

Interactive Business Session Organized by BDC at BURCH University - March 2018

Mar 28, 2018

Last week, Business Development Club had the chance to greet Mrs. Jasmina Kriještarac, the author of the book „Secret of a successful broker“, a master of communicology and broker of sales. An interactive business session on the topic of „Sales and Communication Skills“ was also organized.

During the session, Mrs. Kriještarac clarified the business of a broker of sale, the capabilities that each broker should have, and also the problems they face while they are conducting their business.

Mrs. Kriještarac explained that sales mostly depend on access to people and continued that each salesperson must understand the psychology of people. Our guest shared her experiences she gained while working for a German company which sells electricity and gas to German customers. Throughout the presentation, Mrs. Kriještarac mentioned that she wrote her book with a motivation by observing her husband who is an experienced salesman.

Students were highly interested in the topic and they asked several questions to the guest speaker about the company and several situations a broker of sales may encounter.

Towards the end, Professor Ensar Mekic, the mentor of Business Development Club, expressed his gratitude, and Adha Drugovic, the current president of the club, handed letters of appreciation and gifts to our guest.

Mrs. Kriještarac donated several copies of her book to our Library.

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