

Internship Report

On

“Selling Techniques of TNT Express: A Study of
Bangladesh”



sure we can

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Supervised By:-

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Letter of Transmittal

28th September, 2010

Mr. Probal Dutta
Senior Lecturer,
BRAC Business School (BBS),
BRAC University.

Subject: **Submission of the internship working report.**

Dear Sir,

With due respect, I would like to inform you that, I am **MD. Rifat Hasan Kanak** bearing student ID: 05204034, a student of BRAC Business School department. My major was on Marketing and Finance. It is my great pleasure to inform you that I have the opportunity to submit an internship working report on “**Selling techniques of TNT Express: A study of Bangladesh**”, as a requirement for BBA program. While conducting the working report, I have gathered extensive knowledge on overall banking activities from all the relevant departments and branches of TNT Express Bangladesh.

I believe this genuine and honest analysis will help you to have a positive viewpoint upon me. I will be pleased to deliver you with added explanations or clarifications that you may feel necessary in this regard. I shall be thankful if you kindly approve this effort.

Sincerely yours

.....

MD. Rifat Hasan Kanak
Student ID: 05204034.
BBS Department, BRAC University.



Acknowledgement

First of all, I would like to thank almighty Allah for his grace in accomplishing my internship report timely.

I would like to express my gratitude to my academic supervisor **Mr. Probal Dutta** from the core of my heart for her kind support, guidance, constructive, supervision, insstructions and advice and for motivating me to do this report.

I am also thankful to marketing and sales department of TNT Express for giving me the opportunity to conduct the internship in TNT Express Bangladesh. I would like to thank **Mr. Md. Razib**, Sales coordinator for supervising me, **Mr. A.K.M. Jahangir Alam**, Sales Manager and **Mr. Fuad Salahuddin**, Territory Manager Sales also help me by providing various key informatiion and giving me the path to write a fruitful report.

I am also grateful to the employees of Marketing and Sales department for their cordial acceptance. **Mr. Ayaz Ahmed Faruki** was too helpful. He helped me a lot to collect the information correctly. **Ms. Madhabi Das** and **Ms. Hasina Khatun Tania** also extended their helpful hand to me. They have been very helpful in showingme the work process and provided relevant information for my report whenever I aproached. It was a great opportunity to do internship in such an organization. The experience I have gathered will be a privilege for my future career planning.



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Executive Summary

As a student of business administration analyzing today's business world is very crucial to observe in this complex situation. It is necessary to go through all fields of knowledge, both theoretical and practical. After passing four years BBA program, I was sent out to have practical knowledge in business life as a part of my academic program. An internship program is organized to give me an opportunity for enhancing my capabilities. In this report I had tried to focus my both theoretical and practical knowledge regarding Marketing practices. My internship topic is '**Different Selling Techniques of TNT Express: A study of Bangladesh**'. I have tried to flash out about Selling Techniques of this company and how it is working in progress of the company.

In this report I have tried to highlight the selling skills and techniques of the company. To some extent I have tried to cover the marketing process and the employee selection and motivational process also. It is basically representing the marketing sector of the company. It is done with the help of the organizations employees.

The report focuses on the techniques through which TNT tries to convince prospect and how they manage to keep the business running with their existing clients.

I have tried to follow the right methodology for preparing this report, which is very important to find out the truth, which is hidden behind the curtain. Finally, conclusion and findings are also included in the report.

Chapter - 1



Introduction

Introduction:

Bangladesh is an emerging market for this logistics parcel and courier business sector. Most of the renowned international brand names have arrived in Bangladesh. So, its becoming competitive day by day. Although its still a developing sector but its making an impact in the country's economy. Internship program is a part of BBA (Bachelor of Business Administration). It's a procedure of making the student knowledgeable before the student gets into the tough job world. Its also teaches the student the difference of the theoretical and practical world.


The main function of this parcel & courier industry is to carry parcels and documents to several destinations as per the client's requirement. Selling is such an important part of the business process of an organization. In this industry a different selling technique can take a company higher and give a lead form its competitors. As a BBA student working under sales will help my talent to flourish in this sector.

Methodology:

Methodology provides various strategies and techniques to solve research problem. Methodology refers to a set of methods in a particular area activity or research activity.

Objective of the Study:

Overall objectives:

- 
- To present the General condition of the courier industry and the selling procedures
 - To have a general concept on the parcel and logistics courier service.

Specific objectives:

- To find the techniques of selling
- To find the selling techniques of “ TNT Express Bangladesh”

Sources of Data:

TNT Express Bangladesh is one of the leading couriers in Bangladesh. I got lot of data due to the strong presence of TNT in Bangladesh for preparing my internship report. The report has been prepared by using primary and secondary sources data.

Primary Sources of Data:

This report has prepared through extensive use of primary data. The primary information's or data's has been collected from group of employees of TNT Express Bangladesh. The sources are as follows:

- Face to face conversation with the employees
- Study relevant files and documents that are provided by TNT.

Secondary Sources of Data:

The secondary data's have been collected from several annual reports, articles, various books, internet, different websites, leaflets, brochures, etc.

Data collection Method and Procedure:

The report has been prepared through following data collection methods.

1. Questionnaire Method
2. Personal Communication
3. Working Experience

1. Questionnaire Method:

For the questionnaire method I first made some questions prepared for the report and asked to some of the employees to get the answers for preparing the report.

2. Personal Communication:

The data has been collected through personal communication to some extent. While working under the sales coordinator I get to know some information by the personal communication.

3. Working Experience:

Most of the data's have been collected through the daily work. As I have worked under the belt of Marketing and Sales department of TNT, it was very helpful for me to collect information about the selling technique of TNT Express Bangladesh.

Limitations of the Study:

Data collection was not that tough but there were some limitations in collecting information.

The limitations are given below:

- Although the permission has been taken but as it's an organization it has some limitations of providing information. It was difficult to make the report as per the requirement.
- As a fresh graduate I have some lacking of collecting information or the procedures of collecting prime information.
- The time three month is not enough for a research or study the whole organization. But I have tried my best to complete my report as per the requirements.

Chapter - 2



The Organization



Background of TNT International Express

TNT International Express has a long and fascinating history of passing more than 250 years in the industry. The root of the company was founded back in 1752 in The Nederland. But it was not known as TNT International Express until 1946 when the company was newly founded and named as TNT International Express on the other side of the world, in Australia. From 1946 to till date, TNT has grown into a global enterprise, even operating with its own aircrafts. Much of this growth has come from takeovers and acquisitions.

TNT's roots are in Australia. In 1946, Mr. Ken Thomas started his own company named Thomas Nationwide Transport (TNT) with a single truck. In less than half a century, the company has grown into a global enterprise. The company delivers more than 3.3 million parcels, documents and pieces of freight a week to over 220 countries using the network of nearly 2409 depots, hubs and sortation centers. TNT International Express operates over 30,000 road vehicles and 48 aircrafts and has the biggest door-to door air and road express delivery infrastructure in Europe (www.tnt.com). TNT International Express employs 1,63,563 staffs worldwide and is the first ever organization to achieve global recognition as “An investor in People”. TNT International is also doing CSR activities as like “Planet Me”, which is a program to reducing emission of the CO₂; another is helping WFP by doing charity with them. TNT International Express has got several awards in this form of business, such as the Most Competitive Logistics Company award, Fortune’s ‘Top Companies for Leaders award, CGI corporate citizenship award, etc.

TNT Express has several types of products all over the world. As the company is progressing each and everyday, there are several changes are coming as like the upcoming products of 10 kg’s and 25 kg’s boxes on special rates.



TNT International Express in Bangladesh

Bangladesh Trade Syndicate Ltd. (BTSL) has started its business in 1980 as representative of TNT International Express. In Bangladesh BTSL is operating seven offices including Chittagong & Khulna. Also BTSL has the own C & F Agent, Agrani Trading Corporation to provide faster service to the valued customers.

TNT Express Bangladesh operates under TNT Express India and Dubai is the headquarter of this region. Though it's operating under the belt of BTSL but its strategies were renovated just before five years when the TNT International first sent their representative as Country Manager in Bangladesh. Then the company was totally reformed with new management and workforce. The company is structured with five divisions respectively Sales, Accounts & Finance, Human Resource, Customer Service, Information-Technology & Operations which are the pillars of the organization. The sales division is the heart of this organization. They play the most important role from which all the activities begin. They are the people who interact directly with the present customers and also look forward to find the potential customers. In TNT Express Bangladesh there are two types of sales team available and they are: The Indoor Sales Team and The Outdoor Sales team. In the Indoor sales team there are three members and in the outdoor sales team there are ten members. There are also two top level Managers, One sales coordinator available. In Dhaka there are ten Sales people, in Chittagong there are two salespersons. The whole country is divided into ten regions or zones where several territory manager works.

TNT Express has several types of products but in Bangladesh there are only two types of product available which are the DOX (Documents) and XPS (Express Parcel Service).

Geographical Location of TNT Express Bangladesh



Vision & Mission of TNT International Express

Vision

Delivering more

- Our vision strongly reflects who we are: ambitious, optimistic, result-oriented individuals working together
- It communicates our confidence that we can always overcome obstacles and achieve our goals
- It is that special mark that allows us to stand out from the crowd

Mission

1. Our mission is to exceed customers' expectations in the transfer of their goods and documents around the world
2. We deliver value to our customers by providing the most reliable and efficient solutions in distribution and network management
3. We lead the industry by:
 - Instilling pride in our people
 - Creating value for our shareholders
 - Sharing responsibility for our world

Key processes of TNT International Express

Customer Facing Processes

- Understanding customer needs
- Delivering on time and in perfect condition
- Winning, keeping and developing profitable customers
- Delivering excellent customer service
- Issuing clean invoices and getting paid

Enabling Processes

- Managing finances, assets and internal control
- Attracting, developing and retaining quality people
- Providing excellent information communication services
- Being a socially responsible and quality company

Stakeholders of TNT International Express

Customers

TNT Express delivers upon its promises to customers and anticipates their changing needs with easy to use products and services together with excellent customer care.

Employees

TNT Express employs capable, enthusiastic and committed people who work together to provide the highest quality of service and care for its customers.

Shareholders

TNT Express maximizes value for its shareholders by producing continuously improving profits.

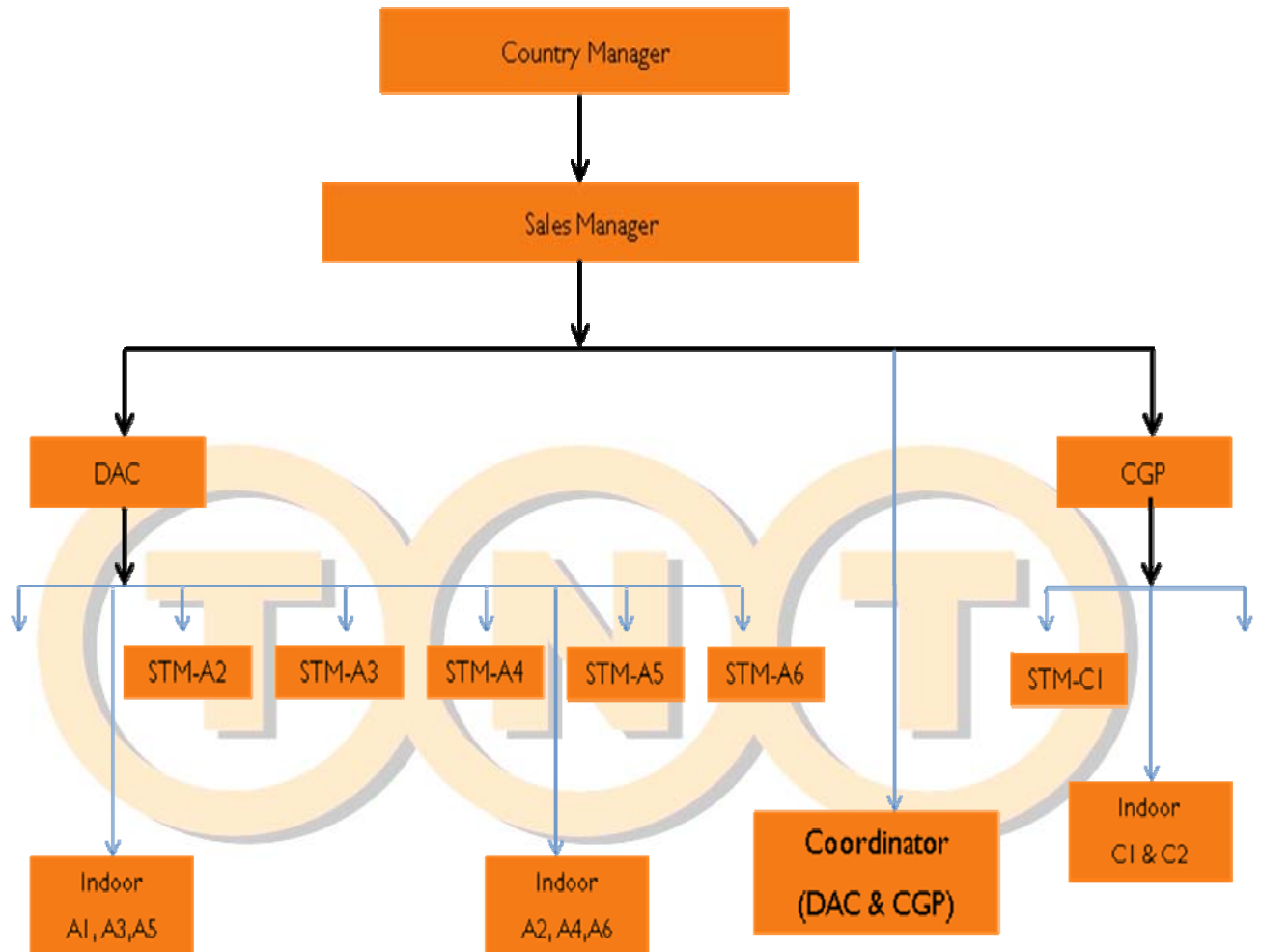
Society

TNT Express aims to be recognized as a responsible member of society, globally and within its own communities, by supporting corporate and local CSR initiatives.

Suppliers

TNT Express builds mutually beneficial partnerships with quality organizations and aim to create long term relationships that helps TNT to achieve its mutual objectives.

Sales Team Structure of TNT Express Bangladesh



Chapter - 3



Job Description

My Responsibilities in TNT Express:

I started my internship in TNT Express on May 17, 2010. During my internship in TNT Express I worked in Sales and Marketing Department. While working in TNT Express I got opportunity to learn and get knowledge of different business activities of the company. The Major issue is that I have learned many important aspects of business like - team work, which organize all business activities for greater interest of providing services to the clients and contribute to generate revenue for the company. The responsibilities I have completed in my placement so far are as follows:



Preparing offer letters for Prospective clients:

From the beginning of my internship I have been working with the sales coordinator to prepare offer letters for the clients. The offer letter is the latter which consists the company's facilities that will be given to the customer if they agree to sign the agreement to do business with TNT International Express. I was involved to work on converting the new tariff chart and zone allocation into one page sheet and take print out of that page in right manner. By doing this I am getting information about our tariff rate which we offer to the respective clients. These rates are so critical and crucial for the company, that any type of mistake will lead the company to loose the client. The rates are provided according to the company's revenue. The larger the clients revenue, the larger the discount on the clients shipments. While working on this issue I always was careful to make and give our offer letter a professional look and reducing as much errors as possible.

Preparing Welcome letter for clients:

Welcome letter is the letter which welcomes the client to the TNT family. During my internship period I use to make it for the clients who signed agreement with TNT Express. It's a procedure of TNT Express to greet their new customers. In the welcome letter the account number is mentioned to the client so that clients can continue their business with TNT. When the clients signs agreement with TNT Express, TNT provides the client with its account number so that TNT can identify the client's shipments and the client can track its shipments upload-unload timing. In this welcome letter the name of the contact persons are given and if there is any difficulty faced by client about the shipments, the client can contact to those contact persons and ask for solutions.

Rate analysis:

Rate analysis is one of the major parts of my responsibilities in TNT Express. The rates are calculated in different ways. Sales coordinator Mr. Razib developed some formulas in excels and those helps us to get the rate when we put the discounts that are offered to the clients based on TNT's basic rate. After the calculation of rates the total amount comes out and it is then send to customers. The rate paper contains rates of 0.5 kg to 20 kg. most of the clients use to send documents and that's why the rate paper contains rates up to 20 kg only and the further information about rates are given below the paper which is been calculated directly based on the base rate given by the management.

5 X 20 Matrix:

The name is very unfamiliar in today's world. The system is also very uncommon of counting clients for counting their company revenue, profits, and lost customers. In this 5 x 20 matrix task I had to make list of 20 clients from whom we are getting our major revenues, from whom we are losing shipments/business day by day, the clients that we lost on previous month, the customer that is about to sign agreement (mentioned by the territory Sales Managers), and the clients those are facing problems with our service. The information's are provided by the sales force and I had to prepare the information's for the Sales Manager for the weekly meetings. After getting the information I had to merge all the information's I got from all the Sales Territory Managers.

Making DAF:

DAF is the short form of Discount Approval Form. This form contains clients summarized information of their business, with whom they are doing their business at present, their address, their revenue, in which countries the client is doing its business, is this the only business of the client or the client have other sister concerns or not. This form has to be filled up properly to get an offer from the company.

Lost Customer List:

This is also very important for the company to keep track of their lost customers. In any form of business clients are the main factor. And lost clients are very difficult to regain, but if we want to regain, we have to keep track of those clients. I was there to look after those customers, who left us. I had to collect all the information's from the Sales Territory Managers and then jot them down to an excel sheet and then to submit it to TNT's Sales Manager Mr. Jahangir.

Launching Marketing Campaign:

Ship2Score Campaign:

In my internship program, I have worked in ongoing marketing campaign Ship2 Score in the sales and marketing Department. For instance in case of the Ship2Score Management I was involved in data entry, evaluation, keeping updates with the Sales people of all the territories, point accumulation and redemption claim letter management. Moreover, I am issuing gift voucher to the Ship2Score clients on the basis of their claims.

Under the new 'ship 2 score' campaign, designed to celebrate TNT Express's 64th anniversary worldwide, customers will enjoy a golden opportunity to collect gifts at Agora, Wall mart, Esquire Electronics and Apex. To this effect, TNT Express and Wall mart signed a memorandum of understanding (MOU). During this period every Tk. 100 billing will earn the customers 1 'goal.' The more the number of the 'goals' is, the higher the value of the gifts will be. This campaign aimed at – Both Existing Customers and New Customers who sign and trade with TNT during this period. The Customers will be informed only through the Sales People. Sales will personally hand over the campaign leaflets to the customers, to people who are the decision makers on Courier Services. Customers have to Send OR Bring in shipments through TNT to win gift vouchers. Customers can win gift vouchers worth BDT 250 to BDT

20,000 and more which they can encase at Agora, Esquire Electronics, Well Mart or Apex Gallery.

Objective of the Campaign:

1. To retain existing business
2. To obtain new business
3. To Lock in New Customers for at least a period of Six Months
4. To increase timely revenue collections

Methodology of the Campaign

Customers need not send any supporting to claim their gifts! Monitoring and points updating will be done by TNT once the Monthly Invoicing is completed. A computerized statement of points accumulated during the previous month will be sent to the customers based on which they can claim their gift vouchers.

100 Taka = 1 Point

Customers can accumulate points for six months or redeem their points every month provided they have at least 100 Points balance at the end of every month.

If customers redeem their points at any time during the campaign, then the points redeemed will be deducted from their total balance.

Redeeming Process

Once customers receive the statements, they can redeem their gifts. The statements will have a Tear off Option at the bottom of the statement which can be sent to TNT. Once TNT Receives the redemption form, Finance will check for balance payments due from the customer and issue the vouchers claimed for.

Vouchers will only be handed over to Designated Staff at Customers who have been assigned to receive the Vouchers. Vouchers should be delivered to customers with a signed receipt for the same.

Using the Vouchers

Customers can then redeem these vouchers from any of the Agora, Apex Gallery, Esquire Electronics or Wall Mart outlets in Bangladesh for the face value of the voucher at least (TNT Leaflets).

For E.g. - If a customer has a gift voucher for Taka 500, he can buy goods and merchandise from any of the above companies for Taka 500 or more.

If he purchases for more than BDT 500 he has to pay the balance at the counter at the time of purchase itself.

If he purchases for less than BDT 500 then he will not get the balance refunded either by TNT or any of the retail partner.

Customers will get gift vouchers in the denomination of BDT 250, 500 and 1,000 which they can encase at any store they like.

Rewards Scheme:

Customers would be rewarded based on the following mechanism –

For every 100 Taka billing a customer would stand to get 1 Point. Be it for Document or Non Document or Import Revenue. The customer needs to trade at least a minimum level for him to enable claim a gift at the base level. The levels are as follows –

- 100 to 200 Points – Gift Vouchers worth Taka 150
- 201 to 500 Points – Gift Vouchers worth Taka 450
- 501 to 1000 Points – Gift Vouchers worth Taka 800
- 1001 to 2000 Points – Gift Vouchers worth Taka 1500
- 2001 to 3000 Points – Gift Vouchers worth Taka 3500
- 3001 to 4000 Points – Gift Vouchers worth Taka 5000
- 4001 to 5000 Points – Gift Vouchers worth Taka 7500
- 5000 Points to 10000 Points – Gift Vouchers worth Taka 12500
- 10000 Points Plus – Gift Vouchers worth Taka 20,000

Other terms and conditions of the campaign

The following conditions would apply for this scheme –

1. The Duration of the scheme would be from 1st July 2010 to 31st December 2010.
2. The scheme is open to all existing TNT Customers in Bangladesh who have a credit



3. Account in good standing and any new customer who opens an account with TNT during this period.
4. The scheme is open only to companies and not to any individuals.
5. The scheme is not applicable to Wholesalers or agents of TNT or to any of their customers.
6. Only the Net Revenue billed with TNT in BDT payable by the customer in Bangladesh during this duration would be considered for the purposes of point's accumulation. Export Receiver Pays Revenue would thus not qualify for this scheme.
7. Customers should not have any outstanding with TNT at the time of redeeming their gifts and TNT reserves the right to withhold the gifts if customers have outstanding against their accounts.
8. TNT will not be liable for the quality of the gifts purchased from the above stores and the quality of the goods and services purchased from the suppliers will remain the sole responsibility of the suppliers themselves.
9. Customers are at liberty to claim gift vouchers at any time between the 31st of July and the 31st of December during the period of this campaign provided they have at least the base level points in their account.
10. If customers wish to encash the points at any time before the end of the campaign, then the points encashed would be deducted from their balance which will be reflected in their next statement.



11. Gift Vouchers would be sent / handed over only in the name of the person who has been designated by the company to receive these gifts.
12. Any disputes / claims will be subject to the jurisdiction of the courts of Dhaka only.
13. Student Pak Shipments will not qualify for this campaign.
14. If a customer is using TNT for both Imports and Exports, then he can club both his Import and Export Revenue for the purposes of point's accumulation.
15. Customs Duties, Handling Charges, Clearance Charges for Import Shipments paid to TNT or its Sister Concern M/S. Agrani Trading Corporation would not qualify for this scheme.

Benefits expected from the campaign

1. This campaign would Boost Sales Performance
2. This campaign would Help get new customers loyal to other courier companies
3. This campaign would Increase share of business from existing customers
4. This campaign would Help in timely collections of payments

The Ship more to win more campaign:

I have worked in ongoing marketing campaign Ship more to win more in the sales and marketing Department. For instance in case of the Ship more to win more Management I was involved in data entry, evaluation, keeping updates with the Sales people of all the territories,

point accumulation and redemption claim letter management. Moreover, I am issuing gift voucher to the Ship more to win more clients on the basis of their claims.

Introducing “student pack” unique service:

Recently TNT Express introduced a special service for students who want to send admission application to the different foreign universities. TNT Express provides services to the students under this student pack service, the rate of which is comparatively lower than other rates. For the student pack service the company do direct contacts with the colleges, universities and other educational consultancy firm. The Country Manger of TNT Express visit different Educational Institute for promoting this service for students. Only applications to the foreign Universities/colleges would be accepted as a student pack consignment. Students are required to display his/her valid ID card at the time of the consignment.

Mail Merge for Eid Cards:

According to our Country Manager’s lessons to create mail merge, I have successfully completed mail merge for other territories like – A1,A2, A3,A4, A5, A6, A7, A8 and Chittagong and taken printout into the envelope and send those Eid cards to the respective clients with the help of POD’s. This took long hours to merge all these mailing addresses. After printing all these addresses in envelopes I put cards on those envelopes and after the completion of the work I send these envelopes to the territory sales managers respectively.

Organize the Client database of Chittagong:

During my internship in TNT Express, I have assisted to create clients database of Chittagong. In this process we scanned visiting cards and stored data into database software for further use. It took longer hours to create this database. This database system will give the instant location of our clients and if any

thing necessary we'll get it from our database, the contact information and also in which zone the client is from, so it will be easy for us to trace down the client.

Developed TNT Express Employees Database:

As per the instruction of manager of Human resource, I have worked on developing an employee's database of TNT express. Where we have included information field containing:

Emp . ID No.	Employee Name	Joinin g Date	Designatio n	Educatio n	Insured Amount	Medica l	Date of Birth	Remark s
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To complete this database we had collected information regarding each of the fields directly from the respective employees. We have developed a form and send that to the employees for all TNT branches including Chittagong. After filling up that form they returned us and we entered the data into the excel database system.

In future this database will help management to find information of TNT employees easily and quickly. As TNT has started its new journey so, it's very necessary for them to collect all important information about their employees. TNT has just established their HR department so it was difficult for them to do lot of thing single-handedly. They asked for my contribution and me and my department agreed to their proposal.

Maintaining Customer Files:

Maintaining the customer files was one of my major responsibilities in TNT Express. TNT had 500 plus customers when I joined, and during this three months customers has grown tremendously. I am responsible in TNT for maintaining all these files. The files contain all the information regarding our contracts with the clients. At the very beginning the files were very much unorganized and I start working on it and managed to organize these files in alphabetical order and also made several shelves for maintaining those files.

Participation in New Process Implementation:

Developing Sales Ledger:

I worked in developing sales ledger on both export and import sector of the company. I assisted TNT's Sales Coordinator Mr. Md. Razib on developing the ledger. Previously the ledger use to carry several pages of the excel files. But the system now developed is much easier and contains only one page for keeping the data's of the whole organization. Export and Import data is containing one page. After getting the list from the billing department I use to put the collected revenues to the respected company's excel file. Then I use to put the structured data in the ledger of the selected month.

New Product Development:

During my internship period I assisted TNT's Sales coordinator Mr. Md. Razib to develop some advertisements of TNT Express. I use to be the proofreader there. Mr. Razib asked for my coordination on his projects of launching some quality advertisements. In those advertisements I use to cross check the sentences, the designs, etc.

Inventory Management:

During my internship in TNT Express I use to keep track of the gift items which TNT used to give to their clients. Almost everyday TNT's Sales Territory managers use to take some gifts to impress their clients. As it is directly mentioned in TNT's standards that sales people cannot bribe their clients to have more business from them as like other companies. So the sales team uses to give gift items provided by TNT International. The gifts that sales people of TNT use to give are as like coffee mug, TNT Notebook, TNT Slip pad, TNT T-shirt, TNT Pen, etc.

Mailing:

Mailing was another responsibility of mine during my internship period. I use to mail all the sales territory managers about any news regarding sales from the head office. I also use to mail my stuffs to my reporting officer Mr. Md. Razib.

Chapter - 4



Project

The term marketing is a vast topic to discuss. It has several sectors and those sectors are also very much elaborately described. Each and every organization have planned differently for marketing of their organization. The marketing mix contains all the parts needed to market a product or service properly. It is given here briefly below:

Product:

A tangible object or an intangible service that is manufactured on a large scale with a specific volume of units. Intangible products are service based like the tourism industry & the courier service industry or codes-based products like cell phone load and credits. Typical examples of a mass produced tangible object are the motor car and the disposable razor. A less obvious but ubiquitous mass produced service is an operating computer system. Packaging also needs to be taken into consideration.

Price:

The price is the amount a customer pays for the product. It is determined by a number of factors including market share, competition, material costs, product identity and the customer's perceived value of the product. The business may increase or decrease the price of product if its competitors have the same product.

Place:

Place represents the location where a product can be purchased. It is often referred to as the distribution channel. It can include any physical store as well as virtual stores on the Internet. Place is not exactly a physical store where it is available Place is nothing but how the product takes place or create image in the mind of customers. It depends upon the percievedness of customers.

Promotion:

Promotion represents all of the communications that a marketer may use in the marketplace. Promotion has four distinct elements: advertising, public relations, personal selling and sales promotion. A certain amount of crossover occurs when promotion uses the four principal elements together, which is common in film promotion. Advertising covers any communication that is paid for, from cinema commercials, radio and Internet adverts through print media and billboards. Public relations are where the communication is not directly paid for and includes press releases, sponsorship deals, exhibitions, conferences, seminars or trade fairs and events. Word of mouth is any apparently informal communication about the product by ordinary individuals, satisfied customers or people specifically engaged to create word of mouth momentum. Sales staff often plays an important role in word of mouth and Public Relations.



TNT express BD also has their own marketing mix for their organization. This marketing mix is given below:

Product:

The products of TNT express are of different types. These products have given them good position in the market all over the world. Though all the products are not available in our country but they try to cover most of the clients with their existing product in the country (TNT Annual Report).

Product & service offerings in TNT Express Bangladesh:

Special Express

Delivery to specification

TNT Express Special Services provide a range of flexible solutions to meet any requirements that cannot be satisfied by TNT's network services. Our solutions are tailored to the specific needs of our customers, so if next day delivery is just not fast enough, you want to outsource archiving and mailroom management, you need to charter an aircraft, or you need a repair and return service, or specialized transportation, all available 24 hours a day, 365 days a year, TNT Express Special Services are here to help the clients (TNT Brochure).

9:00 Express

Deliver before 9:00 am

9:00 Express offers a guaranteed delivery before 9:00 am on the next business day to major cities worldwide for documents and within the European Union for both documents and non documents. Consignments can weigh up to 210 kilos. Customs clearance and goods in transit insurance up to the value of Euro 2,500 per consignment are included. The sender receives an automatic confirmation of delivery and a money back guarantee is provided in case the consignment is not delivered before 9:00 am. The 9:00 Express service is available for both export and import shipments.

12:00 Express

Delivery before 12:00 noon

12:00 Express offers a guaranteed delivery before 12:00 noon on the next business day to major cities worldwide for documents and within the European Union for both documents and non documents. Consignments can weigh up to 500 kilos. Customs clearance and goods in transit insurance up to the value of Euro 2,500 per consignment are included. The sender receives an automatic confirmation of delivery and a money back guarantee is provided in case the consignment is not delivered before 12:00 noon. The 12:00 Express service is available for both export and import shipments.

Global Express

Delivery before end of local business hours

Global Express offers delivery before the end of local business hours on the next business day to almost every destination worldwide for both documents and non documents. Consignments can weigh up to 500 kilos. Customs clearance is included. Goods in transit insurance, prioritized handling and confirmation of delivery are also available on request. The Global Express service is available for both export and import shipments.

Economy Express

Delivery for less urgent shipments before end of local business hours

Economy Express offers delivery for less urgent non document shipments to over 75 countries worldwide within 2 or 3 business days. Consignments can weigh up to 7000 kilos within Europe and 500 kilos in the rest of the world. Customs clearance is included. Goods in transit insurance, prioritized handling and confirmation of delivery are also available on request. The Economy Express service is available for both export and import shipments.


A comprehensive range of fast and reliable on-demand express delivery services

TNT Express aims to be the fastest and most reliable provider of on-demand express delivery services in more than 200 countries. The comprehensive range of services offered by the company satisfies the growing need for time definite door-to-door express delivery of documents, parcels and freight. TNT Express defines ‘express’ as an on demand integrated service that provides customers.

Student Pack Promotion

Recently TNT Express introduced a special service for students who want to send admission application to the different foreign universities. TNT Express provides services to the students under this student Pak service. For the student Pak service the company do direct contacts with the colleges, universities and other educational consultancy firm. The Country Manger of TNT Express visit different Educational Institute for promoting this service for students. Only applications to the foreign Universities/colleges would be accepted as a student pack consignment. Students are required to display his/her valid ID card at the time of the consignment.

Service advantage that TNT provide:

- 
- Time or day definite delivery
 - Door-to-door collection and delivery facilities
 - International customs clearance
 - tracking facilities by Web, E-mail, SMS
 - Dedicated help line (9890430) for customer care.
 - Special packaging for the safety of the document.

Price:

Price is one of the most important factors of this type of service sector. As TNT is competing with DHL, FEDEX and Aramex, and these are the giants of the industry, price really matters for doing business against them. The price which TNT is offering is quite good and reasonable. The price is calculated by comparing the delivering cost of the weighted products and the price charged by the competitor. The pricing team decides with the help of management that what price they are going to charge for per kg shipment. The count starts from 0.5 kg till the companies level best.

Place:

Place is not something to mention here because the business is widespread all over the world. TNT has covered 220 countries all over the world to reach their clients' destination. TNT express Bangladesh is one of the major destinations of TNT international. They have divided the world in their own way, in which Dubai is the reporting zone for the sub-continental countries. Bangladesh reports to Dubai but they go to Dubai via India. So, for the sub-continent the setting is like this.

Promotion:

Promotion is one of the major concerns for today's business. TNT express is doing their business through different paper ads, magazine ads, etc. There is another way of promotion they are using which are the campaigns they are doing with their clients. They have launched several campaigns for their clients as like the ship2score; ship more 2 win more, etc.

Making success in this industry is very much difficult, because of the strong competitors and their different strategies. But to stay in the market TNT Express also implements several techniques. To stay in the market, maintaining sales force is very much important. Now a day all the companies have taken sales force management quite seriously and it is one of the key factors of company's success all over the world. TNT Express also focuses on the sales force management for their success in the market. To maintain the sales force there are some common procedures that they follows or have to maintain, those are discussed below:

Designing Sales Force Strategy and Structure:

A company can divide its sales force according to its products. The decision is simple to take; if the company sells only one product line to one industry with customers in many locations, in that case the company would use the territorial sales force structure. Same thing goes for TNT Express because; they are also in the same category.

Territory Sales Force Structure:

In the territory sales force structure each sales person is assigned to an exclusive geographic area and sells the company's products or services to all customers in that territory. TNT Express also has their territory sales managers to manage their business in several territories. TNT express have ten territory managers for their territories. The structure of TNT's sales force is given below:

Sales force structure of TNT Express Bangladesh (TNT Annual Report):

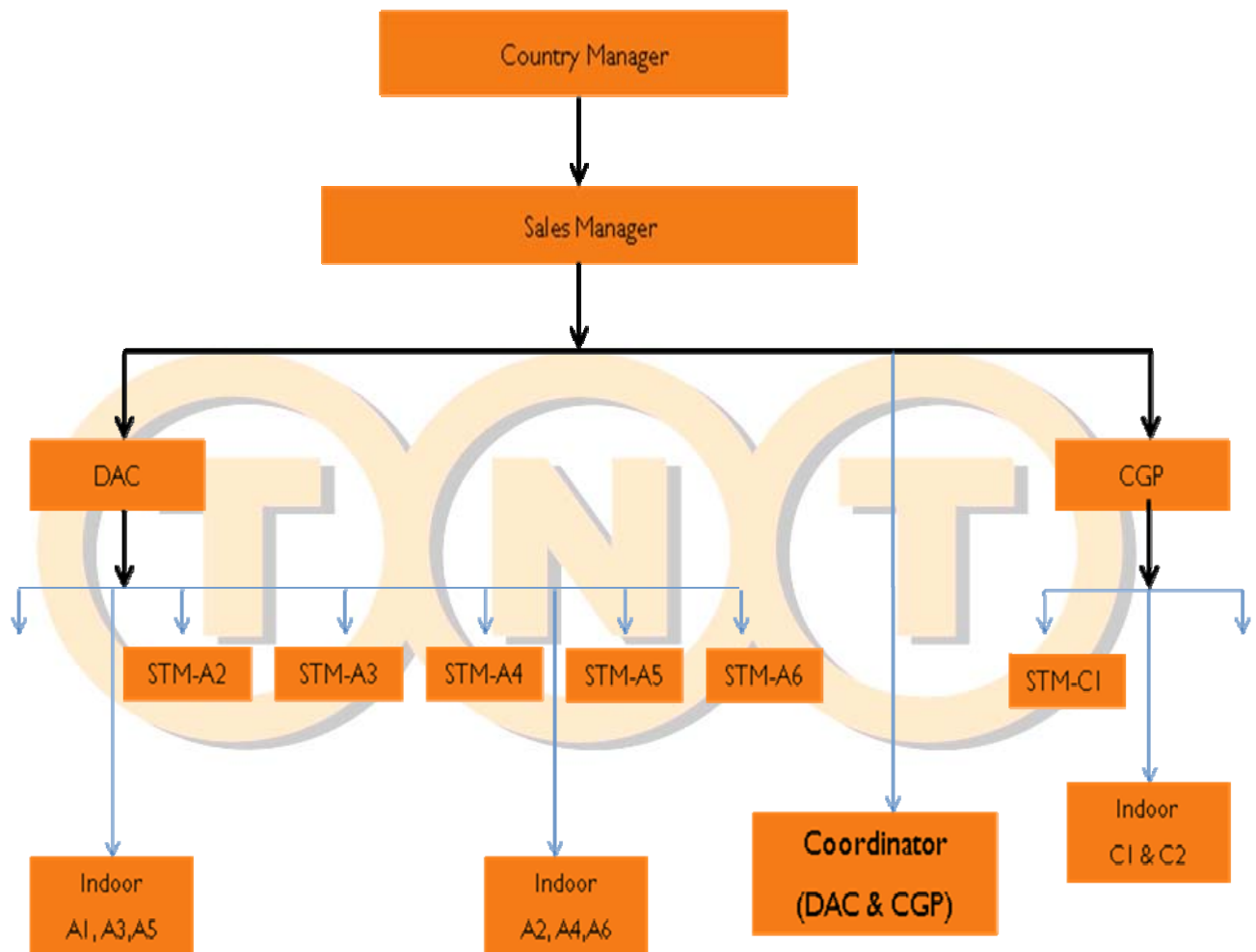


Figure: Sales Force Structure of TNT Express Bangladesh

The strategies for several companies are decided by their sales force structure.

Recruiting and Selecting Sales people:

At the heart of any successful sales force operation is the recruitment and selection of good salespeople. TNT is very much alert about recruiting and selecting salespeople. They follow several interviews before recruiting a sales person.

Training Salespeople:

Training salespeople is very much important for all the companies. TNT express focuses very much on top class training for their employees. The management organizes different training program for their employees. Sometimes the trainers come from different part of the world.

Compensating Salespeople:

To attract good salespeople, a company must have an appealing compensation plan. Compensation is made up of several elements- a fixed amount, a variable amount, expenses, and fringe benefits. TNT offers a handsome amount of compensation to its employees. Recently it took some sales people from one of its competitor by convincing them through its compensation policy.

Supervising and Motivating Salespeople:

To make a good business the companies needs to motivate their sales force by taking different initiatives and also supervising them to do better in sales. TNT Express also take initiatives to motivate their sales peoples by giving different offers as like if any one who will



bring highest amount of clients in the mentioned week, that person will be awarded with a handsome amount. Also there are yearly trips or tours for the employees to freshen-up.

Evaluating Salespeople and Sales-Force Performance:

Evaluating sales force is very much important and TNT does it in regular basis. By the evaluation they are able to know about the company's market condition. So, it's very much important for them to judge their employees performances.



Different Selling Techniques used by TNT Express:

TNT express is using different selling techniques for making their sales. Among those techniques one of the major techniques is AIDA. AIDA is such an important selling technique that most of the organizations are following this technique.

AIDA is a short form of Attention, Interest, Desire, and Action. These are the different steps that TNT salespersons use to convince their clients. These things are briefly discussed below:

Attention:

Attention means that the sales person should first attract the attention of the client. TNT sales persons first try to attract their customer's attention by offering different features of the product so that they can impress the prospect clients.

Interest:

Interest is another factor of AIDA technique which raises customer interest by focusing and demonstrating advantages and benefits (instead of focusing on features, as in traditional advertising). TNT sales people try to impress their clients by focusing on by talking about interest growing topics.

Desire:

Desire is one of the four factors of the AIDA concept which is use to convince customers that they want and desire the product or service and that it will satisfy their needs. The sales people need to convince their client's wants and desire by convincing that their clients need these things.

Action:

Action is the last part of AIDA concept which leads customers toward taking action and or purchasing the product. A sales person needs to convince their clients in a way, so that their clients will be attracted to buy the product.

There are also some other techniques that TNT uses, that I will be discussing through the report.

TNT Express divided their sales force into two parts one of them is indoor sales and another is the outdoor sales. These two parts also have different techniques to convince their clients and sell the companies products.

Selling Techniques Used by the Indoor sales team:

Different selling technique is used by the TNT Express indoor sales team. These techniques are used in several organizations for making business over the phone (TNT Sales People). These are:

- Use the Advantage
- The First Impression
- Do Their Home Work
- Watch for the Language and Body Language
- Always Ready With Positive Examples

Use the Advantage:

At first the indoor sales persons have to make sure that they will be presenting the advantages that the clients will have by using TNT's service. The sales person needs to make every point clear to the prospect client by giving all the information about their advantage of having the product.

The First Impression:

The first impression is always important. TNT Express employees always focus in it. They believe that the first impression can bring them a business. They believe in professionalism, which leads them to be good with clients always and they try to impress the customer in first call. They always try to convince the customers with their first call. If the sales people are



able to convince their client with their first call then it's easier to get the clients full business because in this industry every client uses more than one courier service.

Do Their Home Work:

Indoor sales peoples of TNT Express always prepare them perfectly to call and convince their customers. Its very important to prepare themselves before they make a call. There should be no gap of information between the client and the sales person.

Watch for the Language and Body language:

Its one of the most important thing that the sales person should be taking care of. The language that the sales person is using should be very much presentable and formal. The prospect client must understand what the sales person is talking about. The sales person should make the prospect client understand about the whole subject. The sales person must not talk in a language that looks odd to the prospect client.

Always Ready with Positive Examples:

The sales person of TNT Express is always ready with positive answers for clients query. It's a good positive manner of doing business and internationally renowned technique. The client will have lot of queries and the sales person needs to be patience and give the answers correctly and all the answers will need to be in positive manner and if needed give positive examples to the client so that company can win the clients business.

The indoor sales force follows their techniques to convince their clients. The outdoor sales force is also there to make sales but not all the things are same there. The outdoor sales

people make their sales by following different personal selling techniques (TNT Sales People). The sales techniques are:

- Prospecting and Qualifying
- Pre approach
- Approach
- Presentation and Demonstration
- Handling Objections
- Closing
- Follow-up

Prospecting and Qualifying:

This is the first stage of personal selling of a sales person in which the sales person identifies the qualified potential customers. TNT Express outdoor sales persons first select the panel of prospect clients by moving around their regions. Approaching the right potential customer is crucial to selling success. The sales person sometimes gets news from the leads but not all of the informed clients are good. The sales people must be able to pick up the qualified clients. The sales people must look to all over the prospect clients conditions to find out whether they will be able to pay or not, whether the client has a good volume for our business, etc. TNT sales people get training for looking over this things and making business for the company.

Pre Approach:

Before calling on a prospect the sales person must learn as much as possible about the organization and its buyers. This step is known as pre approach. This step is very much

important to select the customer. In this step the sales person takes the information of the company or organization that, what the organization needs, who is involved in the buying, etc. Then its buyers characteristics, and buying style, etc. The sales person should gather information of what may suit to the customer. TNT sales person always follow the procedures mentioned here. As it is mostly followed it brings success for TNT also.

Approach:

The step approach denotes us about the way that, how the sales person should meet and greet the buyer and get the relationship off to a good start. This step involves the sales person's appearance, opening lines and the follow-up remarks. TNT sales persons are always ready with positive attitude about their clients. They are very careful about their clients and their need and wants. The opening lines are very much positive to build goodwill from the beginning of the relationship. The sales persons follow this opening as it might drive them to some key questions to learn more about the customers needs or by showing a display or sample to attract the buyer's attention and curiosity. Listening to the customer is always a key issue which the TNT management always tries to tell the sales people during the training sessions.

Presentation and Demonstration:

During the presentation step of the selling process, the sales person tells the product story to the buyer, presenting customer benefits and showing how the product solves the customer's problems. Today's buyers want solution from the sales person not sweet talking or smiles. The clients want sales persons who listen to the customers concerns, understand their needs and respond with the right products and services. TNT sales persons are always prepared with the presentation for their clients. Convincing the customer mainly depends on this part of the selling process. TNT sales persons are trained to have patience and always to listen to their clients first. That is one of the reasons for TNT Express's success in the industry. The clients always dislike sales persons who are pushy, late, unprepared or disorganized. TNT sales persons are trained in these matters so that they can cope to their client's needs and wants.

As the product is parcels and logistics so there is no option to demonstrate the product. The service works, as the clients receives it in time. Being in time is a great challenge for all the organizations and it's a great achievement to satisfy the customer through the service.

Handling Objections:

Customers almost always have objections during the presentation or when asked to place an order. The problem can be either logical or psychological, and objections are often unspoken, so the problems could rise from any where. In handling objections, the sales person should use a positive attitude. TNT management prepares the sales team in such a way that they are expert in handling objections. The sales persons take the opportunity as the way of providing more information and turn the objections into reasons for taking the service.

Closing:

After handling the prospects objections, the sales person tries to close the sell. Some sales person couldn't find it easy to close the sale. They may lack confidence, feel guilty about asking for the order, or fail to recognize the right moment to close the sale. TNT management trains their sales person about learning the signals of closing a sale from the buyer, including physical actions, comments and questions. Sales persons can use several closing techniques. The sales person can ask for the order, the sales person can ask the buyer to review the point of agreement; can ask the buyer that whether the buyer wants this model or some other one or the buyer will lose if the person does not take it right now.

Follow-Up:

This is the last step in the selling process in which the sales person follows up after the sale to ensure the customer satisfaction and repeat business. Right after closing, the sales person should complete any details on delivery time, purchase terms, and other matters. The sales person schedules follow-up calls to clients when the orders starts coming. The sales person also makes regular visit to all the customers to maintain a regular continuous business. Sales persons are trained regularly by the management.

My Opinion:

I have developed my report based on the marketing and sales department of TNT International Express Bangladesh. During my internship period I personally talked to some of the TNT sales people to get my desired result for the report and I found some of them were very with the procedures and some were asking for a bit different things. The techniques trained by the TNT management are quite common and also attractive to some extent. The management should implement some more different techniques and they can also talk to the dissatisfied employees to know about their wants. But all over what I found during preparing the report is, TNT Express treats their employees quite fairly and their turnover rate is very low due to employee satisfaction. So, at the end I can say it is a very good organization for new comers.

Chapter - 5



Conclusion

Findings:

Bangladesh is an emerging market for this logistics parcel and courier business sector. Most of the renowned international brand names have arrived in Bangladesh. So, its becoming competitive day by day. During the making of this report I personally came up with some findings that could help the organization to develop more.

Threats:

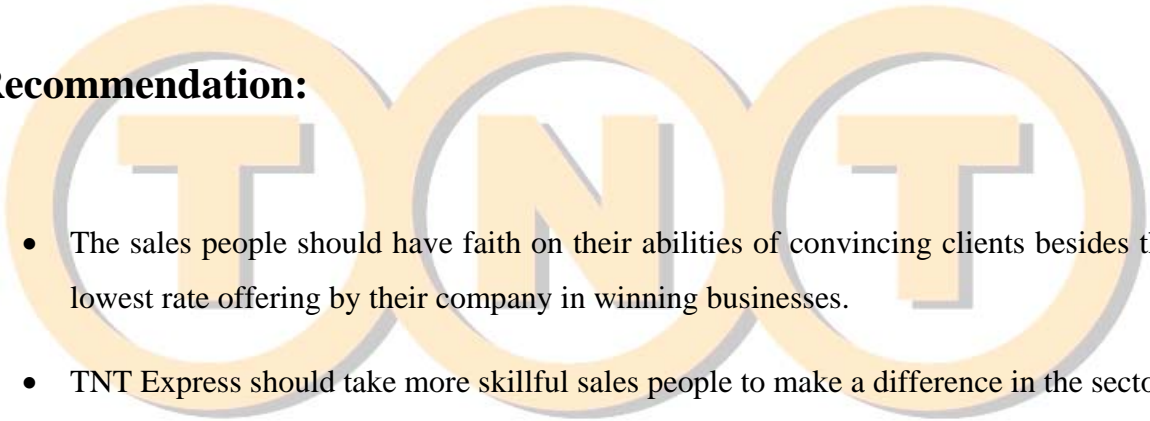
There are several threats have found during the observation. Those are given below:

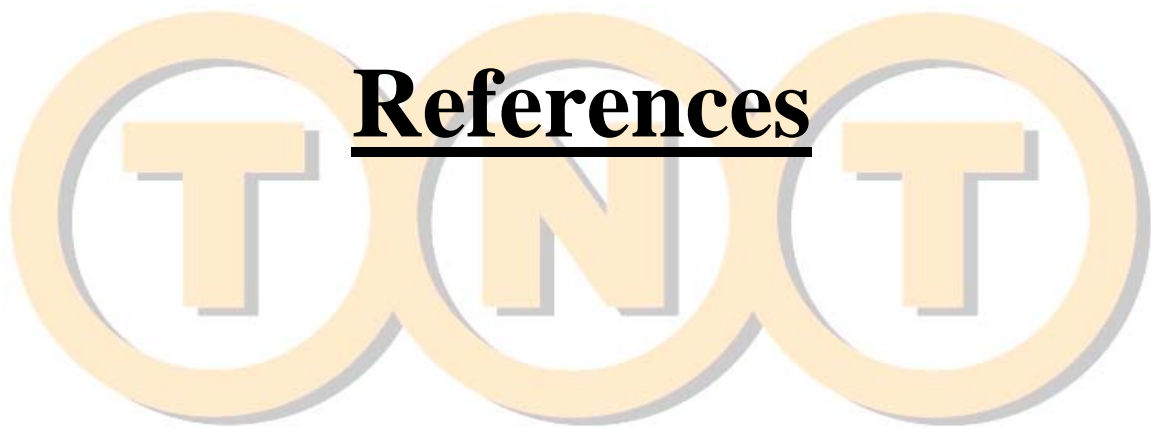
- a. Competitors:** The competitors are the real threat for TNT Express. As it is a growing market the competitors are challenging TNT with their different techniques and launching different products in the market. DHL, FedEx, Aramex, UPS are their major competitors and among all these DHL is the market leader.
- b. Saturation:** The market saturation is another major threat for TNT Express. As different new companies are entering in the market and the market shares are been divided among all the companies, the market is been saturated day by day.
- c. Terms and Conditions:** TNT Express itself has created some barriers to its business through its company terms and conditions. They have introduced a new apparel box and the conditions regarding the box made difficult for the customers to buy that box.

Opportunity:**Rate:**

Rate is the only strong point what I got as the opportunity during my observation. TNT Express goes with the rate against their competitors. The rate is low in most of the cases they are offering to take business away from the competitors.

Recommendation:

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- The sales people should have faith on their abilities of convincing clients besides the lowest rate offering by their company in winning businesses.
 - TNT Express should take more skillful sales people to make a difference in the sector.
 - TNT Express should arrange more training sessions for their employees.
 - TNT Express should open new branches all around the country.
 - TNT Express should improve their delivery and pick up service.
 - TNT management should lessen their paper work by implementing the web based network system.

A large, semi-transparent watermark of the TNT logo is centered on the page. The letters T, N, and T are contained within three overlapping orange circles. The word **References** is superimposed over the middle circle of this watermark.

References

Reference:

<http://www.tnt.com>

A global portal for TNT Express.

TNT Express Bangladesh

http://www.tnt.com/express/generic/en_bd/site/home.html

TNT Brochure

TNT Leaflets

TNT Annual Report

Annual report 2006

Annual report 2007

Annual report 2008

Annual report 2009

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