

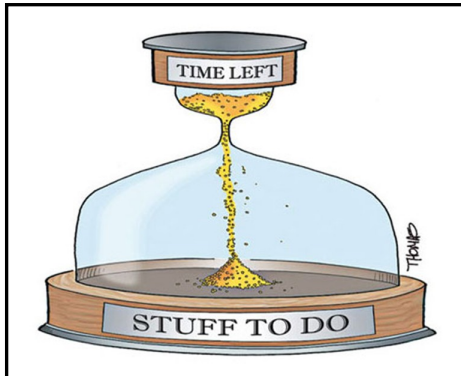


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The Dahbashi Journal



DAHBASHI ENGINEERING wishes all
its readers a very happy, healthy, safe and
prosperous 2013 !



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The Year Ahead ! Will it be the “Year of the Salesman” ?

We are about to close our books on 2012; it has been a year of mixed fortunes; a year of expansion and consolidation; a year when a few ‘almost impossible’ deals were won but some

lost as well; a year that witnessed a slight slow-down over the last couple of months.....but all things considered, I do not think we can, in all honesty, put ourselves down too much

by saying that it was not such a good or satisfying year !

Given the circumstances; the internal as well external constraints; the fact that

the market is still depressed and money is extremely tight, we have had a good year !

What does 2013 have in store for us ? Going by



certain market indicators, it seems like a mixed bag.

On the one hand we have witnessed a steady increase in costs, rents and traffic (sure indicators that the economy is picking up); on the other, the lack of liquidity and the fact that there are very few new projects in the pipeline (pertaining to the industries we are involved in) does not instill that 'upbeat feeling' we had got accustomed to pre-2008 !

Of course, the past 3-4 weeks have witnessed the announcement of several mega, multi-billion dollar projects but they, owing to their sheer volume and scale, will only start impacting the UAE economy in

2014 at the earliest.

So, what does 2013 really have in store for us ? I may be in a minority of one but I genuinely feel that it will be a tough, challenging year.....call it a hunch or a 'gut feel'. Don't get me wrong; there is business out there but it is becoming increasingly difficult as more and more players enter the fray and the customer is spoilt for choice. All said and done, even if the size of the pie remains the same, the slices will get thinner and thinner.

So what do we do ? Before I answer that, I can tell you what we definitely cannot afford to do, that is, sit back on our haunches waiting for the busi-

ness to somehow drop into our lap !

To me, it is clear that the onus rests entirely on the sales force, not only the actual sales representatives / executives but the whole lot of people who are directly or indirectly involved in the sales process !

"You are the only one who can use your ability. It is an awesome responsibility."

Zig Ziglar

Let us prospect for every lead regardless of how small or remote it is and follow it through with unflinching focus to its natural conclusion.

'Stand up and be counted', 'pull your own weight'.....these are a few of the maxims that each sales person in the organization will have to swear by and adhere to.

We need to ensure that we work our respective territories and customer bases intelligently. Time and territory management are the buzz words here and the latest version of the Visit Planner (once it is launched) will give you the ideal tool to do just that.

"The bad news is time flies. The good news is you're the pilot".

Michael Altshuler

"The key is not to prioritize what's on your schedule, but to schedule your priorities".

Stephen Covey

Each contact with the customer / prospect (whether on the phone, by email / fax or face-to-face), has to be meaningful; that is only possible if we are well prepared. Of course, the same approach or solution is not right for all customers, leave aside every situation; a specific and individual focus is essential. Selling is a dynamic process that requires a flexible approach.

Going back to the different presentations we were privy to during the **Parts Sales Meet 2012** last month, we cannot help but remember the key

buzz words / phrases that highlighted the underlying theme of the **Meet**, namely,

- *Managing your time and territory efficiently*
- *Respecting the customer*
- *Winning his trust and establishing a rapport with him / her*
- *Maintaining accurate machine population records*
- *Acting as a consultant to the customer*
- *Helping him with information / sources of products other than those available in your portfolio*
- *Projecting the group's*

USPs in the strongest light possible and highlighting how we are 'different'

- *Indulging in value-added selling*
- *Never putting down the competition*
- *Providing the customer with a quality product along with exemplary, expert and professional service*
- *Continuously striving to gain and improve our technical knowledge as well as soft selling skills*

If we can keep all of the above in focus, we should be well on our way to becoming ace sales people.

"The only thing that overcomes hard luck is hard work !"

Harry Golden

Let us make that as our goal for **2013**; let us strive for excellence in selling and truly make the next 12 months as the **'Year of the Salesman' !**

Vinod Arya





Cantilevered Racking

With the steady growth the **DAH BASHI GROUP** has been witnessing since we moved into this facility in January **1997**, space has become the most sought after commodity of late. It seems as though we are literally bursting at the seams.

To reduce the **G.E.T.** footprint a little, we decided to install a Cantilevered Racking in the only area available on the estate, between the Main Warehouse's doors.



We were only able to accommodate a **5.6** metre wide x **1.3** metre deep x **3.0** metre high Cantilevered Racking that provides a total of **5** bays with **3** levels per bay. The depth of the cantilever



arm is **1.1** m and it carries a **Safe UDL** of **850 kgs.** per arm or **1700 kgs.** over **2** arms.

At the moment, we are at a stage where every sq. cm. of space created for storage is extremely welcome !

Vinod Arya

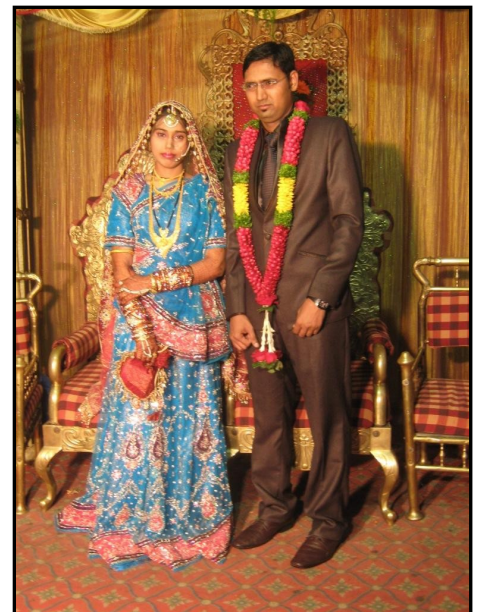
Wedding Bells !

Shaik Owais (Sales Assistant, Kuwait Branch) got married to **Samera Fatima** on September 28th., 2012 at Yakutpura, Hyderabad (India).

The reception was held at Sayeed Villa Function Plaza.

We would like to take this opportunity to wish the newlyweds Heartiest Congratulations !

Samera & Owais—may you have a super wedded life !





January birthdays 2013 !

V. Shree Kumar ADHBRH 02/01	Praveena Lasrado Service 12/12
Arshad Khan DXB Stores 03/01	Somayyeh Ali Mansouri H.O. 12/01
Meraj Hasan MIS 04/01	Sandeep Mahaveer Vaishnav ADHBRH 14/01
Anish Joseph P. ALNBRH 04/01	Kripa Dhwa Giri SHJBRH 17/01
Ahamed Rafeeq Mayyeri Service 05/01	Ravi Kumar Sonar Service 19/01
Aravindakshan Koroth P. ADHBRH 05/01	Deepak Kumar Chhetri DXB Stores 20/01
Rico Nucum Miranda Service 08/01	Lakhen Lama Service 23/01
Dil Bahadur Sunar DXB Stores 09/01	Jose Vargheese Service 26/01
Syed Nasr Ullah Abidi ADHBRH 10/01	Thaneshwar Adhikari ADHBRH 27/01

February birthdays 2013 !

Rohith Ravindranatha Kurup EQT 03/02	Mohammed Asief Service 09/02
Rajesh Lama Service 08/02	Shaik Chan Basha DXB Stores 10/02
Rhymn De Leon Rivera Service 08/02	Radhika Mathur MIS 12/02
Fahad Ali M. Ali Dahbashi H.O. 09/02	Mofiz Uddin Service 14/02
Chinta Bahadur Sunar HR 21/02	

Too many people buy things they don't need, with money they don't have, trying to impress people they don't even like...

"You cannot dream yourself into a character; you must hammer and forge yourself one !"

Henry David Thoreau

"You can't build a reputation on what you are going to do !"

Henry Ford