaction in a particular market segment or an industry. Especially in the tobacco industry like BATB. Though the idea of customer satisfaction is different for goods than that of services. In goods, quality of product is one of the key factors that determines customer satisfaction. (Crosby, 1990) customer satisfaction is the quality of product that aids to meet customer's peripheral needs. And BAT is always applying its creative innovation to potential customers. From the filter management, to packaging and innovating new products of cigarettes every year. GHW-7 is BARB's new innovation of 2021. Benson hedges still maintains the prime market share of BAT which was launched in 1997. Based on research the presence of British American tobacco in this part of the world can be traced back to 1910. By beginning the journey as imperial tobacco 100 years ago. The company set up its first sales depot at Armanitola, Dhaka.

The company was reestablished in 1949 after the portions of India back in 1947. BAT was the first company listed on Dhaka and Chittagong stock exchange. BATB is even the largest tax payer of private sectors in Bangladesh. BATB contributed 46.27 billion take tax in the form of supplementary duty, value added tax and other taxes to the national exchequer in 2010. BATB has contributed to economic, social and human resource development and in all areas overtime. BATB thrives to be more responsible to the company whoever they operate. To them responsibility is a way of life and success and responsibility go together. They believe difference is the advantage and diversity is the strength. They believe different cultures keep the environment of the organization unique and interesting. They employ all kinds of employees such as farmers to upper level managers who have the potentiality to serve. That is how they create a work culture to satisfy the employees and maintain the brand image, and satisfy the customers.

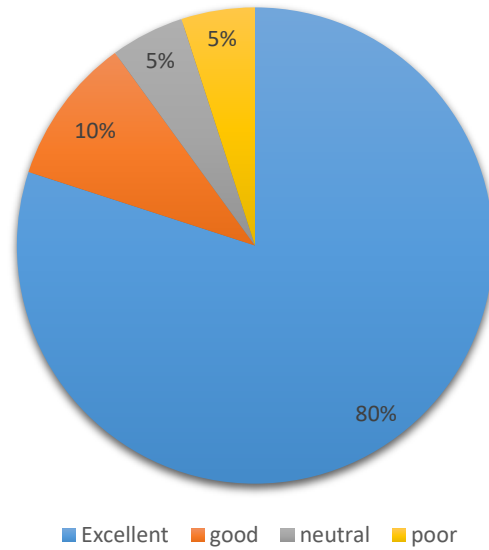
### **Survey Design:**

10 different close ended questions were asked to the employees and the customers of BATB. Based on a few key factors that all the employees and the customers expect from BAT the survey was designed. To find flexibility, reliability and ease of transaction and online facilities of the clients and employees, the survey question was made. The responses which were good in number were recorded amounting to 73. In the next session the results are being interpreted.

### **Findings:**

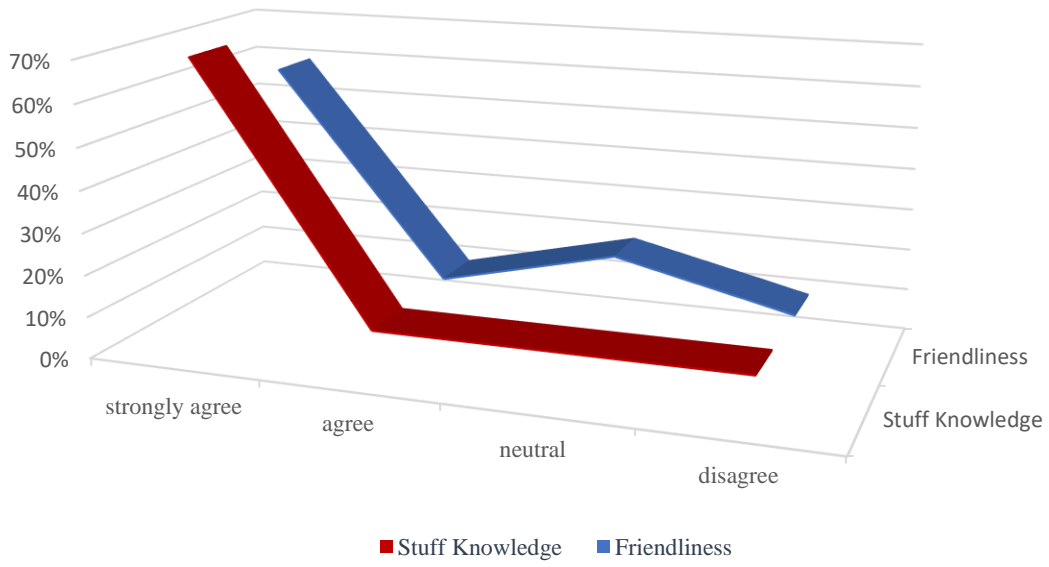
The Distribution center was aesthetic and the hygiene was well maintained.

### Out Look Of The Bank

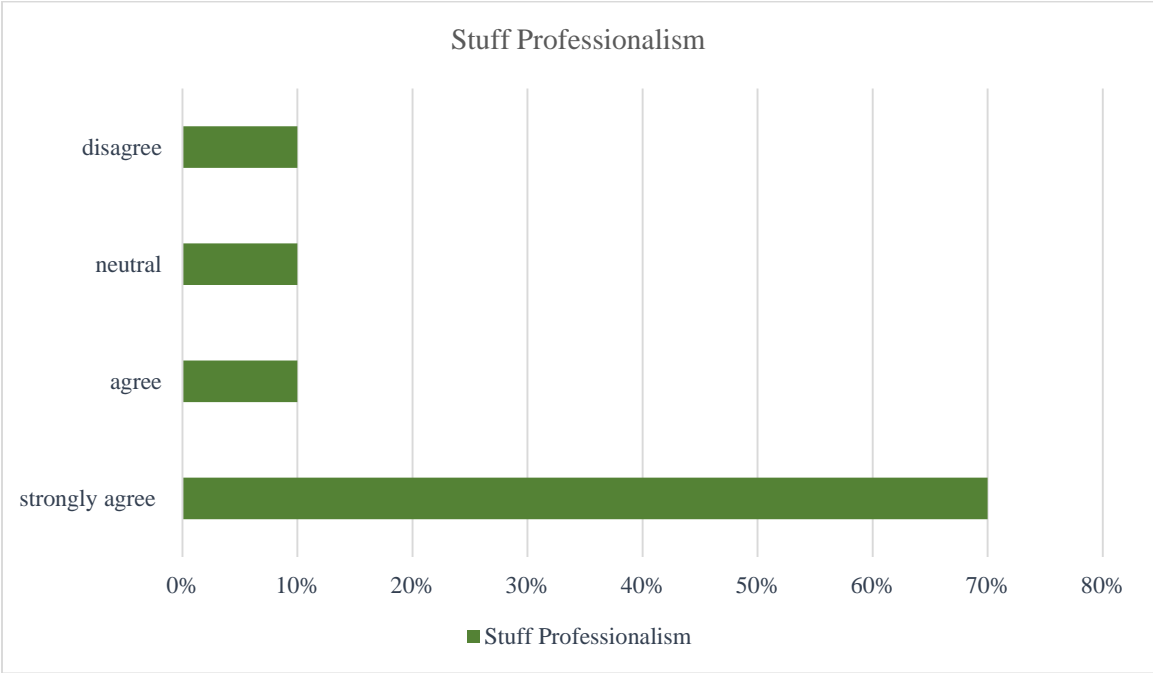


The staff had required knowledge about the brunch and the cordiality was indescribable.

### Stuff Knowledge and Friendliness



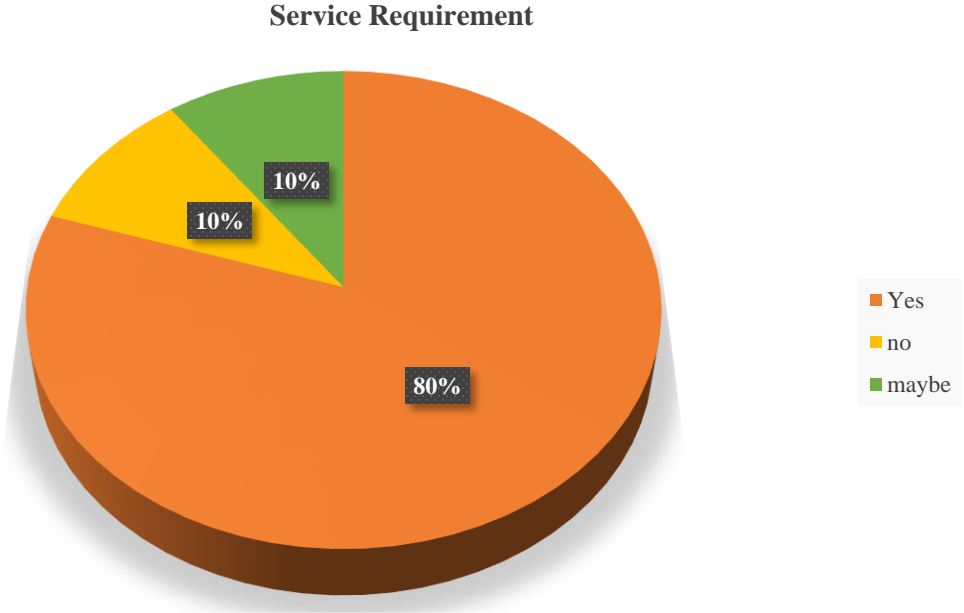
The brunch staff was not only friendly but also professional at work.



The company had all the services I desire with the proper adequate and desired industry standards

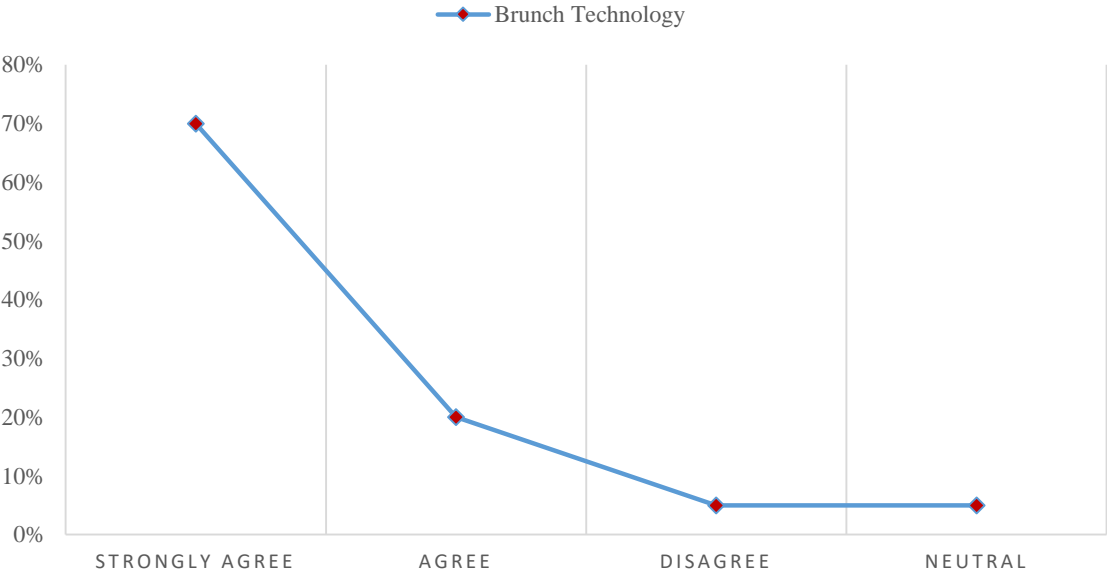


and from other competitors.



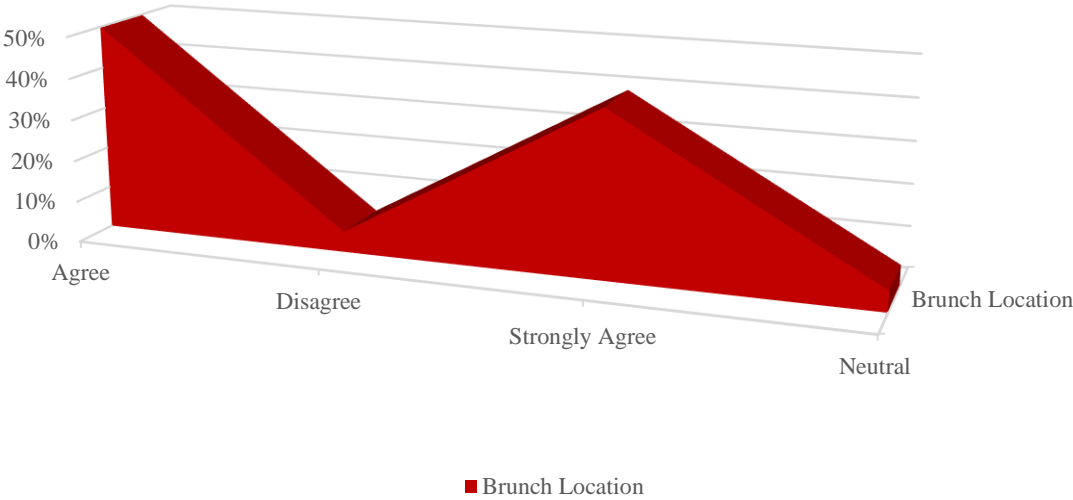
The brunch has modern and industry accepted technology services.

### BRUNCH TECHNOLOGY



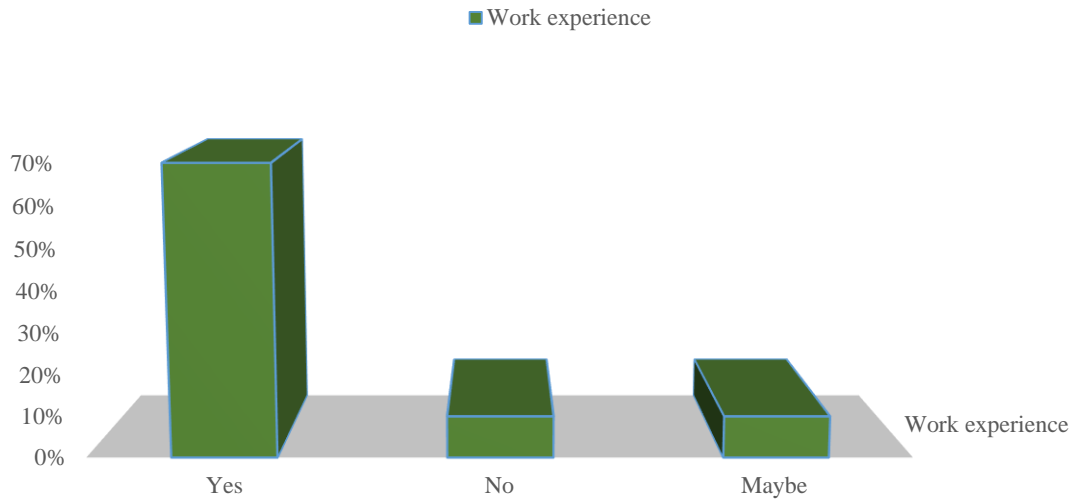
Brunch location was located in convenient locations.

Brunch Location



I was satisfied with the overall working experience.

## WORK EXPERIENCE



### **Recommendation:**

On the basis of my work experience and notice I would like to add some recommendations that might help BATB's working experience even feel more like home for the employees.

1. BATB needs to appreciate new comers and communicate more or supervise with them in practice. So that they get to learn more about the things.
2. BATB should work more on the safety of the farmers who are working on the farms of BAT and share more facilities with them.
3. BATB should hire potential candidates from the internship.
4. BATB should work on more environmentally related work.
5. BATB should increase more selling training for the employees.

**Conclusion:** More or less in an organization bad and good both experiences will be experienced. More or less bad experiences are enjoyed the most. As we got to learn from those as well. In these three months I got to learn what a multinational company and its environment can be like. But the idea is not far off that BATB will be one of the leading brands in the tobacco industry as it is working at its highest and the achievements are incredible. From being equal to non-diverse culture appreciation BAT is creating headlines in Bangladesh. Will it be globally recognized for its achievement soon?

We can only wait to find that out.

## Bibliography

[https://en.wikipedia.org/wiki/British\\_American\\_Tobacco\\_Bangladesh](https://en.wikipedia.org/wiki/British_American_Tobacco_Bangladesh). (n.d.).

<https://www.bat.com/history>. (n.d.).

(2015). *Sales and Distribution Manual Of British American TOBacco Bangladesh*. British American TOBacco .