



# Eid Mubarak 2016!

## EMINENT VISITORS !



During the first quarter of the year, we were privileged to host a delegation from **HOPPECKE Batterien GmbH & Co. KG** headed by **Dr. Marc Zoellner** (4th. generation leader of the family enterprise).



It was more than two years since Marc's last visit; it was high time he touched the UAE terra firma again.

The visit served a dual purpose :

one, to introduce two new additions to the Motive Power Division : **Michael**

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**Hilmerich**, Managing Director and **Andrew Otter**,  
Director Export Sales for the area, and two, to discuss





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strategies for the future in a constantly changing and extremely demanding market place. Of course, taking a comprehensive tour of our new facility that became fully operational in the third quarter of last year in Dubai Industrial City was the added attraction.

As usual, the discussions were frank and open and covered a variety of topics that highlighted the special relationship that the two companies share with each other.





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The walk-about in the facility left the visitors visibly impressed.

In the words of Marc Zoellner, "We are impressed by the far-sighted investment of DE ! We are proud to be partners of Dahbashi and know the Hoppecke products, solutions and values are in the best hands."

**Vinod Arya**

## ON-SITE BATTERY / CHARGER CARE AND MAINTENANCE COURSE

A few weeks ago, **Varun Godambe** (Assistant Manager, Motive Power) conducted a training course for a group of 25 Lift Truck Operators and maintenance personnel on the care and maintenance of Batteries / Chargers at a customer's facility.

With the Electric Lift Truck being the heart of any warehousing operation, it is imperative that the operators / maintenance personnel are familiar with the basics of Battery and Charger care and maintenance.

Essentially, the training covered :

- Normal daily / weekly / monthly care and maintenance of the Batteries and Chargers
- Charging and Discharging
- Why and how Opportunity Charging reduces a battery's life
- Basic functions of the Charger
- Autofill System – its functioning, care and maintenance
- The Blinky---its functioning and use as an electrolyte level indicator
- Topping up intervals (with demineralized water)



- The weekly Equalizing Charge of the Battery and its importance.

Kaiser J. Mughal

## The dna of a Super Sales Person !

There are sales persons and then there are **SALES PERSONS** !

The ordinary run-of-the-mill variety that thrives on mediocrity, content with functioning as mere 'order pickers' and satisfied with whatever sales comes their way without having to unduly 'exert' themselves.

And then, there are **SALES PERSONS** ! For want of a better nomenclature, we will classify them as **Super Sales Persons**. They are forever pushing the envelope, always challenging themselves to do

better, are never satisfied with their achievements and always keep the best interests of the customers as well as their company in mind.

So what is it that makes a Super Sales Person tick ? How is his / her dna different from that of the numerous sales persons that we come across in all walks of life, across all industry spectrums and product groups ?

For starters, they are well-organized and value time.

They have their customer database complete and current. Their cache of literature is neatly arranged; compiling a specifically targeted set is only a matter of minutes. Not only are their call reports up-to-date, they invariably read the relevant ones before a particular customer visit so that they can easily take up from where they left off at the last visit.

They **'KNOW'** their customers : the owners, the key decision makers, the maintenance personnel, the purchase officers / manager and last but



not least, the people in finance !  
They pick up the subtle political under-currents, the invisible alliances and are aware of all the behind-the-scene influencers and manipulators.

80 to 90 percent of their visits are planned and with prior appointment. Territory management is their forte. They are acutely aware that any extra time spent on the road than is absolutely necessary is time wasted.

Apart from the targets set by the company, they set their own personal goals and are forever striving to race past them.

They believe in long-term relationships with their customers, built over a period of time with trust, reliability, credibility and mutual respect being the operative words.

Their product knowledge is second to none; it helps them transform themselves into being more of a consultant to the customer instead of a mere sales person flogging his wares. Of course, it goes without saying that the 'consultant' can only be successful once the prerequisites of trust, reliability and credibility have

been established.

While they do value time, they are not 'time servers'. They do not stop working as soon as the official working hours are over.....they call it a day only after the everything the had listed down as tasks for the day have been completed. Being available to their customers on a 24/7 basis is a common habit of all super sales persons.

Planning ahead is another trait they are guilty of; they never close shop for the day till the next day's agenda is carefully charted out. It is the same way they approach each week, month and year.

Murphy's Law is a reality..... unprecedented delays, mishaps etc. will happen; they are acutely aware of the fact but never shy away from keeping their customers informed. If they can provide alternate solutions, they are the first ones to do so.

They are conscious of the fact that sales require team work, both with the fellow sales persons as well as the support functionaries in the back office.

While each strives for individual glory, all super sales persons go out of their way to help their colleagues as and when required.

Super sales persons have a greater awareness of the immediate world around them as well as on a global scale and proactively react to changes in the political, economic, cultural etc. scenarios.

Self-confidence as well as confidence in their company and its products is a quality that is clearly evident in all super salesmen.

"A salesman is only as good as his last sale" is a saying they keep very close to their hearts. It continuously warns them to never rest on their laurels but urges them to keep forging ahead, keen to close the next sale.

I firmly believe that anyone keen on a career in sales can learn most of these qualities and the saying that "extraordinary sales people are born and not made" is a fallacy.

How many of the above 'boxes' do you tick ?

**Vinod Arya**



**Bad Judgement ?**



**Road Authority's Sense of Humour !**



**Tattoo of the year !**