

"In the past I would feel nervous selling glasses, and I would sell less too. Now, I have great sales": Bangladeshi pharmacist Md. Asaduzzaman Asad on selling reading glasses

Ambika Samarthya-Howard

May 16, 2024

Ambika Samarthya-Howard: Can you talk a little bit about how many glasses you sell and what helps you sell more?

Md. Asaduzzaman Asad: Some months ten, some months twelve, some months eight.

Ambika Samarthya-Howard: You are one of the top sellers, right? I'm wondering how you get so many sales because he is not loud or aggressive.

Md. Asaduzzaman Asad: I have always spoken less. In the past I would feel nervous selling glasses, and I would sell less too. Now, I have great sales.

Translation: Does this happen—there are some people that when they meet unfamiliar people, they suddenly are unable to talk and feel shy. But when speaking with someone familiar or from a referral, they can speak comfortably with them. Is this what happens with you?

Md. Asaduzzaman Asad: Yes, when I speak with unfamiliar people, I feel a little uneasy.

Ambika Samarthya-Howard: Has he ever been able to change someone's mind who didn't want to buy? What did he say?



Md. Asaduzzaman Asad: Yes, that has happened before. At first they said they didn't want the glasses because I am not a big [well known] doctor. So I told them no, I trained at [VisionSpring] so there are no problems. Even if you want to see another doctor, you can wear these glasses in the meantime. If there are any problems, I will make sure to connect them to a big doctor.

Ambika Samarthya-Howard: Can you talk a little bit about the price points, how many price points he has, and where do most people buy?



Md. Asaduzzaman Asad: I sell them for 180-200 taka.

ICON LEGEND



Advocacy



Money



Supply



Demand generation



Partnerships



Technology



Distribution channel



Regulation



Training



Media campaigns and marketing



Screening

Ambika Samarthya-Howard (she/her) is Solutions Journalism Network's Chief Innovation Officer. She strategizes on communications, metrics, impact, product and technology, leveraging platforms for the network and creating cool content. She also leads the Solutions Insights Lab, an initiative of SJN that uses targeted research and analysis to identify and interrogate what's working and what's not in a particular sector or field. She has an MFA from Columbia's film program and has been creating, teaching and writing at the intersection of storytelling and social good for two decades. She has produced content for Current TV, UNICEF, Havas, United Nations Population Fund (UNFPA) and Prism.

** This interview has been edited and condensed.*