



Internship Report

On

**Assessing the Influence of Salesforce Capabilities on B2B Client
Satisfaction in Glass Industry: A Study On Akij Bashir Group**

Supervised By

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Session: 2022-23

Master of Business Administration

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Date of Submission: June 29, 2025

**Department of Marketing
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Letter of Transmittal

Mahfuzur Rahman

Assistant Professor

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Subject: Submission of the Internship Report.

Dear Sir,

With due respect, I would like to present this internship report which I prepared as a requirement of my MBA program entitled as “**Assessing the Influence of Salesforce Capabilities on B2B Client Satisfaction in Glass Industry: A Study On Akij Bashir Group**” I am delighted to work under your guidance and supervision in my internship report. While I am in the learning curve, this internship report has allowed me to gain useful insights that will help me shape my future efforts.

I have tried my level best to complete this internship report with regard to the necessary specifications. This report really helps me to understand the difference between practical and theoretical knowledge implication in this field. However, if any explanation is needed, I would be honored to do so. Please accept this humble effort to put forward my research and findings on the subject.

Yours Sincerely,

Md. Fahad

ID: 22307011

Session: 2022-23

Master of Business Administration

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Declaration of Student

I hereby declare that the internship report on **Assessing the Influence of Salesforce Capabilities on B2B Client Satisfaction in Glass Industry: A Study On Akij Bashir Group**” is prepared solely for the as requirements of the Master of Business Administration (MBA) degree and embodies my own practical and individual research work prepared under the close supervision of Mahfuzur Rahman, Assistant Professor, Department of Marketing, Comilla University.

I also confirm that the work referred to in this study is original and that no part or all of the research report has been submitted to any other university or institution for any degree or award, or other reason.

Md. Fahad

22307011

Session: 2022-2023

Master of Business Administration

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Declaration of Supervisor

I'm very pleased to declare that this internship report on **Assessing the Influence of Salesforce Capabilities on B2B Client Satisfaction in Glass Industry: A Study On Akij Bashir Group**". was carried out by Md. Fahad, Student ID: 22307011, Session: 2022-23 as part of the Master of Business Administration (MBA) degree from the Department of Marketing, Comilla University. I have supervised him throughout the preparation of this internship report.

I hereby accept his internship report & wish him every success in completing his MBA program.

.....

Mahfuzur Rahman

Assistant Professor & Supervisor

Department of Marketing

Comilla University

Acknowledgment

At the very beginning, I would like to express my deepest gratitude to the Almighty for giving me the strength and courage to complete the report within a given time. I had to take the support and encouragement of some respected people to do my research, who deserve my deepest gratitude.

I would like to express my gratitude to my supervisor, Mahfuzur Rahman, Assistant Professor, Department of Marketing, Comilla University, for providing me with strong guidance over a number of consultations on my research. Thank you for your patience, your inspiration, your passion, and your tremendous knowledge. His encouragement has helped me during my study and writing of this internship report. I could not have dreamed that I would have had a better consultant and mentor for my internship report. I would also like to extend my sincere gratitude to all those who have directly and indirectly guided me through the writing of this internship report.

My appreciation also goes to the concerned authority of Akij Bashir Group (Chittagong Territory Office), who gave me the privilege to do an internship in their company. It will be an honor, and I would feel proud to thank Zaber Chowdhury, Senior Regional Manager, Chittagong Branch office, for his supervision in the organization. I have received his endless help, support, and guidance in assigning me work and helping me to accumulate information for completing my report.

Md. Fahad

Student ID: 22307011

Session: 2022-2023

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Appointment Letter



Ref No : AGIL/HR/Offer of employment/2025/130918
Date : 24-April-25

Md. Fahad

Present Address : Salmanpur, Court Bari, Comilla Sadar Upazilla - Dakshin, District: Comilla - 3503
Permanent Address : C/O Salamat Ullah, Holding no: Sonar Para, Ukhiya, District: Cox's Bazar - 4750

Offer Letter

Dear Mr. Fahad,

Congratulations!

Based on your interview with our management, we are pleased to offer you the position of "Territory Officer, (Sales)", at the Akij Glass Industries Limited., (AGIL), a business unit of AkijBashir Group. Your Appointment Letter will be issued at the time of your joining.

You will receive a monthly salary, allowances, and admissible benefits as specified in the Recruitment Approval Document, mutually agreed upon by both the parties.

Please report to Emdadul Islam of Group HR on or before 05 May, 2025 which will be your date of joining at AkijBashir Group.

You are advised to bring the following documents on the date of your joining:

1. Academic Certificates (Photocopy & Original)
2. Photocopy of NID / Passport (Photocopy & Original) - 2 copies (Own) and 2 copies (Nominee)
3. Release Order & Acceptance letter of the previous organization
4. Experience certificate of the previous organization
5. Passport Size Photo- 4 copies (Own) and 2 copies (Nominee)
6. Hardcopy of the Updated CV with Blood Group
7. Photocopy of Blank Cheque for the Bank account number purpose
8. Tin Certificate & recent employment Pay/Salary Slip
9. Photocopy of your recent Utility bill

Please sign the enclosed copy of this letter and return it to me to indicate your acceptance of this offer within **three (3) day** after receiving this Offer of Employment. Also, please collect copies of all the documents mentioned above for onboarding.

AkijBashir Group reserves the right to amend / cancel all or any part of this Employment Offer Letter - if and when needed.

Sincerely,

Md. Younis Mamun
Manager, Group HR

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Accepted by:

Fahad
Md. Fahad

PART OF
AKIJBASHIR

Executive Summary

The glass industry plays a crucial role in meeting the aesthetic needs of consumers. Companies, especially in developing economies like Bangladesh, are having a hard time understanding the sales force capabilities factors that influence Clients' Satisfaction in this industry. Akij Bashir Glass, as a market leader, is always looking to better understand clients' satisfaction to improve its position in the market. This study aims to explore the key sales capabilities factors driving clients' satisfaction in the glass industry, focusing on Akij Bashir Glass as a research study. A comprehensive survey was conducted using a structured questionnaire, collecting data from a diverse sample of 80 glass stakeholders from different regions of Bangladesh specially Chittagong and Cox's Bazar. Collected data is analyzed using statistical techniques to identify trends and drivers that are important to clients' satisfaction. This study obtains a quantitative analysis method interpreted by descriptive research design. Non-probability convenience sampling technique was used. To gather the data from the respondents, a self-administered questionnaire was generated for the both face to face data collection in offline and the link was uploaded in 'Google form' and send to email via online. Data were collected for four weeks. Descriptive analysis has been used to identify their demographic profile such as frequency, percentage and so on. Factor analysis, reliability test was carried out using SPSS version (25). Factors such as Product Knowledge, Negotiation Skills, Relationship Management, Prompt Communication, Follow-Up Services, Professionalism of Sales Representatives were taken into account in the analysis. The results reveal valuable information that will help Akij Bashir Glass and other industry players better understand customer expectations about Salesmanship. By aligning their marketing strategies with these clients' satisfaction, companies can effectively train up their sales force and improve customer satisfaction, thereby strengthening their presence in the market. This study is a valuable resource for glass industry sales professionals, helping them make informed decisions about self-development, improvement sales capabilities, and an overall sales-centric strategy to maintain remain competitive and respond effectively to customer requirements.

Keywords: B2B Clients' Satisfaction, Product Knowledge, Negotiation Skills, Relationship Management, Prompt Communication, Follow-Up Services, Professionalism of Sales Representatives.

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Chapter One: Introduction

1.1 Preamble

The glass industry in Bangladesh has become increasingly significant in recent years, driven by rapid urbanization, infrastructure development, and growing demand for modern architectural designs. Glass is no longer considered just a structural element but is now a key feature in enhancing aesthetics, safety, and energy efficiency in both residential and commercial spaces. As the construction sector in Bangladesh continues to expand, the need for high-quality glass products has also increased substantially, leading to heightened competition among local manufacturers. Among the key players in the industry, Akij Bashir Group has emerged as a leading name through its diversified glass solutions and strong commitment to quality and innovation. Akij Bashir Glass has introduced advanced products such as tempered glass, laminated safety glass, frosted partitions, mirrors, and insulated glass units to meet the diverse needs of the market. The company caters to a wide range of B2B clients, including developers, architects, interior design firms, furniture manufacturers, and government construction projects. These clients demand not only high-quality products but also reliable support and communication from sales representatives to ensure smooth procurement and project completion. In this evolving industry landscape, salesforce capabilities have become a critical determinant of client satisfaction and long-term partnership. Clients are no longer influenced by price and product availability alone. They now expect a professional approach, detailed product knowledge, personalized service, and timely follow-ups from the sales team. The performance of sales representatives directly influences how clients perceive the brand and whether they choose to maintain long-term business relationships. Akij Bashir Glass has focused on building a strong and efficient salesforce to maintain its competitive edge. The company invests in training programs, digital tools, and structured sales strategies to ensure its representatives can address client queries, manage negotiations, and build lasting relationships. However, in a competitive B2B environment, understanding exactly which capabilities matter most to clients is crucial for achieving higher levels of satisfaction. This report aims to explore the specific salesforce capabilities that influence client satisfaction in the B2B glass industry, using Akij Bashir Glass as a case study. It investigates key variables such as product knowledge, negotiation skills, relationship management, prompt communication, follow-up service, and professionalism of the sales team. These factors not only determine the effectiveness of the sales process but also influence clients' trust, brand loyalty, and repeat business intentions.

By identifying which salesforce attributes have the greatest impact on client satisfaction, Akij Bashir Glass can fine-tune its strategies and improve its sales practices. In doing so, the company will be better positioned to strengthen its relationships with B2B clients, retain its market leadership, and contribute to the growth and modernization of the glass industry in Bangladesh. The insights from this study will also offer practical recommendations for other players in the industry seeking to align their salesforce performance with evolving customer expectations.

1.2 Problem Statement

In today's competitive B2B market, maintaining strong client relationships and ensuring customer satisfaction have become crucial for sustained business success. AkijBashir Group, a prominent player in the ceramics and glass industry of Bangladesh, serves a wide range of B2B clients such as dealers, retailers, construction firms, and institutional buyers. Despite offering quality products, the company faces growing challenges in retaining clients and differentiating itself in a saturated market. One critical factor contributing to client retention and loyalty is the performance and capabilities of the salesforce, which acts as the direct interface between the company and its clients. However, there is limited empirical evidence in the Bangladeshi industrial context—particularly in the ceramics and glass sector—regarding how specific salesforce capabilities influence client satisfaction in B2B environments. Factors such as product knowledge, negotiation skills, relationship management, prompt communication, follow-up services, and professionalism are often cited as crucial, yet their actual impact on B2B client satisfaction at AkijBashir Group remains underexplored. This knowledge gap hampers the company's ability to develop targeted training and performance strategies for its salesforce. Therefore, this study aims to investigate the influence of salesforce capabilities on B2B client satisfaction in the context of AkijBashir Group's Glass Unit, providing actionable insights that can enhance customer experience, strengthen business relationships, and drive competitive advantage.

1.3 Research Gap

In the realm of B2B marketing, the salesforce plays a pivotal role in building relationships, addressing client needs, and ensuring overall customer satisfaction. Numerous international studies have explored the impact of salesforce competencies—such as product knowledge, communication, professionalism, and negotiation—on customer outcomes. However, most existing research is concentrated in Western contexts or focused on consumer (B2C) markets, leaving a significant gap in understanding these dynamics within developing economies like Bangladesh, especially in industrial manufacturing sectors such as ceramics and glass. Moreover, limited academic research has been conducted on AkijBashir Group, one of the largest and most diversified industrial conglomerates in Bangladesh. Even less attention has been given to evaluating how specific salesforce capabilities influence the satisfaction levels of B2B clients such as dealers, contractors, and corporate buyers in the glass industry. Although the company has invested in expanding its product portfolio and sales network, there is no comprehensive study examining how well its salesforce meets the expectations of its business clients in terms of service delivery and relationship management. Additionally, most prior studies focus on general customer service quality or CRM strategies, while neglecting the granular behavioral aspects of frontline salespeople that directly shape the buyer-seller relationship in B2B contexts. The lack of localized, data-driven research in this domain makes it difficult for firms like AkijBashir Group to identify which salesforce traits are most valued by clients and to implement performance improvement strategies accordingly.

Therefore, this study fills a crucial research gap by investigating the specific influence of six key salesforce capabilities—product knowledge, negotiation skills, relationship management, prompt communication, follow-up services, and professionalism—on B2B client satisfaction within the context of the AkijBashir Glass Unit in Bangladesh. The findings will offer actionable insights for academic, managerial, and policy-level improvements in salesforce training and strategic planning in the industrial B2B sector.

1.4 Research Questions

This descriptive study aims to evaluate the factors influencing B2B Clients satisfaction within an industrial setting. The research, conducted from a B2B customer-centric viewpoint, seeks to uncover essential determinants. This research undertakes to investigate the following research questions:

- RQ1: What are the factors that may influence on B2B client's satisfaction in glass industry?
- RQ2: Is there any significant relationship between independent variables' (Product Knowledge, Negotiation Skills, Relationship Management, Prompt Communication, Follow-Up Services, Professionalism of Sales Representatives) and dependent variable (B2B Clients Satisfaction)?
- RQ3: What strategies and approaches can be employed to effectively improve and implement sales force capabilities in glass industry?

1.5 Objectives of the Study

The primary aim of this report is to provide a concise overview of the study's objectives, facilitating a comprehensive understanding and effective conclusions. This study pursues two distinct types of objectives throughout the internship report. Firstly, it addresses the overarching objective, which forms the focal point of the report. Secondly, the study investigates various specific objectives:

1.5.1 Broad Objective

B2B Clients' Satisfaction emerges as a vital performance metric and commitment indicator. The broad objective centers on Assessing the Influence of Salesforce Capabilities on B2B Client Satisfaction within the glass industry, focusing on Akij Bashir Group- Glass Unit.

1.5.2 Specific Objectives

The study encompasses several specific objectives:

- To find out the salesforce capabilities factors that influence of on B2B Client Satisfaction in the glass industry.
- To investigate the relationship between influential factors (Product Knowledge, Negotiation Skills, Relationship Management, Prompt Communication, Follow-Up Services, Professionalism of Sales Representatives) and B2B Clients' Satisfaction.
- To evaluate the effectiveness of these strategies and approaches for improving and implementing sales force capabilities in glass industry.

1.6 Significance of the Study

The significance of this study lies in its potential to uncover the key salesforce capabilities that drive B2B client satisfaction within AkijBashir Group's Glass Division. As a manufacturer operating in a competitive and quality-sensitive B2B market, maintaining long-term relationships with institutional clients is crucial for sustaining growth and market position. By focusing on elements such as product knowledge, communication, negotiation, and follow-up services, this research will help identify which areas contribute most to client trust and retention. Understanding these factors can allow AkijBashir Glass to refine its sales strategies and train its representatives more effectively. Enhanced client satisfaction not only leads to repeat business but also generates positive word-of-mouth within the industry, strengthening brand reputation. This study provides data-driven insight that can support decision-making in both the sales and human resource departments. It also highlights gaps that may exist in the current sales process, offering a roadmap for continuous improvement. B2B buyers, such as developers, contractors, and architects, often make high-value purchases and prefer suppliers with reliable, knowledgeable, and professional sales teams. Meeting their expectations can lead to long-term contracts and exclusive partnerships. The findings of this research may also help the company standardize its approach across different sales regions. From an academic perspective, the study contributes to the literature on B2B marketing and relationship management within the manufacturing sector of Bangladesh. It emphasizes the unique challenges faced by industrial sellers in aligning technical product knowledge with client expectations. Additionally, the study supports the broader goal of enhancing customer-centric practices in business operations. The importance of this study is further reinforced by its potential to reduce customer churn through proactive relationship management. Ultimately, this research will serve as a valuable reference for both company leadership and future researchers exploring sales effectiveness in B2B environments.

1.7 Scope of the Study

This study focuses on analyzing the influence of salesforce capabilities on B2B client satisfaction within the Glass Unit of AkijBashir Group. It primarily examines how six independent variables—Product Knowledge, Negotiation Skills, Relationship Management, Prompt Communication, Follow-Up Services, and Professionalism of Sales Representatives—contribute to the overall satisfaction of B2B clients such as dealers, retailers, contractors, and institutional buyers. The geographical scope of the study is limited to selected key markets in Bangladesh, where AkijBashir Glass operates actively in the B2B segment. The research draws insights from clients who have ongoing or past business relationships with the company, providing real-time data from relevant stakeholders. The study is restricted to B2B clients only, excluding end consumers, thereby ensuring that the focus remains on business-level sales interactions and professional relationships. The findings of this research are intended to assist AkijBashir Group’s management, particularly the sales and marketing divisions, in identifying strengths and areas of improvement in their salesforce. While the conclusions are based on the context of the glass industry within AkijBashir Group, the outcomes may also offer valuable implications for other units in the company and similar manufacturing firms in Bangladesh operating in B2B markets.

Chapter Two: Company Profile & Internship Experience



2.1 Company Overview

AkijBashir Group stands as one of the most dynamic and forward-thinking industrial conglomerates in Bangladesh, rooted in a rich legacy and fueled by innovation, resilience, and purpose. Emerging from the visionary leadership of Sheikh Akij Uddin, the Group has transitioned into a modern industrial force under the stewardship of Sheikh Bashir Uddin, carrying forward the values of integrity, excellence, and entrepreneurship. The inception of Akij's trade began in 1952 with humble jute ventures, which over time transformed into one of the most diversified business entities in the country. In recent years, the Akij Group was split into five divisions among the founder's sons. One of the major offshoots of this restructuring is AkijBashir Group, led by Sheikh Bashir Uddin, the former Managing Director of Akij Group. AkijBashir Group is now driven by a bold vision—"Towards a Better Future"—and a corporate mindset that embodies innovation, quality, and sustainability. Currently employing over 24,000 people, the Group operates 16 major manufacturing units spanning a diverse range of industries including jute, ceramics, glass, polymer, particle board, films, paints, bathware, tableware, tea, and packaging. The company's revenue turnover stands at approximately Tk 4,000 crore, marking its robust presence in both local and international markets. Among the most notable units are:

- ✓ Akij Ceramics, a four-time Best Brand Award winner and one of the largest tile and sanitaryware manufacturers in the country;
- ✓ Akij Glass Industries Ltd., established in 2019, which is preparing to commence float glass production;
- ✓ Akij Biax Films Ltd., a producer of advanced packaging materials;
- ✓ Janata Jute Mills and Sadat Jute Industries, which now form the largest and most diversified jute operation in Bangladesh.

Even amidst global economic challenges—such as disruptions caused by the COVID-19 pandemic, regulatory barriers in Malaysia, and supply chain instability—the Group has demonstrated remarkable resilience. It has maintained financial stability, continued to pay employees in full, and remains committed to growth and operational excellence. Sustainability is central to AkijBashir’s philosophy. The company has already installed a 3-megawatt solar power plant and secured contracts for an additional 12 megawatts, with an ambitious target of generating 40 megawatts from renewable sources by year-end. It has also pledged to reduce groundwater usage, heat emissions, and waste generation by 20% within the next three years, aligning with global environmental standards. The Group’s mission revolves around creating high-quality products that uphold the legacy of Akij while setting new benchmarks in every sector it operates in. Its vision— “Beyond Tomorrow”—symbolizes a continuous pursuit of innovation, excellence, and collective progress. Guided by values such as creative courage, setting industry standards, and a "Going Further, together" mindset, AkijBashir fosters an inclusive environment where employees, partners, and communities co-create sustainable growth.

2.2 History of Akij Bashir Group

The history of AkijBashir Group is deeply rooted in the entrepreneurial legacy of Sk. Akij Uddin, who began his journey in 1952 through the trade of jute. Over the decades, Akij evolved into a major conglomerate with diversified interests spanning tobacco, textiles, ceramics, pharmaceuticals, cement, and FMCG sectors. Following the founder's passing in 2010, the Akij Group was divided among his sons, leading to the formation of AkijBashir Group under the leadership of Sheikh Bashir Uddin. This new entity began its journey with a renewed vision to uphold the legacy of Akij while pushing boundaries through innovation and excellence. Since its inception, AkijBashir Group has rapidly expanded, acquiring two major jute mills—Janata Jute Mills and Sadat Jute Industries—and has become one of the most diversified jute product

manufacturers in the country. The Group now operates 16 manufacturing units across sectors such as ceramics, glass, tableware, films, paints, and polymer. It employs around 24,000 people and maintains a turnover of approximately Tk 4,000 crore. Despite facing challenges such as regulatory issues in its Malaysian operations and global economic disruptions from the COVID-19 pandemic, the Group has shown resilience in debt repayment and employee welfare. With a strong focus on renewable energy, AkijBashir is investing in solar power to run its operations sustainably. Today, AkijBashir Group stands as a symbol of integrity, innovation, and forward-thinking leadership in Bangladesh's industrial landscape.

2.3 Vision & Mission

The vision of AkijBashir Group is to become the most prestigious company in the country and to build the organization's capability. To accomplish it, the company needs the right people in the right place as in the collective hard work and efforts of a team that is filled with experienced and skilled professionals. Every worthwhile project begins with an idea. The possibilities that lie ahead are shaped by those among us who can see beyond average, question the norms, and strive to defy boundaries. This applies to everything from lighting the first fire to the most recent technological advancements. The founder's goal and legacy served as the foundation for Akij Bashir Group. The company aspires to walk a route beyond tomorrow and for a better future. The top priority of AkijBashir Group is to provide goods of the highest calibre, maintain the lofty standards attached to the name Akij, and through their pursuit of excellence, the company hopes to set new benchmarks for others to uphold.

2.4 Core Values & Corporate Philosophy

AkijBashir Group operates with a strong commitment to core values that shape its organizational culture, guide decision-making processes, and define the brand's promise. These values not only reflect the company's rich heritage but also support its modern, innovation-driven mindset. Integrity is upheld through honesty, fairness, and ethical standards in every aspect of business. The group continuously pursues innovation by exploring new ideas, technologies, and approaches to stay ahead in a competitive landscape. Excellence is demonstrated by delivering the highest quality products, services, and customer interactions. Responsibility is emphasized through social accountability, environmental stewardship, and sustainable development initiatives. Teamwork fosters a collaborative environment where every individual contributes to collective success. Above all, AkijBashir is deeply committed

to customer satisfaction, building long-term partnerships by prioritizing personalized and attentive service.

AkijBashir Group firmly believes that real progress arises from collective effort. Its corporate philosophy, “Going Further, Together,” underscores that sustainable success is only achievable through strong collaboration among employees, customers, partners, and communities. This philosophy is built on three foundational pillars: Thinking Ahead, which involves anticipating future challenges and opportunities with foresight and courage; Raising the Bar, which means continually pushing limits and setting new standards in every industry it enters; and Setting the Standard, where today’s performance shapes the benchmarks that others aspire to meet tomorrow. At its core, AkijBashir’s corporate mindset encourages bold thinking, responsible action, and an unwavering pursuit of excellence, not merely for profit, but to create meaningful and lasting impact.

Certainly! Here’s a polished Salesforce Capabilities section in paragraph format tailored to AkijBashir Group, connecting it to B2B client satisfaction:

2.5 Salesforce Capabilities

At AkijBashir Group, the salesforce is recognized as a critical strategic asset that directly influences B2B client satisfaction and long-term business growth. The company invests heavily in building a skilled and professional sales team equipped with comprehensive product knowledge, negotiation skills, relationship management abilities, prompt communication, and consistent follow-up services. These capabilities empower sales representatives to understand the unique needs of industrial clients and deliver tailored solutions that foster trust and loyalty. Training and development programs are regularly conducted to enhance the salesforce’s expertise, focusing not only on technical product knowledge but also on interpersonal and negotiation skills. This ensures that the sales team can effectively address client inquiries, negotiate favorable terms, and manage complex business relationships with professionalism. Furthermore, AkijBashir’s salesforce is supported by advanced Customer Relationship Management (CRM) systems that enable timely communication, accurate order tracking, and efficient problem resolution, all of which contribute to a seamless client experience. The group emphasizes prompt and transparent communication as a core competency, ensuring that sales representatives respond swiftly to client needs and maintain ongoing dialogue throughout the

sales cycle. Follow-up services are equally prioritized, reinforcing client confidence by proactively addressing concerns and providing after-sales support. Collectively, these Salesforce capabilities position AkijBashir Group to not only meet but exceed B2B client expectations, driving satisfaction, repeat business, and sustainable competitive advantage.

Strategies for Enhancing Salesforce Capabilities to Improve B2B Client Satisfaction at AkijBashir Group

AkijBashir Group, with its diversified portfolio and growing industrial presence, recognizes that a skilled, professional, and client-oriented salesforce is essential to satisfy demanding B2B clients, particularly in technical sectors like glass manufacturing. The Akij Glass Industries Ltd. (AGIL), established in 2019, is currently expanding its float glass production capabilities to meet rising industrial demand, and thus places great emphasis on strengthening its salesforce competencies. Below are strategic steps aligned with the six key Salesforce capabilities:

Product Knowledge

Example: Akij Glass Industries regularly organizes technical workshops for their sales teams, explaining the differences between float glass types, thickness variations (e.g., 5mm, 10mm), and industrial applications such as architectural glazing, automotive glass, or furniture manufacturing. Sales representatives are given access to product specification sheets and sample testing facilities, enabling them to confidently answer client queries and recommend the right glass solutions for specific industrial projects. E-learning modules and knowledge-sharing sessions with the R&D and production departments keep the salesforce updated on innovations such as energy-efficient or laminated glass products.

Negotiation Skills

Example: Given the competitive nature of the glass industry in Bangladesh, AkijBashir's sales managers conduct regular role-playing exercises simulating negotiation with large construction companies or fabricators who demand bulk pricing and customized delivery schedules. The salesforce is trained to adopt flexible negotiation strategies that balance client needs with company profitability, often involving volume discounts, flexible payment terms, or bundled product offerings (e.g., combining glass with aluminum framing products). Senior sales executives mentor junior team members to handle high-stakes deals professionally, preserving long-term client relationships.

Relationship Management

Example: Akij Glass Industries maintains dedicated account managers for major B2B clients such as construction firms, interior design companies, and glass fabricators. These managers regularly visit clients, understand their project timelines, and offer technical support, thus building trust and loyalty. CRM tools are used to store detailed client histories, preferences, and feedback to personalize service and anticipate future needs, such as recommending new glass products suitable for upcoming projects. Client engagement initiatives such as plant tours and technical seminars for key buyers foster transparency and strengthen partnerships.

4. Prompt Communication

Example: The salesforce is trained to respond to client inquiries within 24 hours, whether regarding order status, product specifications, or technical assistance. For instance, if a fabricator requires urgent glass delivery for a time-sensitive project, sales teams coordinate swiftly with logistics to expedite shipment. Multi-channel communication platforms (phone, email, WhatsApp, CRM chat) are integrated, allowing clients to reach sales representatives easily and receive timely updates. Regular internal meetings help track and resolve any communication bottlenecks impacting client satisfaction.

5. Follow-Up Services

Example: After order delivery, Akij Glass Industries' salesforce follows up with clients to ensure product quality meets expectations and to gather feedback for continuous improvement. For example, they might contact a furniture manufacturer using their glass to confirm fit and finish or address any installation concerns. Sales representatives are equipped with mobile CRM apps that remind them of scheduled follow-ups and document client feedback systematically. Any issues raised are quickly escalated to technical teams, who collaborate with sales to resolve problems and maintain client trust.

6. Professionalism of Sales Representatives

Example: AkijBashir Group promotes a professional sales culture by enforcing dress codes, communication standards, and ethical sales practices aligned with the brand's reputation. The group organizes periodic soft skills training, emphasizing negotiation etiquette, active listening, and conflict resolution to maintain professionalism during client interactions. Performance reviews incorporate client feedback and peer evaluations, encouraging Salesforce accountability and continuous growth.

Despite challenges such as supply chain disruptions during the COVID-19 pandemic and regulatory hurdles in its Malaysian operations, AkijBashir Group maintained salary payments and managed debts prudently, reflecting strong management support that cascades down to motivated sales teams. The Glass Unit's ongoing infrastructure development aims to expand production capacity by end-2024, increasing demand for a more technically proficient and client-responsive salesforce to capitalize on emerging market opportunities in industrial construction and interior design sectors. AkijBashir's commitment to renewable energy and sustainable manufacturing also allows the salesforce to appeal to environmentally conscious B2B clients, adding value beyond price and product features.

2.6 AkijBashir Glass Industries Ltd. – Product Portfolio

700PPM Clear Glass

AkijBashir Glass Industries Ltd. offers one of the clearest float glasses available in the Bangladesh market through its premium product, the 700PPM Clear Glass. Engineered with an ultra-low iron content of just 700 parts per million (PPM), this glass is exceptionally transparent and pure, making it ideal for architectural and decorative applications that demand visual clarity and high light transmittance. With a visible light transmittance (VLT) value of ≥ 0.91 , it allows natural sunlight to flood indoor spaces, enhancing aesthetics and energy efficiency. The product is precisely manufactured to deliver bubble-free consistency, a smooth non-wavy surface, and structural uniformity. The accuracy in thickness and optical performance makes it perfect for use in high-end windows, curtain walls, furniture, and interior partitions. Technical tests show that at 5 mm thickness, the VLT ranges between 90.4% and 90.9%, outperforming the industry standard. Available in a wide range of sizes and thicknesses (from 2 mm to 15 mm), it caters to both standard and custom B2B requirements, particularly for real estate developers and aluminum fabricators. This product perfectly reflects AkijBashir's focus on quality, innovation, and client satisfaction.

Color Glass

The Color Glass range by AkijBashir Glass is designed to offer both aesthetic elegance and functional performance for a variety of commercial and residential applications. These tinted float glasses are available in several elegant shades, including Navy Blue, Ocean Blue, Lake Blue, Green, Golden, and Bronze. They enhance indoor ambiance by reducing glare, absorbing heat, and providing visual comfort, making them ideal for facades, office partitions, and

decorative walls. The colored body tint not only improves the look of the space but also helps lower cooling costs by minimizing heat gain. With thickness options of 5 mm, 5.5 mm, and 6 mm, and performance values such as VLT up to 60% and Solar Factor (SF) ranging from 66 to 87 (depending on the color), AkijBashir Color Glass offers a blend of sustainability and style. This line is highly preferred by architects and interior designers seeking energy-efficient and visually impactful solutions.

Reflective Glass

AkijBashir Reflective Glass is a smart solution for energy-efficient and modern architectural needs. Specially developed to reduce both infrared (IR) and ultraviolet (UV) radiation, this type of glass helps control heat and light transmission inside buildings, significantly reducing the energy load on HVAC systems. Available in the same stylish color range as its tinted glass—Navy Blue, Ocean Blue, Lake Blue, Green, Golden, and Bronze—this product provides a one-way visibility effect, offering privacy during the day while allowing clear views from the inside. It enhances the façade with a sleek, modern appearance and supports green building standards. Reflective glass from AkijBashir has technical advantages like low U-values (5.7 W/m².k) and varied solar energy performance (SF up to 44). Ideal for commercial buildings, corporate offices, and modern residential towers, this product merges aesthetics with intelligent energy control.

Premium Mirror

The Premium Mirror line by AkijBashir is designed to offer crystal-clear reflection, durability, and environmental safety. Made from 700PPM low-iron glass and coated with low-VOC, lead-free backing, these mirrors not only meet high visual performance standards but also align with sustainable manufacturing practices. The mirrors deliver 92% reflectivity, ensuring brightness and accurate reflection for use in washrooms, dressing areas, salons, retail spaces, and modern interiors. Available in thicknesses of 2.5 mm, 3 mm, 3.5 mm, and 5 mm, they come in standard sizes such as 42×72 and 72×84 inches, with customization options available upon request. The double-coated back paint provides resistance to corrosion, moisture, and wear, making it suitable for both residential and commercial use. As one of the eco-friendliest mirror options in the local market, AkijBashir mirrors are gaining popularity among interior designers and green building consultants.

Internship Experience with Akij Bashir Group

Name: Md. Fahad

Designation: Territory Officer

Zone: Cox's Bazar

Company: AkijBashir Group

Unit: AkijBashir Glass Industries Ltd.

As an employee at AkijBashir Glass Industries Ltd., I was actively involved in both field-level sales support and marketing activation activities. My responsibilities spanned across client coordination, branding efforts, cross-department collaboration, and real-time salesforce evaluation. Below is a detailed outline of my duties:

Sales and Client Support Responsibilities:

- Conducted field visits to dealers, fabricators, and developers to collect feedback and evaluate client satisfaction.
- Accompanied Territory Officers to observe sales presentations, negotiations, and after-sales service.
- Coordinated with dealers to facilitate banking and payment-related activities, ensuring smooth transaction processing.
- Maintained regular communication with B2B clients to support queries, product availability, and order tracking.

Marketing & Branding Activities

During my internship at AkijBashir Glass Industries Ltd., I actively participated in on-ground marketing initiatives to boost brand visibility. This included managing signboard requisitions and placements at dealer points, as well as organizing star painting (wall branding) campaigns. I also played a role in supervising the deployment and performance of Brand Promoters at various retail outlets. As part of dealer engagement programs, I coordinated the distribution of gift boxes and promotional materials and supported local campaigns during new product launches or awareness drives.

Cross-functional Collaboration

My role required close coordination with various internal teams. I regularly collaborated with the Dealers and Distribution Team to facilitate stock movement and order processing. I also

worked with the Accounts Department for payment reconciliations and invoice follow-ups. In addition, I coordinated with Factory Operations to ensure the timely supply of products aligned with dealer demand.

Marketing Mix Implementation (4P's)

I contributed to implementing the 4Ps of marketing at the field level. For the Product, I shared product knowledge and technical specifications with key stakeholders. Under Price, I helped communicate promotional pricing and seasonal discounts. In terms of Place, I supported distribution alignments and showroom displays. For Promotion, I monitored retail branding and participated in event marketing activities to strengthen dealer engagement.

Reporting and Communication

I prepared and submitted detailed field visit reports to the Regional Manager, which included updates on client concerns, competitor activities, salesforce performance, and overall brand visibility. Based on field observations, I also provided timely suggestions to improve local market effectiveness and customer satisfaction.

Market Research & Competitor Analysis

I conducted market surveys to understand demand patterns for various glass types—such as reflective vs. clear—and captured insights on preferred sizes and price sensitivity. Additionally, I gathered competitor intelligence on pricing models, delivery timelines, and dealer incentive schemes, which supported the sales team in strategically repositioning our offerings.

Client Database Management

I helped update and validate dealer and fabricator contact databases as part of CRM enhancement efforts. I also organized information based on business volume and purchasing history. Furthermore, I segmented clients into categories like regular, project-based, seasonal, and bulk buyers to assist the marketing team in implementing targeted strategies.

Logistics Coordination Support

I supported logistics operations by closely working with the distribution team and warehouse unit to monitor product availability and dispatch confirmations. I also tracked delivery lead times and addressed any transit-related issues to ensure timely product arrival and high client satisfaction.

Chapter Three: Literature Review

3.1. Product Knowledge

Product knowledge is one of the most fundamental capabilities of a B2B salesforce that directly impacts client satisfaction. In the B2B context, buyers typically seek highly technical and customized solutions, making deep product understanding essential for effective selling (Johnston & Marshall, 2016). According to Verbeke, Dietz, and Verwaal (2011), salespeople with greater product knowledge are more likely to understand the unique needs of each client and offer tailored solutions. This leads to enhanced credibility and fosters trust between sales representatives and B2B clients. Clients view knowledgeable salespeople as more reliable, which influences their purchasing decisions positively (Liu & Leach, 2001). Furthermore, product knowledge allows sales professionals to address objections effectively, thereby reducing perceived risk from the buyer's side (Weitz, Castleberry, & Tanner, 2004).

In B2B sales environments, where decision-making is often collective and risk-averse, the ability of a salesperson to demonstrate technical proficiency can create a competitive edge (Ahearne, Jelinek, & Jones, 2007). Product knowledge also equips the salesforce to handle inquiries on compliance, installation, maintenance, and return policies, all of which are critical for B2B buyers who seek long-term suppliers (Castleberry & Tanner, 2014). When salespeople exhibit expertise, clients are more likely to perceive the offering as valuable and suitable for their specific use-case scenarios. This alignment boosts not only satisfaction but also post-purchase confidence and loyalty (Shoemaker & Johlke, 2002). In addition, research suggests that product knowledge contributes to higher sales performance, which reinforces its importance from an organizational standpoint (Rentz et al., 2002).

Sales representatives in technical industries like glass manufacturing often serve as quasi-consultants, helping clients make product comparisons or meet design standards (Ingram et al., 2008). This consultative role further heightens the need for robust product knowledge. Moreover, product knowledge enhances internal communication, enabling better collaboration with marketing, logistics, and customer support teams (Honeycutt, Ford, & Simintiras, 2003). Lack of product knowledge, conversely, leads to communication breakdowns and client frustration. For companies like AkijBashir Group (Glass Unit), equipping sales teams with strong product knowledge is not just beneficial—it is imperative. Therefore, developing and evaluating this capability is a central concern in understanding its effect on B2B client satisfaction.

2.2 Negotiation Skills

Negotiation skills are a critical capability for sales representatives in B2B environments, where deals often involve complex terms, large contracts, and multiple stakeholders (Lewicki, Saunders, & Barry, 2015). Effective negotiation allows salespeople to reach mutually beneficial agreements that satisfy both their company's goals and the client's needs, fostering long-term partnerships (Fisher, Ury, & Patton, 2011). Research shows that negotiation competence is strongly linked to client satisfaction because it helps resolve conflicts and build trust (Thompson, 2013). Sales professionals who demonstrate flexibility, empathy, and problem-solving abilities in negotiations are more likely to secure favorable outcomes and repeat business (Shell, 2006). In the context of B2B sales, negotiation is not merely about price but also about delivery schedules, payment terms, technical specifications, and service agreements (Anderson & Narus, 2004). This multidimensional negotiation requires skills such as active listening, patience, and strategic thinking to manage diverse interests (Zoltners, Sinha, & Lorimer, 2006). Research by Ingram et al. (2005) found that negotiators with higher emotional intelligence perform better in complex sales negotiations, as they can better read client cues and adapt accordingly. Moreover, training programs aimed at improving negotiation skills have been shown to enhance sales effectiveness and increase customer satisfaction in B2B settings (Spiro & Weitz, 1990).

Negotiation skills also impact the sales cycle duration and reduce the risk of deal failure by clarifying expectations early in the process (Moncrief & Marshall, 2005). When salespeople negotiate effectively, clients feel their interests are valued, which improves satisfaction and loyalty (Walters, 2002). In industries such as glass manufacturing, where product customization and after-sales services are often negotiated, this capability becomes even more essential (Wilson, 2010). Poor negotiation can lead to misunderstandings, disputes, and loss of clients, highlighting its importance in maintaining sustainable B2B relationships (Morris, 2002). Therefore, organizations like AkijBashir Group should invest in negotiation skill development to enhance salesforce performance and client satisfaction.

3.3 Relationship Management

Relationship management is widely recognized as a cornerstone of successful B2B sales, as it focuses on building, maintaining, and enhancing long-term interactions with clients (Morgan & Hunt, 1994). The relational approach emphasizes trust, commitment, and communication, which are critical for client retention and satisfaction (Gundlach, Achrol, & Mentzer, 1995). Effective relationship management enables salespeople to understand client needs better, offer personalized services, and respond proactively to issues (Palmatier, Scheer, & Steenkamp, 2007). Studies indicate that strong interpersonal relationships lead to higher customer loyalty and increased willingness to engage in repeat purchases (Anderson & Weitz, 1992).

In B2B contexts, relationship management often extends beyond simple transactions to strategic partnerships that create value for both parties (Crosby, Evans, & Cowles, 1990). The development of close relationships allows for information sharing, risk reduction, and joint problem-solving, which enhance satisfaction (Jap & Ganesan, 2000). Research by Homburg, Wieseke, and Hoyer (2009) shows that salesforce behaviors such as empathy, reliability, and responsiveness significantly affect relational outcomes. Furthermore, customer satisfaction driven by good relationship management has been linked to higher profitability and market share (Palmatier et al., 2006). This makes relationship management a vital skill for salesforces operating in competitive B2B industries like glass manufacturing.

Moreover, technology-enabled relationship management tools have become important for monitoring client interactions and improving responsiveness (Boulding et al., 2005). However, the human element—particularly the salesperson's ability to nurture trust and rapport—remains irreplaceable in fostering deep business relationships (Doney & Cannon, 1997). Poor relationship management can lead to client dissatisfaction, defection, and negative word-of-mouth (Reichheld & Sasser, 1990). Therefore, companies like AkijBashir Group must prioritize relationship management training as a strategic imperative. Effective management of client relationships also contributes to competitive advantage by creating switching costs and enhancing client dependence (Kumar, Scheer, & Steenkamp, 1995). In sum, relationship management capability is a crucial predictor of B2B client satisfaction and sustainable business growth.

3.4 Prompt Communication

Prompt communication is a vital element in B2B sales relationships, as timely and clear interactions contribute significantly to client satisfaction (Robinson, Faris, & Wind, 1967). B2B buyers expect quick responses to inquiries, clarifications, and problem resolutions, which can greatly influence their perception of a supplier's reliability and professionalism (Anderson & Narus, 1990). Studies show that delays or poor communication often lead to frustration and dissatisfaction, negatively impacting long-term business partnerships (Morgan & Hunt, 1994). Timely communication signals respect for the client's time and priorities, fostering trust and a collaborative atmosphere (Palmatier et al., 2007). Effective communication includes not only speed but also accuracy and relevance of information exchanged between salesforce and clients (Uлага & Eggert, 2006). In high-value B2B sales such as glass manufacturing, clients often require detailed technical updates, order status reports, and delivery confirmations promptly (Bove & Johnson, 2000). Failure to provide prompt communication may lead to misunderstandings, lost sales opportunities, and operational disruptions (Berry, 1995). Research also suggests that organizations with responsive sales teams achieve higher customer retention and satisfaction scores (Reichheld & Sasser, 1990).

Advancements in communication technologies have enabled faster response times; however, the quality of communication remains paramount (Boulding et al., 2005). Salesforce members who actively listen, respond swiftly, and maintain open channels tend to build stronger relationships and facilitate smoother transactions (Ganesan, 1994). Furthermore, prompt communication enhances the coordination between sales and other departments, ensuring client needs are met without delay (Singh & Koshy, 2011). In competitive B2B markets, the ability to communicate quickly and clearly is often a key differentiator between suppliers (Grönroos, 1994). AkijBashir Group can leverage prompt communication to improve client satisfaction and gain a competitive edge in the glass industry.

3.5. Follow-Up Services

Follow-up services are a critical dimension of post-sale salesforce capabilities that significantly impact B2B client satisfaction. Continuous engagement after the sale ensures that clients' needs are addressed promptly, which reinforces trust and loyalty (Mittal & Kamakura, 2001). Research highlights that effective follow-up minimizes client uncertainties and resolves potential problems early, preventing dissatisfaction and contract cancellations (Reichheld & Schefter, 2000). In B2B contexts, where products like glass and ceramics require installation support and maintenance, follow-up services are especially crucial (Gummesson, 2002). These services help maintain product performance and extend client relationships beyond initial transactions (Homburg, Droll, & Totzek, 2008).

Studies show that companies excelling in follow-up gain competitive advantages through improved customer retention and referrals (Zeithaml, Berry, & Parasuraman, 1996). Salesforce follow-up activities include checking product performance, responding to complaints, and offering additional solutions or upgrades (Palmatier et al., 2006). The perceived responsiveness and availability of sales representatives during this phase directly correlate with higher satisfaction levels (Wang, Lo, & Hui, 2003). Research by Anderson and Sullivan (1993) confirms that follow-up efforts strengthen buyer confidence and reduce the perceived risk of doing business.

Furthermore, digital tools and CRM systems have enhanced the efficiency of follow-up by automating reminders and tracking client interactions (Boulding et al., 2005). However, the personal touch from a salesperson remains important for building rapport and addressing specific client concerns (Berry, 1995). In the industrial sales context, where client needs may evolve, follow-up allows for proactive adjustments to service delivery and product offerings (Zablah, Bellenger, & Johnston, 2004). For AkijBashir Group's Glass Unit, robust follow-up services can differentiate the company by demonstrating commitment to client success. This capability is thus essential for sustaining satisfaction and fostering long-term B2B partnerships.

3.6. Professionalism of Sales Representatives

Professionalism in sales representatives plays a pivotal role in shaping B2B client satisfaction by fostering credibility, trust, and respect (Brady & Cronin, 2001). It encompasses attributes such as ethical behavior, competence, appearance, and communication skills, all of which influence client perceptions and decision-making (Dubinsky, 1980). According to Churchill, Ford, and Walker (1997), professional conduct by salespeople builds confidence in the buyer, which facilitates smoother negotiations and higher satisfaction levels. Professionalism also includes the salesperson's ability to adhere to commitments, maintain transparency, and demonstrate integrity throughout the sales process (Singh, 2006). In the B2B sector, where purchasing decisions often involve significant investment and risk, clients prefer dealing with representatives who display high professionalism (Le Meunier-FitzHugh & Piercy, 2009). Professional salespeople are better equipped to manage complex client demands, provide accurate information, and handle conflicts diplomatically (Verbeke, Bagozzi, & Belschak, 2008). Studies have shown that professionalism directly affects customer retention and loyalty by creating positive impressions that go beyond product features (Babakus, Yavas, & Ashill, 2009). Moreover, organizations that emphasize professionalism in their salesforce experience enhanced reputation and competitive advantage in the marketplace (Liu & Leach, 2001).

Sales representatives' professionalism also improves inter-organizational relationships by fostering mutual respect and reducing misunderstandings (Palmatier, Scheer, & Steenkamp, 2007). Training programs focusing on ethics, communication, and industry knowledge have been found to elevate professionalism and, consequently, client satisfaction (Spiro & Weitz, 1990). Additionally, professional behavior by salespeople reduces conflicts and supports long-term business partnerships, essential for industries like glass and ceramics where trust is paramount (Wilson, 2010). Thus, for AkijBashir Group, ensuring high standards of professionalism among sales representatives is crucial for sustaining B2B client satisfaction and business growth.

3.7 B2B Clients' Satisfaction

B2B client satisfaction is a crucial outcome for businesses engaged in long-term industrial relationships and is often linked to customer retention, loyalty, and profitability (Anderson & Mittal, 2000). Satisfaction in B2B contexts refers to the client's evaluation of the overall purchasing experience, including product quality, service delivery, and the relationship with the supplier (Homburg, Koschate, & Hoyer, 2006). Unlike B2C satisfaction, B2B satisfaction involves more complex interactions, longer sales cycles, and multiple decision-makers, which make it critical for suppliers to consistently meet or exceed expectations (Caceres & Paparoidamis, 2007). Several studies indicate that high levels of client satisfaction in B2B markets enhance the likelihood of repeat purchases and reduce the risk of client churn (Reichheld & Sasser, 1990). Satisfaction also positively influences clients' willingness to provide referrals and engage in cooperative behaviors, contributing to sustainable business growth (Palmatier et al., 2006). Moreover, client satisfaction acts as a mediator between salesforce capabilities and business performance, showing the strategic importance of managing satisfaction effectively (Mittal & Kamakura, 2001). In industrial sectors such as glass and ceramics manufacturing, where products are often customized and complex, satisfaction is closely tied to product reliability and after-sales service quality (Uлага & Eggert, 2006). Effective communication, responsiveness, and technical support from sales teams are key drivers of satisfaction in these settings (Bove & Johnson, 2000). The relational aspect of satisfaction is underscored by studies emphasizing trust, commitment, and ongoing relationship management as critical for maintaining satisfied B2B clients (Morgan & Hunt, 1994).

Research also suggests that measuring client satisfaction through regular feedback enables companies to proactively identify gaps and improve their offerings (Fornell et al., 1996). The use of Customer Relationship Management (CRM) systems has enhanced the ability of firms to track satisfaction and tailor services to meet client-specific needs (Reinartz, Krafft, & Hoyer, 2004). Furthermore, satisfied clients tend to exhibit higher tolerance for occasional service failures, provided that the firm responds promptly and effectively (Tax, Brown, & Chandrashekar, 1998).

3.8 Conceptual Framework

Based on the rigorous literature review and research problem, the conceptual framework has been developed. This research is to identify the Sales force capabilities factors that influence client satisfaction in the Glass Industry. In support of the research framework, the following variables have been extracted from the existing literature: Independent variables are Product Knowledge, Negotiation Skills, Relationship Management, Prompt Communication, Follow-Up Services, Professionalism of Sales Representatives, and the Dependent variable is Clients' Preference.

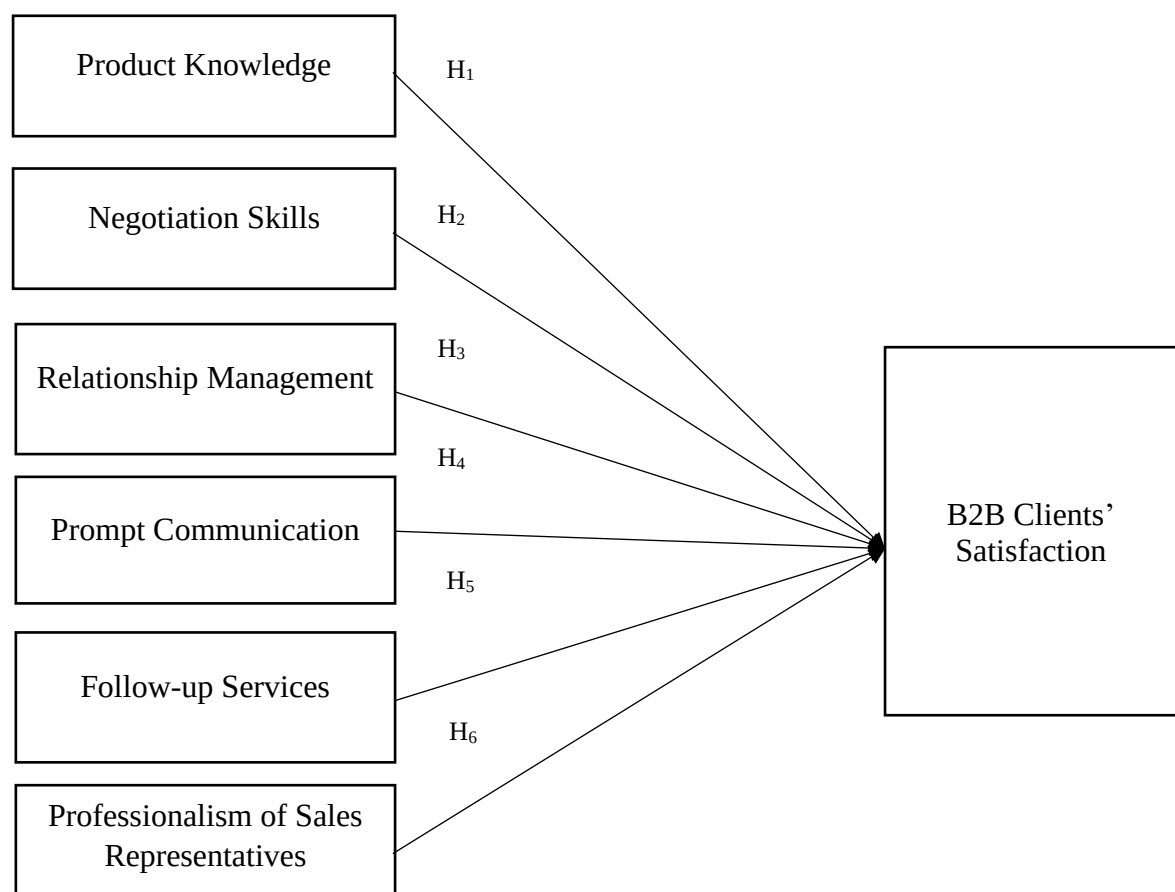


Figure 3.1 Researcher's Proposed Model

3.9 Hypothesis Development

H1: Higher product knowledge leads to greater B2B client satisfaction.

Sales representatives with strong product knowledge can clearly explain features, benefits, and technical aspects of glass products, helping clients make informed decisions. This builds trust and ensures that the client's expectations are met, leading to higher satisfaction.

H2: Strong negotiation skills positively influence client satisfaction.

Effective negotiation helps strike a balance between client needs and company interests, resulting in mutually beneficial deals. When clients feel they are getting fair value, their satisfaction with the business relationship increases.

H3: Effective relationship management improves satisfaction and loyalty.

Building long-term relationships through personalized interaction and mutual understanding strengthens client confidence. Satisfied clients are more likely to stay loyal and continue business over time.

H4: Prompt communication positively affects client satisfaction.

Timely responses to inquiries, orders, or issues demonstrate professionalism and attentiveness. This reduces uncertainty and enhances the client's overall experience with the company.

H5: Follow-up services after delivery impact satisfaction positively.

Checking in after product delivery shows that the company cares about post-sale performance and client feedback. Such after-sales support reassures clients and increases their satisfaction with the service.

H6: Professional behavior of sales personnel increases B2B client trust and satisfaction.

Polite, respectful, and ethical conduct from sales representatives fosters a sense of reliability and respect. Clients are more likely to trust and feel satisfied with a company that values professional interaction.

Chapter Four: Research Methodology

4.1 Introduction

Methodology encompasses the systematic procedures and techniques employed in the investigation of various subjects, thereby serving as a roadmap for conducting research. It plays a pivotal role in ensuring the acquisition of relevant and accurate information, thus yielding dependable and effective outcomes. Research methodologies can be broadly categorized into two principal types: quantitative and qualitative research methods differentiate these by suggesting that Quantitative research involves conveying information through words, while qualitative research employs statistical measures to convey information. Quantitative research methods are designed to scrutinize numerical data using statistical tools and techniques. On the contrary, qualitative research methods are geared towards comprehending and interpreting various forms of non-numeric data, such as textual materials. While both approaches can be employed to analyze research data, they each come with distinct advantages and drawbacks. The most fundamental distinction between these two methodologies is how they engage with the investigative process. Quantitative research hinges on testing hypotheses through numerical data, followed by the application of statistical methods to decipher the findings. In contrast, qualitative research seeks to unravel complexities that may defy quantification, delving into rich narratives and interpretations to uncover underlying meanings. The selection of an appropriate research methodology hinges on the specifics of the research problem and the hypothesis being investigated. For instance, in cases where theoretical constructs are explored within real-world contexts, the methodology should be attuned to these aspects. In the present study, the chosen methodology aligns with the exploration of theoretical constructs in practical settings, giving rise to a descriptive study founded on quantitative data. To expound on the research methodology employed, this chapter will delve into the research design, data collection protocols, and sampling techniques. The determination of the target population, sample size, measurement tools, and sampling method will be explicated.

4.2 Research Design

The research design is focused on assessing the causal relations among variables that influence client satisfaction for glass products. The study employs descriptive research, using a quantitative approach to measure satisfaction. The independent variables include Product Knowledge, Negotiation Skills, Relationship Management, Prompt Communication, Follow-

Up Services, and Professionalism of Sales Representatives, while B2B clients' satisfaction is the dependent variable.

4.3 Methods of Research Data Collection

Quantitative methods are utilized for data collection. Primary data is gathered through a self-administered questionnaire survey. Mostly face-to-face interviews as well as booth offline and online distribution methods are used to reach respondents from diverse backgrounds. This approach allows respondents to complete the survey at their convenience.

4.4 Methods of Sampling

4.4.1 Sampling Unit

The sampling unit consists of dealers, retailers, fabricators and household owners, developers' furniture customers reflecting the population under investigation. Convenient sampling, a non-probability sampling technique, is chosen. This method involves selecting readily available individuals who can easily participate in the study.

4.4.2 Sampling technique

The study has used the Non-Probability Sampling Technique because we can only reach a small portion of the population who engage with the sales force regularly and provide their data. According to Malhotra, Non-Probability Sampling is a technique that does not use chance selection B2B Client Satisfaction but rather relies on the personal judgment of the researcher. The study follows the convenience sampling technique of non-probability sampling to collect data. Convenience sampling is a technique that attempts to obtain a sample of convenience elements. A convenience sampling technique is followed to collect data because of its ease of maintaining social distance, low time, and cost-consuming features. Besides, it is very easy to gather all the required information on its flexibility. Thus, the questionnaire is conducted through a physical survey, where 80 respondents' responses

4.4.3 Sample Size

For this study, all the B2B stakeholders who have judgment capacity about the sales force and who have already purchased glass products in Bangladesh were considered as the target population. Non-probability sampling has been used because it is less costly and less time-consuming to prepare a sampling frame. Among the several ways of non-probability sampling, convenience and judgmental sampling techniques have been used because it is readily available

and convenient, and generate relatively low cost. For the study, it is relevant to be able to obtain a sample of around 80 respondents.

4.5. Measurement Instrument

The scale items for assessing sales force capabilities factors were adopted from several previous studies where the items were found to be reliable and valid. The first section of the questionnaire includes a demographic profile of the respondents, such as Gender, Business experience time, educational qualification, Business type or role, Business operation areas, and primarily asks about Akij Bashir Glass and judgment capacity. The second and third sections include 21 questions related to influencing factors and Clients' satisfaction, respectively. Respondents were asked to rate their degree of agreement or disagreement on a 5-point Likert scale ranging from Strongly Disagree to Strongly Agree. Before finalizing the questionnaire, a pretest was done on 10 respondents.

4.6 Data Analysis

Data collected through questionnaire were analyzed using smartPLS SPSS (25) Structural equation modeling (SEM) was used to test the conceptual model of the study. Frequency distribution and percentile measures were used primarily for sample distribution. Collinearity statistics had been used to test multicollinearity among the independent variables. Moreover, the reliability of the scale items was established through the score of Cronbach's alpha coefficients and composite reliability (CR).

4.7 Sources of Information

Primary data collected directly from respondents is the primary source of information. Additionally, secondary data from reputable sources, such as electronic databases like Google Scholar, Research Gate, Elsevier Science Direct, and more, is used to complement the study's objectives.

Chapter Five: Data Analysis and Interpretation

5.1 Data analysis and Interpretation

Data analysis and interpretation involve a systematic process of observing patterns and structures in data, employing various statistical techniques, and presenting a summary of sample data through methods like frequency distribution, reliability and validity testing using Cronbach's alpha, factor loading, linear regression analysis, coefficient analysis, and examining correlations between independent and dependent variables. This systematic approach helps researchers interpret their findings in response to their research questions.

Table 5.1 The Demographic Profile of Respondents

<i>Constructs</i>	<i>Frequency</i>	<i>Percentage</i>
Gender		
□ Male	80	100
□ Female	0	0
Education Qualification		
□ Undergraduate	22	27.5
□ Graduate	25	31.25
□ Postgraduate	24	30.0
□ Others	9	11.25
Business Type / Role:		
Glass & Hardware Dealer	10	12.5
Aluminum/Glass Fabricator	33	41.25
Retailer (Glass & Interior)	8	10.0
Real Estate Developer/Contractor	7	8.75
Furniture Manufacturer using Glass	22	27.5
Business Operation Area:		
Local Market (Thana/Upazila-based)	40	50.0
District Level (Multi-Upazila)	36	42.5
Divisional Level	6	7.5
Nationwide (Multiple Divisions)	0	0
Years of Business Experience:		
[1] Less than 3 years	39	48.75
[2] 3 to 5 years	25	31.25
[3] 3 to 5 years	6	7.5
[4] Over 10 years	10	12.5
Joining activity sales collaboration meetin		
Regularly	23	28.75
Sometimes	10	12.5
Frequently	26	32.5
Never	21	26.25

Source: Researcher field data

The study aimed to assess the reliability of the data obtained from a questionnaire through reliability analysis, using regression analysis for evaluation. Additionally, descriptive statistics and factor analysis were employed to analyze the collected data. The data were input into SPSS (Statistical Package for Social Studies) version 25.0 for analysis.

5.2 The Demographic Profile of Respondents

Table 5.1 presents a comprehensive demographic profile of the respondents. The demographic profile of the respondents reveals critical insights into the structure of AkijBashir Glass's B2B customer base. Firstly, the entire respondent pool consisted of males (100%), highlighting a significant gender disparity. This suggests that the industry is still heavily male-dominated, especially in decision-making roles. In terms of educational qualification, graduates (31.25%) slightly outnumber postgraduates (30%), followed by undergraduates (27.5%), and others (11.25%). This balanced distribution between graduate and postgraduate respondents indicates a well-informed client base, which is likely to engage in rational and value-driven purchasing decisions. When analyzing the business types, aluminum/glass fabricators formed the largest group (41.25%), followed by furniture manufacturers using glass (27.5%). In comparison, traditional dealers (12.5%), interior glass retailers (10%), and real estate developers (8.75%) made up a smaller portion. This shows a dominance of value-added service providers like fabricators and manufacturers, who are more involved in technical customization than mere resale. This client mix may influence the company's sales strategies toward technical support and product innovation.

In terms of geographical coverage, most respondents operate locally (50%) or at the district level (42.5%), while only 7.5% serve at the divisional level and none nationally. This indicates a concentrated market presence and highlights the need for region-specific outreach strategies. Regarding business experience, nearly half (48.75%) have less than three years of experience, showing a strong presence of new entrants. In contrast, only 12.5% have over 10 years of experience, indicating fewer established players. Lastly, collaboration meeting participation is varied—while 32.5% attend frequently, 26.25% never attend, showing room for stronger engagement initiatives. Overall, the data reflects a growing but fragmented client base with diverse needs and a strong potential for strategic relationship building.

5.3 Descriptive Analysis

The descriptive analysis examines the general statistical description of variables in the study which includes the minimum, mean, maximum and standard deviation of all variables. Whereby, the minimum depicts the lowest responses from the respondents, mean depicts the average responses from respondents, maximum represents the highest responses from the respondents and standard deviation represents the amount of variability in the distribution of a variable. The present study collected all the responses with a five-point Likert scale ranging from 1 for strongly disagree to 5 for strongly agree.

Variables	Mean	Standard Deviation	Maximum Statistic	Minimum Statistic
Product Knowledge	4.4050	0.53350	5.00	1.00
Negotiation Skills	4.1700	0.56906	5.00	3.33
Relationship Management	4.2017	0.50778	5.00	1.00
Prompt Communication	3.9133	0.58479	5.00	1.00
Follow-Up Services	4.3167	0.50541	5.00	1.00
Professionalism of Sales Representatives	3.8783	0.64727	5.00	2.33
Clients' Satisfaction	4.3200	0.56989	5.00	1.00

Table 5.2 Descriptive statistics of variables

The descriptive statistics in Table 5.2 offer a comprehensive view of various crucial variables related to the paint industry, highlighting customer perceptions and preferences. The descriptive statistics indicate that Product Knowledge received the highest average rating (4.41) with low variability, showing that most clients strongly agreed on its importance and effectiveness. Follow-Up Services (4.32) and Relationship Management (4.20) were also rated highly, suggesting these are well-executed areas in Salesforce. Negotiation Skills had a slightly lower mean (4.17), while Prompt Communication (3.91) and Professionalism of Sales Representatives (3.88) received the lowest average scores, with Professionalism showing the highest variation ($SD = 0.65$), indicating differing client experiences. Despite some variation in individual factors, the overall Client Satisfaction score remained high at 4.32, reflecting a

generally positive perception of the salesforce, although the presence of lower minimum scores suggests there is still room for improvement in certain areas.

5.4 Reliability Test

Variables	Items	Loadings	Cronbach's Alpha
Product Knowledge	PK1	.759	.746
	PK2	.756	
	PK3	.635	
Negotiation Skills	NS1	.650	.710
	NS2	.680	
	NS3	.664	
Relationship Management	RM1	.779	.708
	RM2	.748	
	RM3	.765	
Prompt Communication	PC1	.692	.740
	PC2	.659	
	PC3	.681	
Follow-Up Services	FS1	.668	.707
	FS2	.758	
	FS3	.780	
Professionalism of Sales Representatives	PSR1	.704	.747
	PSR2	.631	
	PSR3	.626	
Clients' Satisfaction	CS1	.679	.753
	CS2	.708	
	CS3	.708	

Table 5.3: Presents the reliability of the factors

Table 5.3: Presents the reliability of the factors to measure the consistency of the factors. When the value of Cronbach's Alpha is more than .70, that indicates higher internal consistency, and less than .35 indicates that there is lower internal consistency and the factor should be excluded. Here, the Cronbach's Alpha value of Product Knowledge, Negotiation Skills, Relationship Management, Prompt Communication, Follow-Up Services, Professionalism of Sales

Representatives, and Clients' satisfaction is near the value of .70. So, the questionnaire used in this study has good reliability and can be used for further study.

5.6 Coefficient of determination (R^2)

The coefficient of determination (R^2) value indicates how much variation in the endogenous variable is caused by the exogenous variables. This study has a R^2 value of .400 which indicates that the dependent variable is influenced by the independent variables by 58.5 percent. So, the six independent variables namely, Product Knowledge, Negotiation Skills, Relationship Management, Prompt Communication, Follow-Up Services, Professionalism of Sales Representatives considered in this study have a substantial effect on the Clients Satisfaction.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.548 ^a	0.676	0.629	0.53371
a. Predictors: (Constant), Product Knowledge, Negotiation Skills, Relationship Management, Prompt Communication, Follow-Up Services, Professionalism of Sales Representatives.				
b. Dependent Variable: B2B Clients' Satisfaction				

Table 5.4: Predict the relationship between the Factors and consumer willingness to provide a database

5.7 Confirm the Relationship Model Fitness

ANOVA ^a						
Model		Sum of squares	df	Mean square	F	Significance
1	Regression	17.480	6	2.913	25.42	.000 ^b
	Residual	8.372	73	.115		
		25.852	79			

Table 5.5: Confirm the relationship model fitness

Analysis of Variance (ANOVA) is a statistical method that compares means across two or more groups to determine if there is a statistically significant difference between them. It decomposes

the total variability observed in the data into between-group variability and within-group variability, enabling the assessment of the impact of different factors or treatments on the observed outcomes.

Table 5.5 reveals that multiple regression analysis is performed to examine the relationship between a. Predictors: (Constant), Product Knowledge, Negotiation Skills, Relationship Management, Prompt Communication, Follow-Up Services, Professionalism of Sales Representatives, and Clients' Satisfaction. Six hypotheses are proposed, and results are enumerated in Table 6. The ANOVA (Analysis of Variance) table provides critical insight into the overall significance of the regression model used in this study to explain B2B client satisfaction based on six independent variables. According to the table, the regression model has a sum of squares of 17.480 with 6 degrees of freedom (df), resulting in a mean square value of 2.913. The residual sum of squares is 8.372 with 73 degrees of freedom, producing a mean square of 0.115. The total sum of squares is 25.852, indicating the combined variability in client satisfaction scores across all respondents.

The F-statistic value of 25.42 is notably high and accompanied by a significance level (p-value) of .000, which is far below the conventional threshold of 0.05. This confirms that the model is statistically significant, and there is a very strong relationship between the independent variables and the dependent variable (B2B client satisfaction). In simpler terms, the variation in client satisfaction can be reliably explained by the combined influence of the six predictor variables, which may include factors such as product knowledge, negotiation skills, relationship management, prompt communication, follow-up services, and sales representative professionalism. Comparatively, the residual or unexplained variation (8.372) is substantially lower than the explained variation (17.480), reinforcing the model's strength. This gap indicates that a large proportion of the total variation in satisfaction is accounted for by the model rather than random error. The high F-value further supports the claim that the model significantly improves the prediction of client satisfaction compared to a model with no predictors.

Overall, the ANOVA results provide robust evidence that the chosen variables collectively have a significant impact on B2B client satisfaction in the context of AkijBashir Glass Industries Ltd.

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5.8 Hypothesis Testing

After assessing the reliability and validity test, the next step is hypothesis testing. Hypothesis testing is used to figure out the acceptance or rejection of the statements by analyzing whether it is true or false. Here, the t-test and significance level are considered to understand the hypothesis. To accept the hypothesis, the t-value should be more than 1.96 and the significance level less than 0.05.

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.036	.596		3.413	.001		
	Product knowledge	.013	.072	.012	3.178	.003	.960	1.042
	Negotiation Skills	.185	.066	.185	1.313	.474	.993	1.007
	Relationship Management	.015	.078	-.013	2.869	.035	.890	1.123
	Prompt Communication	.010	.065	-.011	4.778	.049	.975	1.026
	Follow-Up Services	.100	.076	.089	2.788	.000	.946	1.057
	Professionalism of Sales Representatives	.129	.061	.330	1.387	.191	.915	1.093

Dependent Variable: Clients' Satisfaction

Table 5.6: Hypothesis Formulation Table

5.9 Hypothesis Decision

H1: Product Knowledge has a significant influence on Clients' satisfaction. Findings of the present study prove this hypothesis. As the t value is $3.178 > 1.96$ and the level of significance is $.001 < 0.05$. So, it is accepted that product knowledge positively influences Clients' satisfaction.

H2: Negotiation Skills has a significant influence on Clients' satisfaction. From the table, it is found that the t value is significant, $1.313 < 1.96$, and the significance level ($.4.74$) is also higher than $.05$. So, it is not supported.

H3: Relationship Management has a significant influence on Clients' satisfaction. The table shows that the t value is significant, $2.869 > 1.96$, and the level of significance is $.0.35 < 0.05$. So, it is accepted.

H4: Prompt Communication has a significant influence on Clients' satisfaction. As the t value is $4.778 > 1.96$ and the level of significance is $.049 < .005$. So, it is supported.

H5: Follow-Up Services options has a significant influence on Customers' preference. The table shows that t value is significant $2.788 > 1.96$ and level of significance $.000 > .005$. So, it is supported.

H6: Professionalism of Sales Representatives has a significant influence on Clients' satisfaction. From the table, it is found that the t value is significant, $1.387 < 1.96$, and the significance level ($.191$) is also higher than $.05$. So, it is not supported.

5.10 Summary of findings

After determining all the factors, the summary of the entire hypothesis testing is presented:

Hypo:	Description	Comments
H1	Product Knowledge has a significant influence on Clients' satisfaction	Supported
H2	Negotiation Skills have a significant influence on Clients' satisfaction.	Not Supported
H3	Relationship Management has a significant influence on Clients' satisfaction.	Supported
H4	Prompt Communication has a significant influence on Clients' satisfaction.	Supported
H5	Follow-Up Services options have a significant influence on Clients' satisfaction.	Supported
H6	Professionalism of Sales Representatives has a significant influence on Clients' satisfaction in the glass industry.	Not Supported

Chapter Six: Recommendations & Conclusion

6.1 Recommendations

This chapter provides recommendations based on the findings of the research titled "Influence of Salesforce Capabilities on B2B Client Satisfaction in the Glass Industry: A Study on Akij Bashir Group." The objective of this study was to understand how various dimensions of the salesforce's capabilities affect satisfaction levels among B2B clients, including dealers, contractors, retailers, and institutional buyers.

The research revealed that six key factors — Product Knowledge, Negotiation Skills, Relationship Management, Prompt Communication, Follow-Up Services, and Professionalism of Sales Representatives — significantly influence client satisfaction in the B2B context. While Akij Bashir Group is already recognized as a major player in the glass manufacturing industry of Bangladesh, the ability to strengthen B2B relationships and retain clients depends heavily on the effectiveness of the salesforce.

- Sales representatives must possess thorough technical knowledge of the company's entire product line. This includes not only features and specifications but also how the products compare with competitors and their applicability across various industries. Clients often seek detailed technical explanations to justify large-volume purchases or customized solutions. Besides, Regular product training sessions should be conducted.
- During client visits, salespeople should be equipped with visual aids, samples, and brochures to better communicate product value.
- Negotiation is critical in B2B relationships, where orders are large and clients often compare multiple suppliers. Sales personnel must be able to handle pricing discussions, contract terms, delivery conditions, and bulk discounts with professionalism and flexibility.
- Empower sales teams with limited negotiation authority to close deals faster without unnecessary delays from head office.
- Delays in communication, especially regarding pricing, stock availability, or order status, can frustrate clients and damage trust. In contrast, timely responses improve client confidence and contribute to long-term satisfaction.
- Define and enforce response-time benchmarks, such as replying to all client queries within 24 hours.
- Provide sales staff with smartphones or communication tools (e.g., WhatsApp Business, email templates, client dashboards) for real-time updates.

- Assign dedicated support staff for large-volume clients to ensure faster communication and escalation handling.
- Professionalism shapes how clients perceive the brand. It includes punctuality, dress code, behavior, transparency, ethical conduct, and accountability. The more professional the salesforce, the stronger the brand image.
- To ensure continuous improvement, client feedback should be collected regularly. A formal structure to monitor the performance of the salesforce can help identify strengths and improvement areas.

6.2 Limitations of the study

- The study was constrained by a number of issues such as: Lack of time makes it difficult to gather, properly evaluate, and summarize the study's results.
- Due to the time spent on it, some respondents are refused, angry, and upset to provide certain information.
- The sample size is relatively small and limited to the B2B clients in Chittagong and Cox's Bazar; thus, the study may suffer from a small sample bias, and the results may not represent the other business clients in Bangladesh.
- This study focuses exclusively on Akij Bashir Glass' sales force, which might not represent other industries' sales capabilities. The findings may not apply to other companies or regions within the industry.
- The study's findings are based on a specific time frame, and market dynamics can change rapidly. Therefore, the results may not reflect long-term trends or evolving client satisfaction.
- The research focuses on a select set of influential factors (Product Knowledge, Negotiation Skills, Relationship Management, Prompt Communication, Follow-Up Services, Professionalism of Sales Representatives) and may overlook other relevant factors that influence Client Satisfaction.

6.3 Conclusion

The glass industry in Bangladesh is undergoing a significant transformation driven by increased urban development, technological advancement, and the growing demand for aesthetic and durable construction materials. Within this context, Akij Bashir Group has emerged as a key contributor by offering a wide range of quality glass products through its Glass Unit. This internship report, titled “Influence of Salesforce Capabilities on B2B Client Satisfaction in Glass Industry: A Study on Akij Bashir Group,” aimed to assess the critical role played by Salesforce in shaping client satisfaction in the B2B context. Through detailed analysis of primary and secondary data, the study has identified six core capabilities of the salesforce—Product Knowledge, Negotiation Skills, Relationship Management, Prompt Communication, Follow-Up Services, and Professionalism of Sales Representatives—as significant contributors to B2B client satisfaction. These variables influence not only the transactional aspects of business but also the long-term relationship and loyalty between the company and its clients, including dealers, contractors, and corporate buyers. During my internship journey, I observed that B2B clients in the glass industry are increasingly seeking value-added services in addition to product knowledge. They expect accurate information, quick responses, professional interaction, and reliable after-sales support. In such an environment, the performance of the salesforce becomes a strategic asset for business growth. The success of Akij Bashir Group in this competitive industry depends on how effectively its sales team can represent the brand, solve client problems, and maintain lasting partnerships. Moreover, the experience has shown that while the company holds a strong market position, there are clear opportunities for improvement, particularly in areas like structured follow-ups, communication speed, and advanced negotiation practices. Implementing the recommendations drawn from this study could not only enhance B2B client satisfaction but also establish Akij Bashir Group as a benchmark for service excellence in the glass industry. Overall, this internship has provided valuable exposure to the real-world dynamics of B2B sales in the manufacturing sector and has highlighted the importance of aligning human resource capabilities with strategic business goals to achieve long-term client success.

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Appendix

Dear Respondent,

My name is Md. Fahad, I am a student of Comilla University, Department of Marketing. Currently, I am undergoing an enriching internship at Akij Bashir Group. As part of my internship report, the following questionnaire has been prepared. The objective of this survey questionnaire is to collect information to “Assessing the Influence of Salesforce Capabilities on B2B Clients’ Satisfaction in Glass Industry: A Study on Akij Bashir Group.” Your valuable thoughts and experience as a stakeholder of the Akij Bashir Group position you as an ideal participant for this study. The survey is designed to be concise and will take approximately 3 to 5 minutes to complete. Rest assured, your responses will be treated with the utmost confidentiality and will be solely utilized for this study.

Thank you in advance for your time and cooperation. If you have any questions or require further information, please feel free to reach out to me via mobile: 01828408811

Warm Regards,

Md. Fahad

Department of Marketing

Comilla University

Section-I

Demographic Profile of Respondents

Guide: Please tick (✓) The Right Boxes That Represent Yourself

01. Please Indicate Your Gender:

[1] Male [2] Female

02. Please Indicate Your Educational Qualifications:

[2] Undergraduate [3] Graduate
[4] Post Graduate [5] Others

03. Please Indicate Years of Business Experience:

[1] Less than 3 years [2] 3 to 5 years
[3] 3 to 5 years [4] Over 10 years

04. Please Indicate Your Business Type / Role:

[1] Glass & Hardware Dealer [2] Aluminum/Glass Fabricator
[3] Retailer (Glass & Interior) [4] Real Estate Developer/Contractor
[5] Furniture Manufacturer using Glass

05. Please Indicate Your Business Operation Area:

[1] Local Market (Thana/Upazila-based) [2] District Level (Multi-Upazila)
[3] Divisional Level [4] Nationwide (Multiple Divisions)

06. Please Indicate Your Joining activity in the sales collaboration meeting:

[1] Regularly [2] Sometimes
[3] Frequently [4] Never

About Akij Bashir Group

AkijBashir Group stands as one of the most dynamic and forward-thinking industrial conglomerates in Bangladesh, rooted in a rich legacy and fueled by innovation, resilience, and purpose. Emerging from the visionary leadership of Sheikh Akij Uddin, the Group has transitioned into a modern industrial force under the stewardship of Sheikh Bashir Uddin, carrying forward the values of integrity, excellence, and entrepreneurship

07. Are you associated with "Akij Bashir Glass and their salesforce?"

☐ Yes ☐ No ☐ Maybe

Section-II

Please indicate your level of agreement or disagreement with each of the statements on a five-point scale as given below: 1= strongly disagree 2 = disagree 3 = Neutral 4 = agree 5 = strongly agree

Product Knowledge						
PK1	The sales representatives have thorough knowledge about AkijBashir glass products.	1	2	3	4	5
PK2	Salespeople provide clear and detailed information about product features and specifications.	1	2	3	4	5
PK3	Salesforce effectively explains how products meet our specific business needs.	1	2	3	4	5
Negotiation Skills						
NS1	Sales representatives handle price and contract negotiations professionally.	1	2	3	4	5
NS2	The salesforce listens to our concerns and works to find mutually beneficial solutions.	1	2	3	4	5
NS3	Negotiations with AkijBashir sales staff are fair and transparent.	1	2	3	4	5
Relationship Management						
RM1	The sales team regularly checks in with us to understand our evolving needs.	1	2	3	4	5
RM2	Sales representatives build strong, trustworthy relationships with our company.	1	2	3	4	5
RM3	Our business relationship with AkijBashir is collaborative and long-term oriented.	1	2	3	4	5
Prompt Communication						
PC1	Salespeople respond quickly to our inquiries and requests.	1	2	3	4	5
PC2	The salesforce keeps us updated promptly about order status and deliveries.	1	2	3	4	5
PC3	Communication from the sales team is timely and effective.	1	2	3	4	5
Follow-Up Services						
FS1	Sales representatives follow up after sales to ensure satisfaction with products.	1	2	3	4	5

FS2	The salesforce promptly addresses any problems or issues we encounter.	1	2	3	4	5
FS3	We receive consistent support and assistance from the sales team after purchase.	1	2	3	4	5
Professionalism of Sales Representatives						
PSR1	Salespeople conduct themselves professionally and courteously.	1	2	3	4	5
PSR1	The salesforce demonstrates reliability and integrity in all dealings.	1	2	3	4	5
PSR1	Sales representatives are well-trained and knowledgeable about their responsibilities.	1	2	3	4	5
B2B Clients' Satisfaction						
CS1	We are satisfied with AkijBashir Group because of their salesforce's performance.	1	2	3	4	5
CS2	The salesforce contributes directly to our satisfaction with AkijBashir's products and services.	1	2	3	4	5
CS3	We are highly satisfied with the professionalism and support of the salesforce.	1	2	3	4	5

Thanks for your cooperation