



October 2012

The Dahbashi Journal



THE DAHBASHI GROUP'S PARTS SALES MEET 2012 !



Training has been one of the key mantras for **DAHBASHI ENGINEERING'S** steady growth over the years ! With a host of new faces joining the Group since the last such conference, the time was ripe to get all the outdoor parts sales representatives to-

gether for a two-day session in Dubai.

Considering that we now have a sales force of over **30** field operatives across the **GCC** countries (with more joining the fold on a regular basis), we can proudly proclaim that our

field coverage is second-to-none in the industry.

While each new member that joins the **Group** is imparted a comprehensive induction training before being "**let loose**" in the marketplace, training is a continuous process and

being introduced to make the construction equipment, generators and off-highway trucks more efficient and environment-friendly. Keeping up with the changing technology is no longer a privilege but an abject necessity !



needs to be revisited time and again, especially considering the pace at which the world is moving today with new ideas, innovations, processes and products

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The event was spread over two power-packed days at the **AI** **Manzil Hotel** in the **Downtown Business Bay** area.

With all the overseas attendees arriving the night before, we had an early start with **Saleem** commencing the proceedings with his keynote address. He urged each and every one of the sales representatives to act as a sponge and absorb as much of the **ideas, themes, technical know-how, general selling techniques** etc. that would be presented over the two days as the programme had been carefully put together to benefit them in their day-to-day business. He also empha-



sized on the fact that among the senior management, the Group boasts of over **350**

years of combined experience in the industry; an experience that they could seriously take advantage of to become more proficient, confident and knowledgeable.

The programme consisted of various technically-oriented presentations by **Mudar, Saif, Varghese, Rohith** and **Bari** covering the product groups currently comprising our portfolio as well as some that the **Group** was seriously looking at delving into in the future. Inter-changeability of some

parts across various machine and model makes, selling the service advantage, value additions through a comprehensive knowledge of





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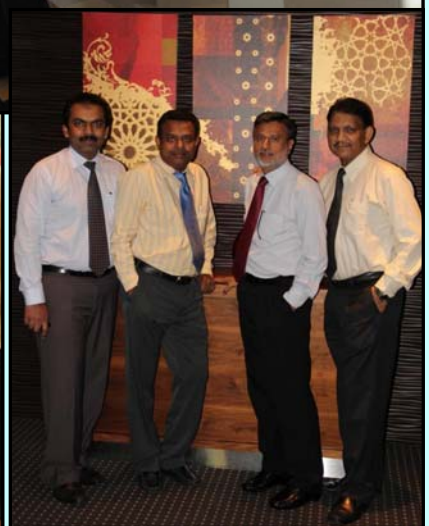
a particular assembly's overhaul requirement in conjunction with a better-than-passing awareness of the composition of the

Group's inventory....were some of the topics covered.

Riyaz's input was in listing

and demonstrating all the developments and modifications that the **Management Information Systems** had undergone in the interim since the last Meet. Since ours is a proprietary, in-house developed **MIS**, changes and





copy of the report was available in the booklet for later review !

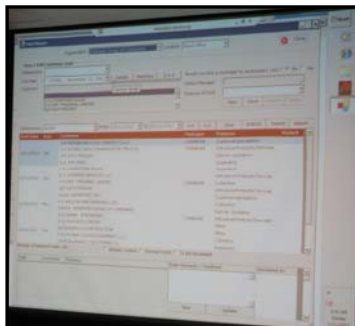
Saleem and the under-signed chipped in with a few presentations on the softer selling skills, contents of an ideal call report, planning the year ahead with the help of the

Visit Planner and so on. We shared some of our experiences on caring for the customer, gaining his trust, constantly striving to increase our

technical know-how and thus our self-confidence.

Spread over **November 11th** and **12th**, **2012**, the meet provided a forum for the partici-

developments take place on a daily basis. Relating directly to the sales process, two of the recent developments are the **Call / Contact Report** and the **Visit Planner Programmes**. Gone are the days of writing call reports in long hand and using a carbon paper so that a



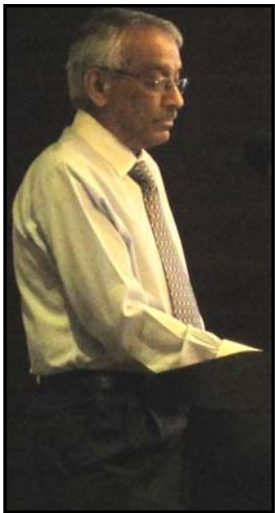


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The food at **Al Manzil** had taste and variety; it catered to **8** different nationalities among the attendees. Dinner on the **11th** was held at the **Corporate Headquarters lawns**. It provided some people who had never been, a chance to visit the facility for the first time and get a first-hand impression of **DAHBASHI ENGINEERING**.



Participants to meet and share their individual experiences (some unique to their particular territories), exchange views and more important, take comfort in and gain confidence from the combined strength of the **DAHBASHI Group**. Compared to the last meet, we found much greater inter-action and participation this time among the sales representatives.



An open **Q & A** session followed by a **Feedback Survey** and a vote of thanks concluded a highly successful meet. All said and done, we felt that the Meet had achieved its purpose; I could actually sense that the level of confidence of the participants had risen a couple of notches.

Kudos to all involved for their hard work !

Vinod Arya



DE Happenings !

November birthdays 2012 ! December birthdays 2012!

Chandan Vaidya (MHD) 01/11	Phars B. Vishwokarma (SHJBRH) 11/11
Kaiser Javaid Mughal (MHD) 01/11	Prasanth Abraham (DXB Sales) 17/11
Chander Singh Kami (MHD) 02/11	Mohammed Fakruddin (SERVICE) 22/11
Mirza Majid T. Mughal (MIS) 08/11	Varun Anil Godambe (MHD) 24/11
Khaja Ehtesham Uddin (FINANCE) 10/11	Khag Bahadur Sonar (DXB Stores) 25/11

Mudar Dargahwala (EQT) 2/12	Richard Lasrado (SERVICE) 22/12
Palaniappan Sekar (SERVICE) 06/12	Jasvinder Kumar (FINANCE) 23/12
Siddeek Mayyeri (SERVICE) 08/12	Habib Carim Abedin (MIS) 25/12
Vaisakh Mohanan (SERVICE) 14/12	Reynaldo Dumayas Gabriel (SERVICE) 25/12
Laxman Panth (ADHBRH) 16/12	Hozaifa Shabbir Moomchala (AWRBRH) 27/12
Arun Kumar Sunar (ADMIN) 17/12	Lenin Thomas (AWRBRH) 30/12



NETRA BAHADUR GIRI bid a fond farewell to **DAHBASHI ENGINEERING** at the end of September 2012 for personal reasons. He had worked with us in the Central Warehouse for the last 5 years.

The entire **DAHBASHI** family wishes him well in his future endeavours.