

COGNIZANCE

A UNITECH NEWSLETTER | OCTOBER 2021 | ISSUE 09

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MD'S WORD

TIME MANAGEMENT

With all the radical transformation and the advances in technology happening in the world around us, One thing remains constant and that is time. "Time is money." It's a familiar phrase that many professionals are intimately familiar with. But, as a salesperson, your time really is money. It's easy to feel like there aren't enough hours in the day. But the problem may not actually be a lack of time, but how efficient you are with your time. Effective time management is critical to sales success, but it is also one of the biggest challenges. Between prospecting leads, writing emails, follow up on payments, updating with new product knowledge and tracking conversations and success, there are multiple demands on your time and attention. With limited resources and the fact that you're judged by results alone, you are constantly being pulled in different directions and battling distractions. On the plus side, you have way more control over your work and earnings than people in other industries.

Since you can't add hours to your day, it is imperative to make the most of the ones that you have. Using your time wisely will help you focus and, ultimately, boost your success. It's one of the most useful skills a salesperson can have! Following are few tips and tricks that will help you manage your time better:

1. PLAN YOUR DAY WELL IN ADVANCE:

List out things that are important and need to be done on a priority basis. Prepare a task plan or a TO DO list. Jot down important things against the time assigned for each activity. Try to finish the work within the stipulated time frame. Tick the activities already done and concentrate on the remaining.

they can eliminate, automate, or outsource. It may just be a few minutes saved here and there, but those saved moments can quickly add up. As a start, see if it makes sense to hand off some of those tasks to administrative or sales support professionals with in the company.

2. USE A PLANNER / ORGANIZER:

Develop the habit of using a planner, organizer or desk calendar to avoid forgetting important tasks. One of the best ways to manage time is to be organized. The more you are organized, the more quickly you finish off tasks. Avoid keeping stacks of files and heaps of paper at your workstation. Keep your desk clean and organized. Throw away what you don't need. A cluttered desk leads to negativity all around and one tends to waste his maximum time in searching documents and files. Put a label on top of each file. Keep the important documents handy.

5. THINGS HAPPEN; BE PREPARED

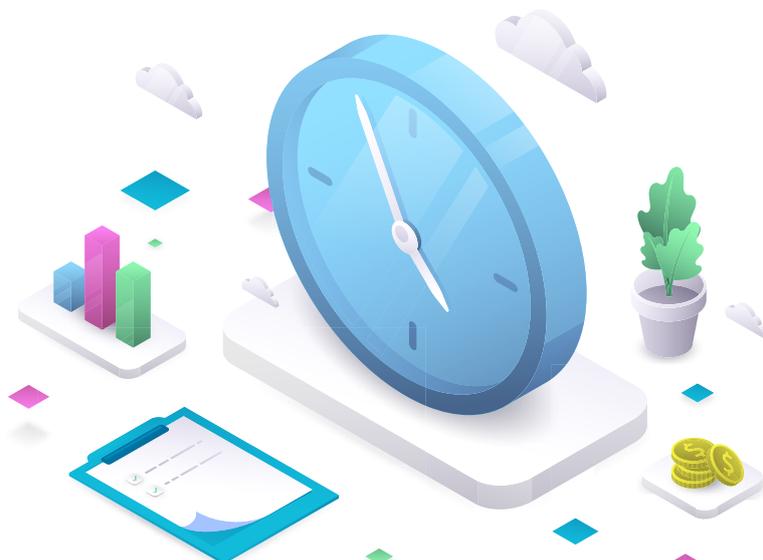
As a Sales Executive you should know that things can go wrong at times, How you react to the situation determines the our come, the goal here is to recover faster. The faster you can recover the better. Some scenarios for this are - a client misses an appointment, a deal falls through, the product line changes, delivery delays etc... These are the scenarios that are a part of a Sales Executives day to day routine - while handling these scenarios, try spending more time working on core tasks. This agility and ability to think fast on their feet is an attribute all Sales Executives should possess. People who are naturally wired this way don't let hiccups slow them down.

3. CREATE AND FOLLOW A PROCESS / ACTION PLAN

If you have the habit of doing all the research work on prospects on your own, creating a standardized process will help you speed up the process and make things more consistent. Prepare an action plan as to how a particular task can be accomplished. Adopt a step by step approach. It is important to first finish one task before starting the next.

4. ELIMINATE NONESSENTIAL TASKS

This is for the Managers, Administrative tasks may be necessary, but they can quickly grow to take a large portion of a seller's time. If you want to maximize your sales reps' high-gain selling time, have them look for administrative tasks



MD'S WORD

TIME MANAGEMENT

6. BE SMART WITH EMAIL

Email can be a very easy and effective sales tool, but it can also become a tremendous drain on time and energy. You can save a lot of hassle by having email templates ready for the conversations that you have on a repeated basis and organizing their inbox. Managers should coach their respective salespeople to set up folders in their inbox so they can quickly reference information when it's needed. And while you're at it, review best practices for creating the perfect email meeting invite.

7. FOCUS ON THE %20

You must be familiar with the Pareto principle (also known as the 20/80 rule, for those who don't know). Here's a quick overview: "80 of sales come from 20 of clients" This means you're wasting too much time focusing on tasks that have little or no impact on your success. You need to focus on the tasks with the highest ROI. Remember, not every name on your list will buy or become a high-value customer. If you're spending too much time on an unqualified lead, you're not selling – and that's your job. The sooner you figure out your potential, long-term customers, the better for you.

8. BE SMART WITH TIME TRACKING

When it comes to managing your time, time tracking is pretty obvious. Most of us are unaware of the habits that kill out time, and hence productivity, during the day. If you often get the feeling that you're having too much to do and not enough time to do it, time tracking is a great place to start.

9. PLAN YOUR DAY AROUND YOUR CUSTOMERS

The time you've blocked on your calendar to meet with customers doesn't necessarily match their schedule as well. And if your timings are inconvenient for the customers, you're not going to make a good sale. Doing a little research on your end first will help you figure out what the best time is to reach potential prospects. Plan your day around your customers – know their interests, get familiar with their routine, and create schedules that let you reach them at their best times.

10. LIMIT MULTITASKING

Being a multi-tasker doesn't make you a productive, successful sales rep. Multitasking is not good for sales because your brain can't do two things at once. When you attempt to tackle more than one task, your brain constantly shifts gears and takes some serious hits darting from one task to another in rapid succession. As a result, you slow down and lose 40 percent of your productivity. So, instead of multitasking, consider prioritizing your sales activities and try to focus on one thing at a time.

11. GET TO THE NO FASTER

Chasing the wrong lead (longer than needed) is a waste of valuable time. Yes, it's hard to let go of a sale, but think about this: what's better? Nurturing a viable lead or following a prospect that appears to have little or no chance. Learn how to spot a dud lead, disqualifying leads as quickly as possible, and get to NO faster so that you can make good use of your time.

Effective time management is your key to becoming a good – productive, successful, less stressed and more effective – salesperson. So, learn how to manage your time rather than letting it manage you.



Saqib Altaf

NEWS UPDATE: SFSP RECEIVED NEW APPROVAL FROM SWCC (SALINE WATER CONVERSION CORPORATION)

SFSP is proud to announce that we are approved as manufacturer by SWCC. The Saline Water Conversion Corporation (SWCC) is a Saudi governmental institution mandated and entrusted with seawater desalination and the delivery of desalinated water to various regions of the Kingdom of Saudi Arabia and beyond. SWCC was established in 1974 as an independent governmental institution of a legal personality. More information available on <https://www.swcc.gov.sa/en>

<p>المؤسسة العامة لتحلية المياه المالحة Saline Water Conversion Corporation (SWCC)</p>		<p>SFSP</p>	<p>شركة مصنع التصاميم للمنتجات الحديدية المحدودة SPECIALIZED FACTORY FOR STEEL PRODUCTS CO.LTD.</p>
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NEXUS ENTRANCE MATS PRICING

Raw materials for production (Ex. Aluminum, Stainless Steel) has increased more than %25 since Jan 2021 and still continue to fluctuate, we can't expect stabilization in these prices anytime soon. Sales teams are advised to consider this factor in while quoting to clients, the old prices need to be updated accordingly and as per client capacity and competitors in same project. SFSP will always do all the required supporting for sales teams to secure and get all orders.

NEXUS



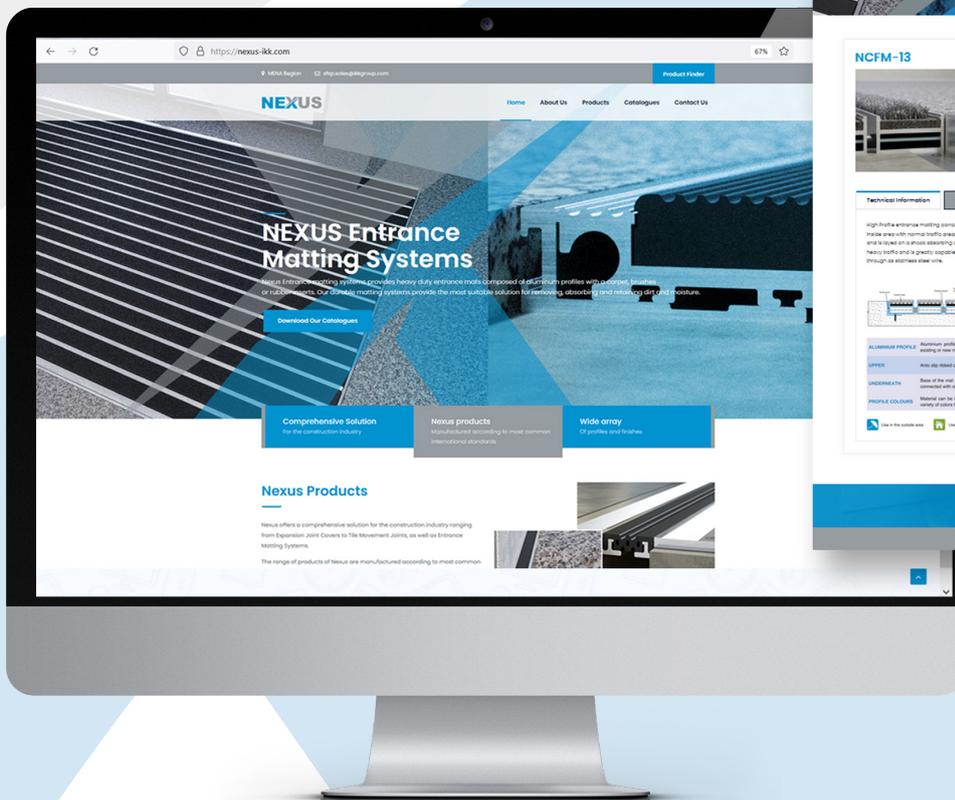
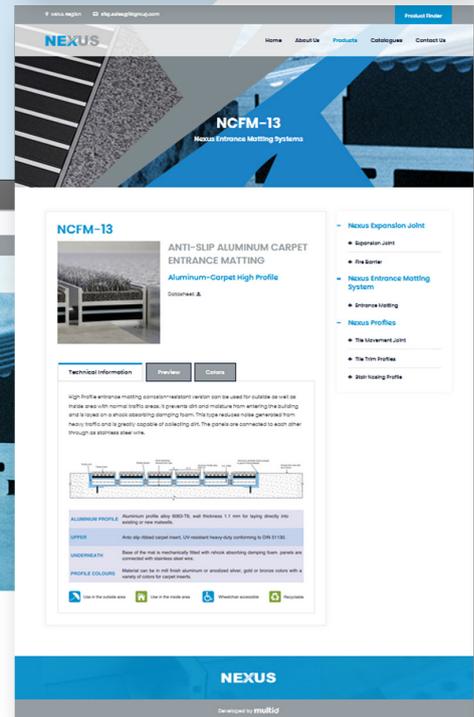
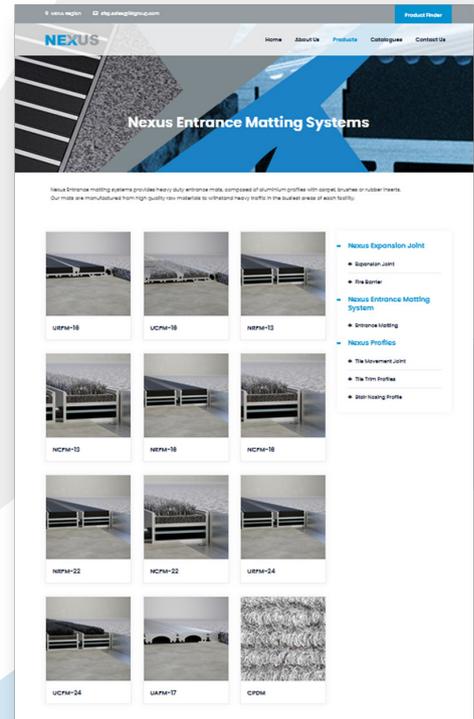
NEWS UPDATE: NEXUS ENTRANCE MATS



Nexus website <https://nexus-ikk.com/> is fully active now and can be main source of information for all Entrance Mats. Clients can be advised to log in to website whenever they asked for product details and catalogues.

Nexus Website is fully developed and information is continuously updated. The Nexus Entrance Mats covered all required heights witch client might ask and starting from 12 mm till 24 mm. It is supplied in many carpet colors as well as many rubber colors.

Nexus Entrance Mats are engineered as per client specifications and we have a track record of meeting the client requirement in may special cases and due to this the market share for Nexus mats has been significantly increased in last few months and we will keep targeting more with the support of our UNITECH team.



NEWS UPDATE: APPLICABLE PRODUCTS ON THE FOLLOWING PROJECTS:

**NEOM,
THE RED SEA DEVELOPMENT COMPANY (TRSDC),
QIDDIYA & KING FAISAL AIR ACADEMY.**

- ▶ Gypsum Systems
- ▶ Fire Stop Solutions (STI)
- ▶ PVC Electrical Conduit System (Uniduct)
- ▶ Construction Chemicals (PLEKO)
- ▶ Sealants (Poly TI)
- ▶ Expansion Joints (NEXUS-SFSP)
- ▶ Technical Profiles (NEXUS-SFSP)
- ▶ Entrance Matting (NEXUS-SFSP)
- ▶ Toilet Partition (SFSP)
- ▶ Phenolic Solutions (SFSP)
- ▶ Cable Management Systems (SFSP)
- ▶ Steel Doors (BMG)
- ▶ Roof Hatches (BMG)
- ▶ Access Panels (BMG)
- ▶ Acoustic Solutions (Rockfon)
- ▶ Geosynthetic Solutions (Terram)
- ▶ Mateen Bar & Dowel Bar (Especially on NEOM & Red Sea)
- ▶ Paints (Caparol)
- ▶ Water Stop System (Unicrete)
- ▶ Pipe Clamps
- ▶ Mechanical & Chemical Anchoring Systems (Rawplug)
- ▶ Raised Flooring
- ▶ Hand Rails
- ▶ Impact Protection Systems
- ▶ Insulation Systems
- ▶ Power and Hand Tools
- ▶ Esscofoam



NEWS UPDATE: A SMALL REFRESH ON MATEEN BAR



IKK Mateenbar, the first fiberglass rebar facility in Saudi Arabia. IKK Mateenbar manufactures a structurally durable & high performance product called Mateenbar™, which is Glass Fiber Reinforced Polymer (GFRP) rebar, also known as Fiberglass rebar. Our products remove the risk of concrete corrosion in highly aggressive environments. They provide large cost savings by eliminating maintenance costs and increasing the design life of concrete structures to +100 years.

IKK Mateenbar is a joint venture between Isam K. Kabbani (IKK) Group of Companies and New Zealand company, Pultron Composites. Mateenbar™ technology was designed and developed at Pultron Composites by an engineering team with decades of product development experience who continue to provide R&D support and expertise.

IKK Mateenbar first facility in KSA was established under a memorandum of understanding signed in 2019 by New Zealand's Pultron Composites, and its partner, Isam Khairy Kabbani Group (IKK), with Saudi Aramco. The launch of this facility comes as part of the Kingdom's efforts to attract and localize the rebar industry. This is also in line with efforts to achieve the objectives of the Saudi Vision 2030, in terms of diversifying the national economy, promoting innovation in the Kingdom, and strengthening Saudi Arabia's international relations.

IKK Mateenbar will manufacture and supply corrosion-free fiberglass rebar for infrastructure projects in the

Kingdom, as well as the Middle East and North Africa region. GFRP rebar is the latest technology for manufacturing fiberglass rebar in New Zealand and the United States of America. It is now manufactured locally in Saudi Arabia to build better and more durable infrastructure that supports the growth of the Kingdom's economy and enriches the quality of its environment and society alike.

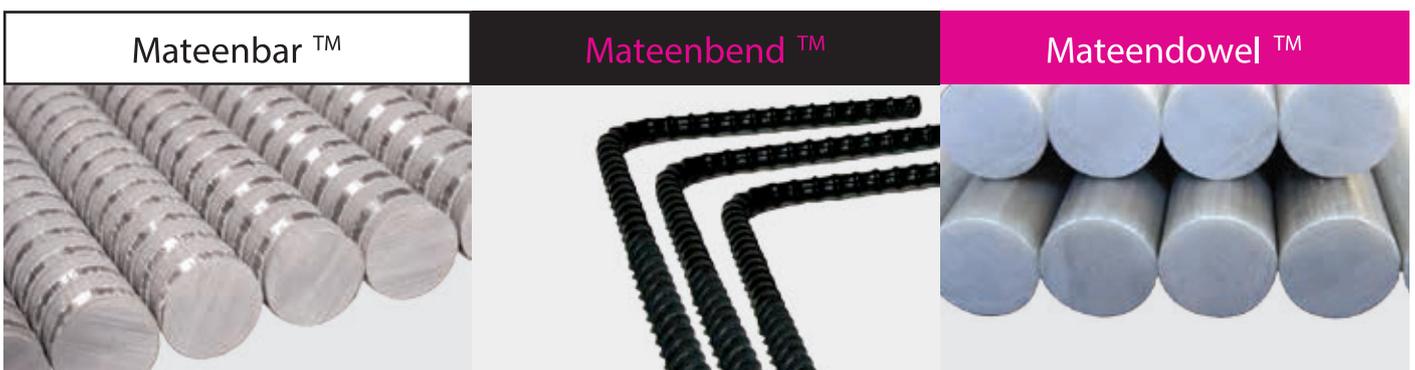


The Chairman of Isam Khairy Kabbani Group, Hassan Al-Kabbani. **"We are introducing a revolutionary new technology that will start to replace the iconic construction material that has been around for over a century now."**



Facility is located in the 3rd Industrial City, Dammam, Eastern Province, Kingdom of Saudi Arabia. www.ikkmateenbar.com

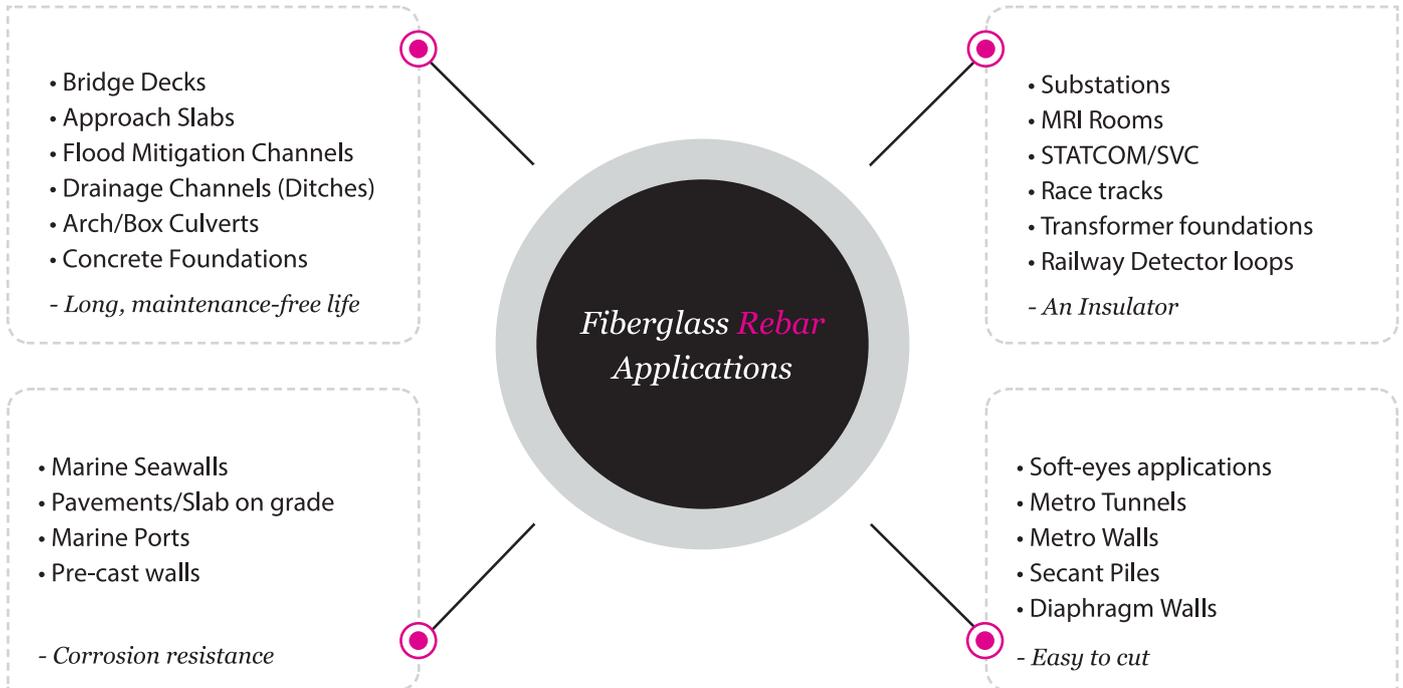
PRODUCTS RANGE



NEWS UPDATE: A SMALL REFRESH ON MATEEN BAR



PROJECTS APPLICATIONS



MATERIAL PROPERTIES COMPARISONS: MATEENBAR™ VS STEEL

Material Properties	Units	Mateenbar™	Steel (ASTM A615)
Tensile strength	MPa	1100 - 800	420
Unit weight	kg/m ³	2100	7850
Bond strength	MPa	10	10
Thermal conductivity	W/ (m·°C)	< 1 ⁽¹⁾	54
Electrical resistivity	Ω·m	> 200 x 10 ⁻¹⁰	1.5 x 10
Modulus of Elasticity	GPa	> 50	200

(1) Approximate value



GETTING A GOOD NIGHT'S SLEEP

An ongoing **Lack of sleep** or **poor-quality sleep** increases your risk of **health problems** such as:



They are also linked to **memory problems**, **forgetfulness**, and **more falls of accidents**.

Aim for
7-9 hours
of sleep each night.

HERE ARE SOME TIPS TO HELP:

- 1** **Go to bed and wake up** at the same time every day, even on weekends.
- 2** **Find ways to relax** before bedtime each night.
- 3** **Avoid distractions** such as cell phones, computers, and televisions in your bedroom.
- 4** **Don't eat large meals**, or drink caffeine or alcohol late in the day
- 5** **Exercise at regular times** each day, but not within 3 hours of your bedtime.
- 6** **Avoid long naps** (over 30 minutes) in the late afternoon or evening.



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