



Essentials for the Road to Sales Success !



While the basic principles in any kind of selling are more or less the same, engineering products take on a slightly different dynamic once you delve deeper into the subject. The back-drop for the following article is obviously the three main product lines / service of the **DAHBASHI GROUP**, namely, after-market Spare Parts for Construction Equipment and Traction and Reserve Power Batteries and Chargers for the Materials Handling and Warehousing Equipment, Access Platforms, Golf Carts, Power Stations, Telecommunications, Solar Energy, Manufacturing Industries, Oil and Gas etc. Bridging the gap and providing adequate support to the above two product lines as well as selling its expertise for Repair / Service / Refurbishment of Construction Equipment and Batteries / Chargers is the Service Department.



Each of the three requires a dedicated sales team, equipped with all the necessary "tools" and following an intricate, cohesive system of visit planning, reporting, using equipment population lists, having real-time inventory pricing and availability, making quotations, negotiating orders, chasing receivables, having easy access to archives etc.....all made readily available at the touch of a button or two, thanks to the unique software programme (written and developed entirely in-house).

Let's start at the beginning with the recruitment of a suitable sales person.

Training : Each new sales person goes through an inductive training course upon joining. This is followed by product training, both in the classroom as well as out in the field. Of course, this is just the beginning and

the sales person's education in product knowledge, selling skills, inter-personal skills, liaising with the other departments etc. is a continuous process.

It is a given that greater the product knowledge, the more self-confidence the sales person would have and portray, thereby dramatically improving his / her chances of success.

Customer List : Armed with an initial customer list, the sales person goes out in the field. Any new customer he / she subsequently discover is automatically added to the list.

Visit Plan : A sales person without a visit plan is like a ship without a rudder. At the beginning of the year, it is imperative that he / she charts out a yearly visit plan based on the customer's importance and the sales potential his business represents.

Keeping an eye on the yearly planner, a weekly visit plan needs to be charted out at the end of each week for the planned visits for next week. No doubt circumstances will necessitate deviations from the plan but even a score of 50-60 % success rate is considered par for the course.



Machine / Equipment Population : This is where the machine / equipment population assumes immense importance. The larger the number, the greater the potential; it does not take a rocket scientist to determine the frequency of visits each customer

warrants. Owing to the fluidity of movement of equipment within different Emirates and other GCC countries, the machine population list of each customer should be constantly up-dated.

Visit Reports : One cannot over-emphasize the importance of recording visit notes, preferably the same evening as the meeting or at best, the next morning before he / she sets out for the day's visits. Not only does it help in keeping a record of the important areas of discussion (to be referred to at a later date); it also

Inside...

Road to Sales Success !	1-2
Anthony Retires after 25 years with DE !	2-4
On-Site Battery / Charger Training	4-6
DE HEPS (Bahrain)	7
DE Happenings !	7-8



helps in taking necessary action on points raised and requests made. More important, it gives the recipients of the visit reports a window into each customer's world and enables them to add value in terms of advice, suggestions, benefit of their experience and /or privileged information etc.

Prompt, precise and constant

follow-up : In industrial selling, it is not enough to send out a quote and wait for the customer to make the first move. Each quote requires a prompt and regular follow-up; of course the duration and frequency depends on the type of product being sold.

Customer testimonials : I know of at least a couple of very senior persons in the Group who carry copies of large orders or orders from prominent customers in a binder, especially if they are visiting a new prospect. It is the best possible endorse-

ment and advertisement for the product group they are promoting and also the company they represent.

Asking senior management to accompany on sales visits :

Given adequate notice, I do not think anyone from the senior management would say "no" to accompanying a sales person to visit a customer. It provides the necessary backing as well as increases the sales person's credibility in front of the customer.

Keeping promises and commitments :

One of the easiest ways to upset or even lose a customer is to renege on one's promise and commitments. If, for any reason, one cannot provide the requested information, send a quote, deliver the product on the committed date....the list is endless; he / she would be much better off advising the customer beforehand.

After-sales Service : As the saying goes, the first sale is the sales person's; all subsequent sales should result from service, be it after-sales service by the sales person or the Service Department.

Collections : A sale is not complete till the money is in the bank. There is no joy in having impressive sales invoicing if there is even the slightest doubt that a portion of the sale may not be secure.

I know I have used the term "tools" rather loosely and some of the points raised above may not necessarily fit the bill or be totally relevant.....but I am sure everyone gets the gist.

With the systems and "tools" available to the sales persons in the **DAH BASHI GROUP**, each one can be a success; all it requires on their part is dedication, hard work and self-motivation.

Vinod Arya

ANTHONY CALLS IT A DAY AFTER A WONDERFUL STINT SPANNING A QUARTER OF A CENTURY !

Anthony came to **DAH BASHI ENGINEERING** by default. A landowner and a farmer to boot, he was enjoying a quiet and fairly comfortable existence when his world was shaken up by unwarranted accident in which one of his farmhands lost his life !

It was as if his world had been torn apart; Even though he was in no way responsible, he could not get to forgive himself for the tragedy as he felt ultimately responsible since the person worked for him.

After settling all issues, Anthony decided to get as far away as he possibly could. It was through his friend Philip (another **DAH BASHI** ex-employee) that he came to Dubai and finally joined us as a driver.

This was in 1986 when the company itself was trying to find its feet. He worked with us for over 25 years and finally retired as the MRP Division's Warehouse Supervisor in December 2014.

He worked with different departments, occupying different positions and



shouldering numerous responsibilities. He was equally adept at driving and looking after the company's guests as delivering product to all corners of the UAE. For a period he was looking after all the local purchases.

He was quiet, always had a smile on his face and never said "no" to any assignment that the need of the hour demanded.

Towards the last part of his innings with **DAHABASHI**, he was given the mantle of looking after the MRP Warehouse. He learnt the rudiments of warehouse management on the job and even became fairly adept at the computer.

The above is what I have paraphrased from my several chats with **Saleem**.



rings in my head !"

Here's what some of his colleagues have to say about Anthony :

"He worked with us while I was in the Workshop; he was very sincere, honest, dedicated and had a very good attitude. He was always smiling".

Irfan

"I remember the first day he landed at our workshop in Rashidiya. His striking feature was his constant grin and relaxed disposition. I never saw him lose his cool nor raise his voice at anyone".

"Though he had some air conditioner maintenance experience, he adapted well to driving and storekeeping. Found him contented with what he had. The way Menon (Warehouse Manager) used to call out "Anthony"!!! in his loud baritone still

Salim Shaikh

"My interaction at work with Anthony was minimal but on all opportunities to interact had experienced his pleasant and calm demeanor, going about doing his work silently".

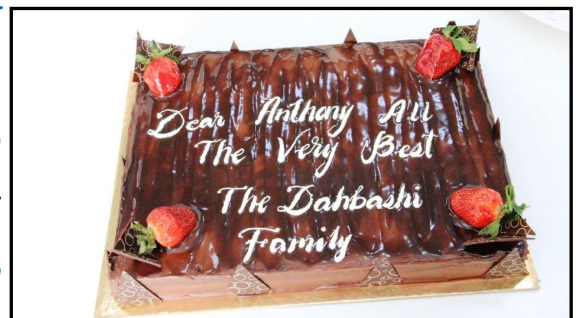
Mudar

"I will always remember Anthony as a person with an eternal smile on his face".

Saifuddin

"If only I had any more interaction with him besides a smiley "Good Morning" or "Good Afternoon", I would certainly have shared my experiences".

Farheen





"Back in 2008, when I was given the daunting task of managing the stock count, I remember all the help and support I got from Anthony. Being my first major stock count of such calibre, I was glad I had Anthony to teach and assist me".

"His expertise in the field and years of service goes to show that there is no substitute for an experienced worker like him".

Kaiser

"I have not spent a lot of time with Mr. Anthony but the 5 years I had been around him were very informative and a learning curve whenever I interacted with him in the stores".

He was one of those employees who knew the location of each and every part like the back of his hand. During my training, I spent a week with him and he educated me with what parts go in building a battery...from bolts to cables to couplings and connectors".

"I am sure he would have enjoyed working in our new warehouse in DIC and helped us with his expertise in organizing the new warehouse. I only wish him the best with his retirement".

Usman

"Anthony will always be someone I greatly admire and respect. His work ethic, quiet humility and loyalty made him a role model not just to me but many others as well. He was always encouraging and paved the way ahead for many of his colleagues. I will always respect his sense of duty and trustworthiness".

Chandan

Well, Anthony has called it a day and gone back home. But people like Anthony do not just leave; his memory will be with us for years and his toothy grin will continue to light up our paths on the darkest of days !



Vinod Arya

ON-SITE BATTERY / CHARGER CARE AND MAINTENANCE COURSES

Between Varun, Rupert (both MRP Division) and Girish (Service Division), several training courses on the care and maintenance of Batteries / Chargers have been organized over the past several months at different customers' premises.

Essentially, the training has covered :

Normal daily / weekly / monthly Care and Maintenance of the Batteries and Chargers

Charging and Discharging

Why and how Opportunity Charging reduces the battery's life

Basic functions of the Charger

Topping up
The weekly Equalizing Charge of the Battery and its importance





DAHBASHI ENGINEERING

DAHBASHI ENGINEERING
Delivering Excellence
since 1985

دهبـاشى الهندسية

Volume 137
DAHBASHI JOURNAL



Varun Godambe

DE HEPS BAHRAIN GOES LUNCHING !

At the beginning of the year, our Joint Venture partners in **Bahrain**, went out on the town for lunch at the Sofitel Hotel. Here are some photos to commemorate the occasion.



July birthdays 2015! August bithdays 2015!

Shaik Khadar Basha H.R. 01/07	A.M.R.A. Jawardana SERVICE 14/07
Jahir H.A. Wahab SERVICE 03/07	Mahadev Puri DXB Stores 16/07
Md. Yousuf Khan ADHBRH 07/07	Syed Azam Ali MRP 16/07
Sujan Bishwokarma DXB STORES 13/07	Sreejit M. Krishnakutty SHJBRH 19/07

Surrender Reddy Alugubelli SHJBRH 01/08	Kadavil Jacob Thomas SHJBRH 10/08
Ali. Mohd. M. Al Baloushi H.R. 01/08	Nico Q. Dilao MIS 12/08
Shab Uddin SERVICE 02/08	Mohamed Areebu ADHBRH 15/08
Nasim Hasan ADHBRH 03/07	Taizoon M. Dahodwala DXB SALES 18/08

Shabbir H. A. Hussain AWRBRH 20/07	Rajesh Joga SERVICE 20/07
Amjad Khan SERVICE 21/07	Varghese K.J. ADMIN 25/07
Tarvath Diwakar Menon DXB STORES 27/07	Muhammad Koprantavita MZDBRH 28/07
Lal Bahadur Sunar DXB STORES 29/07	Krithi Radhakrishnan MRP 30/07

Irfan Ahmed M.E. HEAD OFFICE 21/08	Parashuram G. D. Vishwanath ADMIN 22/08
Avito Jr. Luarez Arimang MIS 26/08	Milan Lama DXB STORES 29/08

Mustufa Saifuddin Selwawala
MRP 30/08

DAHBASHI GROUP HAPPENINGS !

MODEL DRIVER !

Amro Abbas Khalifa, Branch Supervisor, AL AIN Branch, was recently awarded a certificate



along with a cash award by the DUBAI POLICE for completing an entire calendar year without committing any traffic violation in any of the seven Emirates that constitute the **UNITED ARAB EMIRATES**. Amro hails from Sudan. He joined us in April 2011 and after the initial training, has been working successfully



in the Abu Dhabi and Al Ain Branches.

Way to go, Amro ! Congratulations ! I am sure others would do well to follow his example !

HEARTIEST CONGRATULATIONS !

Majid Khan (Assistant Systems Administrator, based in Riyadh) and Hina were blessed with a baby boy on June 12th., 2015.

Muhammed Ahmed, weighed in at 2.9 kgs. and was 45 cms. tall at birth. Both mother and child are doing well.

