



Lean Battery Charging room – a reality!

by Kaiser Javed Mughal

Sales Manager – Motive Power Projects

A great start to the new year 2018 included a successful handover of a lean battery charging room in Dubai World Central for a reputed multinational 3PL logistics facility.

The battery room has the capacity to accommodate batteries and chargers for 8 x Linde T20SP Powered Pallet Trucks, 14 x Linde K15 Very Narrow Aisle Trucks and 10 x Linde E20L Electric Forklift trucks.

The trucks were equipped with Hoppecke Low Maintenance Trak Air batteries and **Benning Belatron High Frequency chargers**.

The room is managed by **iBOS®** - intelligent battery organization system. **iBOS®** brings lean discipline to the battery room. It enables operators to properly rotate batteries by identifying which battery has had the longest cooling time since charging. It also helps the customer to manage the battery room and aids executives in making informed buying decisions. **iBOS®** eliminates waste in the battery room, with a typical payback of less than one year. ***continued on page 2***

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Lean Battery Charging room – a reality!

The changing of batteries is done by a powered magnetic battery extractor mounted on a 3 ton powered pallet truck. The extractor is designed to provide the user with a convenient, safe and dependable tool for changing batteries. Battery change process can be achieved in under 5 minutes.

A special thanks to Motive Power sales and service team and Philadelphia Scientific, UK, for the successful installation and handover of this turnkey project. We now look forward to working on the 2nd phase of this battery room in the not so distant future.



Training – Sales & Marketing

by Saifuddin Dargahwala

Business Development Manager – Key Accounts EMM Spares & Service



“It is not just about being better. It is about being different. You need to give people a reason to choose your business! How very true and relevant are these words from Tom Abbott, a motivational sales speaker and trainer. Need of the hour in today’s cut throat competition and challenging times is to evolve oneself as a professional and do things better and different to be out of the rat race.

A sale cannot be pursued but happens automatically while serving your customers. One of the important sales tools to conduct good business is marketing involving constant communication with customers – be it through telephone, electronic media, personal contact, etc. By far the most effective tried and tested method over the years has been personal contact by meeting customers. Meeting customers provides us the opportunity to know and understand them, their business, problems, preferences, etc. so well that the product or service fits the and sells itself.

The importance of visiting and meeting customers prompted me to offer a training session for the field sales executives to share and benefit from the rich experience and knowledge available within the organization. The biggest challenge to conducting such a training was to effectively convey the message without losing participants interest. Assisted by Mr. Mudar and Rohith, I decided to conduct the session encompassing the theme of sales etiquette and useful tips on conducting sales meetings with customers. Training was conducted on Saturday, March 03, 2018 at the DE Dubai Industrial City (DIC) facility. Session was designed to be more of an interactive nature. It was split in different segments commencing from mock customer visit / interaction sessions, lecture session followed by few power point presentations and a short film culminating in a tour of the parts warehouse.

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“You don’t close a sale, you open a relationship if you want to build a long-term, successful enterprise.” - Patricia Fripp

Training – Sales & Marketing

Taking advantage of the participants morning energy and enthusiasm, the initial mock sales meeting comprised of 3 scenarios – “Meeting a traditional OEM parts user customer”, “Meeting a very difficult customer” and “Telephone call to a difficult customer seeking a meeting appointment.” Different participants posed as DE sales executives. Reminiscing over earlier experiences, I took the easy way out and posed as such a customer. Constructive criticism on the interactions and mannerisms was provided with corrective suggestions to make it more effective. I could feel the atmosphere lighten with renewed interest as each one of us mentally visualized instances of our past customer meetings and could instantly connect with these sessions.

The lecture segment concentrated on the need and basics of conducting quality sales visits and overall impact on the business. Characteristic positive and negative traits with commonly committed mistakes related to sales etiquette and to my experiences during the joint visits with each of the participants were discussed in general. Tom Abbott, Motivational Sales speaker says “It is not just about being better, it is about being different. You need to give people a reason to choose your business!” Continuing with this theme, importance of marketing over selling was emphasized. There is no better tool for marketing a product than providing a complete solution to the customer which in our case is offering repairs along with parts! In order to elicit active “Service Sales” from the participants, a basic introduction on promoting and handling service / repair job enquiries was presented.

Keeping in mind – “visuals are more effective than verbal,” a power point presentation was the next segment. Armed with the powerful presentations created by some of DE’s founding members and stalwarts, useful and invaluable tips on selling mantras were provided.

“First Things First” beautifully portrayed the basic etiquette and mannerisms for customer visits. “10 Most Important Words” provided a brief insight to effective verbal communication and attitude. The effectiveness of these two presentations can be summarized by a quote from yet another motivational speaker, Patricia Fripp - “You don’t close a sale, you open a relationship if you want to build a long-term, successful enterprise.” “Value Added Selling” highlighted the importance of selling differently and creating the need for our products and services. The very concept of value added selling has unfortunately been largely under-utilized. Not undermining the importance of proper and accurate customer, business and market information intelligence to management, DE takes pride in the powerful “Visit / Contact Report” enabling online reporting of each customer visit. Since the visit report is an important tool and means of communication between the field sales team, management and various departments, precise and concise reporting is required for effectiveness. It also captures “Customer Perception” and helps DE in taking corrective / preventive action at various levels to meet customer expectations. Statistics suggest that when customers complain, business owners and managers ought to get excited about it. The complaining customer represents a huge opportunity for more business. Presentation on “Visit Reports” delved into the basics of effective reporting.**continued on page 5**





Training – Sales & Marketing

Although the training program was initially designed for a couple of hours, due to the active participation and content it stretched well into late afternoon. To overcome the lethargy post the morning session and lunch (thanks to Manu!), I decided to culminate the classroom session on a lighter note. It was now turn for the “Supandi” show – a short film ably produced and directed in house by Arva with lead actor Chander as “Supandi”. The film is based on Supandi visiting and interacting with customers in different situations. It aims at depicting the different facets of customer visits. Serious issues related to common mistakes have been portrayed beautifully in a jovial manner and leave a lasting impression on the viewer.

To stimulate the cramped muscles, participants were provided a tour of the impressive DE DIC parts warehouse spanning over 4000 sq.mt. Lawrence guided us through the facility and highlighted the addition of new products / line items. Participants refreshed their memory with the range of products available in stock to help them to offer to the customers. It was a good opportunity for some of them to physically see and learn the application of parts not available in their branches / territories.

Enriching ourselves with information and knowledge exchanged during the long day, I hope that each one of us felt motivated and confident to do things differently to increase our success. I believe more sessions like this in the near future are required for the benefit and growth of all of us.

Last but not the least, an excerpt from the Sales & Marketing Guru Zig Ziglar “People often say that motivation does not last. Well, neither does bathing, that’s why we recommend daily!”

“It is not just about being better, it is about being different. You need to give people a reason to choose your business !” – Tom Abbott

Profile

Chander Singh Kami

by Manu Sharma

Assistant Manager – Human Resources

“Success comes only to those who believe in themselves and are prepared to win.”

Chander Singh was born in the birthplace of Buddha, Kapilvastu (Lumbini, Nepal) and raised in Delhi. He arrived in Dubai in 2008 and joined DE as an office butler. In 2009, Mr. Vinod Arya (former Executive Vice President) recommended that he be promoted to the position of Administration Assistant in MRP under the supervision of Mr. Chandan Vaidya.

Chander was referred to DE by Pharas (Sales Representative in Sharjah) and has since proved to be a dedicated and loyal employee. He is a good team player with a positive attitude and has a good rapport with all his colleagues.

His job responsibilities include documentation work around export and import of batteries from various territories. He takes part in updating the batteries stock and also attends customer calls.

It is said that “if you have not found the right hobby then keep looking for it because hobbies enrich your life. It is a guide for the pursuit of happiness.” Chander finds joy in cooking and painting. You will be surprised to learn that there is a talented artist hiding behind this smiling and mischievous persona.

Chander has 5 members in his family. His mother and wife are both homemakers. His son and daughter are currently studying. His father worked with Indian railways and moved back to Nepal after retiring.

Chander has prevailed through many hardships during the earlier part of his life. He worked as a helper in merchant shops, was a cook in a hotel as well as a watchman in Delhi. It was his strong determination and will power to do something in life that drew him to Dubai.

On being asked what he likes the most about DE, he replied, “DE genuinely cares about, values and respects the hard work of employees.” He further added, “I love the people I work with across the company. They all are really awesome, talented and dedicated.”

I cannot help but mention the Supandi movie in his case! Chander is that special face of our first DE in-house movie production. He is the leading and one of the best characters of this Supandi movie (new employees who have not watched Chander the Supandi must watch it in their spare time!).

It is true to say that a good part of motivation is self-motivation. Your family, your manager and even your co-workers can try to get your engine going, but until you decide what you want to accomplish nothing will happen.

We wish Chander the very best for all the adventures that life has in store for him.





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