From the Editor

How time flies – we’re just about into the last quarter of 2010!

In celebration of Spring and in the spirit of all things new and wonderful, this season’s issue introduces a new centre spread, a new business venture and continues to provide you with developments within Laser. We’re also very pleased to introduce new service offerings and introduce you to some of the stars who make our group shine.

“The future depends on what we do in the present” – Mahatma Gandhi.

With less than three months to the end of the year, let’s usher out 2010 on a high note.

Feroza Petersen
Group Communications & Marketing Manager
As always, it is with great pleasure that we have another opportunity to communicate and to share a few of our thoughts about the prospects for the year ahead.

It may be interesting to reflect for a moment on where we at Laser were a short 12 months ago – particularly on the approach that we set for ourselves leading into 2010.

The economic slow down was old news; the FIFA World Cup was imminent; all of our businesses were impacted by these in different ways. We were actually optimistic about the prospects but we recognised still the importance of four things:

1. Understanding the detail behind our business
2. We had to fix the things that were worrying us
3. We had to become more innovative (and differentiated) and
4. We had to become more customer facing.

We are pleased to say that in each of our businesses there have been notable successes that have come about as a consequence of prioritising these four things.

Understanding the detail
Whilst Laser Logistics played such a vital role in supporting Schenker in the logistics roll out of the 2010 FIFA World Cup, there was little time to dedicate to reviewing what was working well within the business and what needed more focus both from an operational and also a strategic perspective. Since the conclusion of the World Cup chapter, much time has been spent on doing just that and already we are seeing the benefits arising from this.

Laser Logistics’ new public warehousing offering and its more diverse customer base and distribution capability needs detailed understanding before all opportunities and efficiencies are derived. GAC Laser’s focus on project work and specialisation requires a different understanding to that of the conventional clearing activity.

Fix the things that worry us
The evolution and growth of any business is such that there will always be aspects in the business that require replacement, change or fixing. Often a tougher trading environment highlights these aspects and as business leaders and managers, it is our responsibility to react to them. This year we have, in each of our businesses, had to deal with a number of different challenges and things requiring particular attention.

Our leadership structures at both Dawn Wing and GAC Laser have required change so as to provide for greater growth prospects and sustainability. The greater understanding of our Laser Logistics business has highlighted operating processes requiring fixing or enhancing.

Become more innovative and differentiated
The old adage ‘Don’t change something that works’ is one that we subscribe to. However this approach should not get in the way of innovation and differentiation which are imperatives in a changing world and a changing business environment. There are many examples where change calls for innovation – an obvious one being the huge advances being made in E-commerce or on-line shopping. Dawn Wing has reacted strongly to the new ‘shopping’ trends – and to meeting the expectations of customers who now require a ‘to C’ service offering. Such reaction has required a differentiated service, an evolving one – even if the ‘old’ service works.

Become more customer facing
All of us will agree that our market place has become more competitive – and arguably a little more onerous to operate in. Critically, our customers both current and prospective have become more expectant of enhanced service. Not only are we having to ensure that our service performance improves but we are also having to ensure that we understand exactly what it is that our customers require of us and what fulfilment solutions we have to develop to meet their ongoing expectations. Stating the obvious, this requires greater customer interaction – and at all levels. This issue of inside Laser highlights some of the measures that we have taken to becoming more customer facing – spending time with County Fair in the retail environment so that we better understand their distribution imperatives. And developing solutions for our wine industry customers.

As we prepare for the final lap of the 2010 year, we take this opportunity to thank you for your ongoing efforts this year. We are optimistic that the last quarter will see a continued uptrade in activity in all of our businesses and we wish you great success with it.

Michael Fuller and Philip Hayes
**Laser’s VISION**

“Our vision is for Laser and all of its operating businesses and brands to be recognisable, influential, successful and sustainable in the market that they operate whilst providing an environment for our people that is co-operative, stimulating, rewarding and proudly South African.”

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**Laser’s MISSION**

Our mission is to continually evolve and grow our organisation and services to enable us to provide our customers with multiple specialised logistics services and in a manner which

- Ensures technological excellence
- Allows for innovative solutions
- Provides fulfilment visibility and
- Develops strong partnership relationships.
Group Activity: Expanding Laser

Updating you on recent developments at Laser.

Laser’s newest business development, trading as GAC Laser Specialised Logistics specialises in Arms and Ammunition, Exhibitions and Projects. GAC Laser Specialised Logistics provides services supporting the Aerospace and Defence sector, which includes:
- Exhibitions
- Multi-modal transportation
- Hazardous cargo handling
- Project logistics
- Warehousing and distribution
- Aircraft or vessel charters, with strict compliance with global security solutions.

Simon Hayes, Chief Executive Officer of GAC Laser said “The development of such a specialised niche area of business requires expertise in ships agency, marine and offshore support, as well as logistics services – all of which are found in GAC Laser, now in one integrated package”. Earlier this year, the company was appointed to the DTI panel of freight forwarders to manage the logistics for their exhibitions.

Nico Troostheide Chief Executive Officer of GAC Laser Specialised Logistics, heads the team based in Irene, Pretoria. Other team members include Desmond Rohrbek who is the Operations manager, with Christelle Paynter the Import Supervisor Air and Sea, Ruan King the Operations Controller Sea Export, Piet Mangwane is the Operations Controller Air Export and Jenny Loretz is the Exhibitions Controller. Mpho Mgwebi is the Trainee manager, Sewela Ramokgopa the Admin Manager, with drivers Sam Mnguni and William Pheko completing the team.

“Our short term objectives are to create a stable, sustainable and profitable division, with an efficient and happy team, grow the client base and become the service provider of choice within the ‘specialised’ cargo market,” said Nico.

GAC Laser Specialised Logistics team hit the road running, or should that be flying, when the newly formed company participated in the DSA Exhibition at the Putra World Trade Centre in Kuala Lumpur earlier this year. This was the first time that GAC Laser Specialised logistics was introduced to the international Military Sector, with a positive response from attendees.

And in September this year, GAC Laser Specialised Logistics participated in the Africa Aerospace and Defence 2010 (AAD2010) show at the Air Force Base in Ysterplaat, Cape Town. This was one of the largest exhibitions of air, sea and land capability on the African continent.

Wherever you go

Getting equipment and supplies to the right place at the right time is paramount for any operation – more so, for precision-timed executions.

GAC Laser Specialised Logistics supports the Aerospace and Defence sector and services include:
- Multi-modal transportation
- Warehousing & distribution
- Exhibitions
- Project logistics
- Hazardous cargo handling
- Aircraft / vessel charter

Strict compliance with global security regulations

Contact: +27 83 628 6768 or +27 82 636 0466 | specialisedlog@gaclaser.co.za | www.gaclaser.co.za
Two Butane Railway Tank Wagons were entrusted to GAC Laser for export to Brazzaville Congo. The Tank Wagons were designed and manufactured for export by RSD, a division of DCD-DORBYL (Pty) Ltd.

The requirement was for transport from Boksburg, Gauteng, to Durban Port, and under deck shipment to Pointe Noire, Congo. A port surveyor was appointed to supervise and verify the off-loading and loading on board the vessel that required special attention by GAC Laser, and was also attended to by an engineer from RSD, Greg Turner.

Specialised transport was necessary as the 16m long and 3.9m high wagons had a Tare Mass of 30.8 tons, complete with bogies. Bogies are wheels or supporting rollers inside the tread of the tank. Due to limited availability of trailers capable of carrying this, special permits for abnormal cargo had to be arranged in order to transport the wagons during the weekend. The wagons had to be loaded directly from the trailers on board the vessel.

At 08h00 on Saturday 21 August the first wagon was lifted off the tracks at RSD and lowered onto the trailer. Five hours later both wagons were loaded, secured and rendered totally immovable since the “bogies are alive”, and could sag to the side as well as the front and rear.

The vehicles departed RSD in Johannesburg at 13h30 stopping over at Estcourt (as abnormal cargo may not travel at night) and arrived in Durban at 14h00 on Monday 23 August. Whilst they waited for the transporting vessel to discharge, the special attendance team underwent Safety Training before being allowed onto the quay.

At 15h30 the following day the first truck was brought alongside the vessel. The spreader bars were hooked onto the crane and lowered over the wagons, ready for hook-up.

The first wagon was hooked up, slowly lifted off the trailer, with the loading crew handling the guidance straps to prevent the wagon from bumping into the side of the vessel. It was lowered down into the hold onto wooden blocks with the wheels well clear of the tank top and chained down. Again, the lashing had to be secure rendering the bogies immovable. The second wagon followed thereafter and by 18h00 both wagons were secured to the satisfaction of the surveyor and the special attendance team.

The net result - a very satisfied client who appreciates the extra effort, regular updates and all round excellent service of GAC Laser.
Our Company
An illustration of our facilities and fleet across South Africa

LASER
The South African logistics company delivering the complete package - Laser reaches across South Africa.
Here are recent photos of our infrastructure and vehicles
International Assignment at Laser

Earlier this year, Laser was invited to participate in a study conducted by Executive MBA students of the London School of Business. Their focus was on Laser’s internal communication processes and culture.

The students presented their views by way of a short presentation, and made a point to especially refer to the manner in which they were welcomed, the attention to detail paid when answering their questions and the open manner in which information was shared with them. The enthusiasm of the teams and the spirit within the group ranked high amongst their findings.

Laser welcomed the objective nature in which the study was conducted, and whilst the visit was a short one, we certainly learnt a lot just by having conversations with the team.

Winner: DPD Foto Award 2010

DPD Laser was selected a winner in the DPD Foto Award 2010! The competition was launched at the Marketing & Communications Committee in Vienna in May 2010.

DPD were especially interested in topics such as:
- DPD motifs including International landmarks
- B2C pictures
- COD pictures
- Sustainable Development motifs

The winners were announced at the DPD Marketing & Communication committee held in Munich during September. “More than 300 countries participated in the DPD Foto Awards, and its quite an achievement for DPD Laser to be chosen as one of five winners,” says Feroza Petersen, Communications & Marketing manager at Laser. DPD Laser’s winning photograph, captured at Blouberg Strand at dusk by photographer Gino Martini, shows the DPD Laser vehicle with the iconic Table Mountain in the background.
Tailor-made solutions for Dimension Data

Dawn Wing has been quite successful in implementing nationally its hand held mobility solution. Similar projects, for example, stock and inventory control modules, have also been implemented and are in production to service various client’s needs. It was because of the success of the aforementioned projects that Dimension Data approached Dawn Wing to develop and implement a Visibility Tool. The system would need to allow for visible tracking and reporting of deliveries and controlling outbound and inbound equipment on the technical support arm of the business. The project team consisted of Charles Smith and Greg Bentley of Dimension Data as well as Ashen Govender, Veshti Lazarus and Raj Bedasie from Dawn Wing.

The solution is a web-based dispatch and tracking system that allows multiple access at user level. The system records stock SKU and serial numbers of all equipment dispatched and provides a real-time view via integrated dashboards of the exact delivery status and location of the shipment. Direct scanning of serial numbers of returned parts are updated to the central database and are available on the dashboard reports even before the parts are returned to the Dimension Data warehouse. Non-collections are recorded and reported via the Dawn Wing reporting portal.

The ‘Visibility Project’ allows for full visibility of shipments, permits strict control of technical stock and increases supplier turn-around time. This is due to the fact that returned items SKU and serial numbers are available on the system at the point of collection. It also allows for the reporting of ‘non-collections’ and the dashboard and e-mail notifications allow for Client Service Division staff to be proactive in resolving potential service delivery delays.

The first stage of the implementation has been successful, with the second phase being deployed to Key Business Units for the same visibility.

Delivering Fine Wine

Frogitt & Vonkel Private Wine Merchants based in Stellenbosch follows a very simple principal when it comes to selling wine. Know your clients, and then exceed their expectations. And to complement this principal, they entrusted Dawn Wing to deliver their high quality wine directly to the client’s door.

Clare Woodward, Director at Frogitt & Vonkel, needed a reliable IT solution that could interface with Pastel to provide a reliable stock control and distribution module. And since Dawn Wing has a tried and tested e-commerce system, the integration could be developed within a short period of time.

The system enables Dawn Wing to receipt all inbound wine, allocate it to a bin number and ensure that the correct product is picked, packed and distributed. All picking slips and delivery notes are printed after a daily download of orders is received after 15h00. Frogitt & Vonkel sells top quality wines and extra care is taken by Dawn Wing to repackage the wine in branded cartons.

In addition to this, a unique invoice was designed to ensure that the track and trace process is reliable and simplistic enough to keep the client abreast of the delivery. Dawn Wing is pleased to report that delivery performance is in excess of 90% ‘on time’.

Wine is meant to be enjoyed and Frogitt & Vonkel and Dawn Wing take pride in delivering enjoyment and satisfaction with every case of wine – Quick, Smart & Reliable.

Pictured above from left to right: Claire Woodward, Director at Frogitt & Vonkel; Deidre O’Neill, Dawn Wing Account Manager, Lee Anne Gertse, Frogitt & Vonkel Operations Controller and Allison Kraemer, Dawn Wing Regional Executive.
Strengthening the Cold Chain
The best way to understand what’s happening in the market is to experience the chain of events that take place daily. This is exactly what Laser Logistics did on their physical retail distribution inspection during August this year. Laser Logistics cold chain team work closely with its partners and clients to develop and articulate a clear operational plan that best serves the client’s needs.

Long standing customer of Laser Logistics, County Fair Foods, joined Laser Logistics at the crack of dawn to head out to assist the Back-door receiving and retail merchandising staff, and to experience the cold chain first hand. To this end Francois Oosthuizen (CFF – Fresh Processing Executive) and Shaun Kline (LL – Managing Executive) defined two delivery routes that gave fellow Executives (Frans van Heerden, Thomas Dry, Lukas van Zyl, Ajay Kallan and Graeme Austen) from both Companies the opportunity to better understand the factors that require collective attention to improve the overall services of the supply chain.

The Laser Logistics team directs the retail distribution of County Fair Foods in an unbroken chain of precision timed delivery. “The key is to reduce variation, making the process more stable and enabling one to deliver a high quality service consistently”, says Shaun Kline, Laser Logistics Managing Executive.

After assisting the team with unpacking goods into a retail display at a local store, the team assessed the process and compiled a comprehensive report to be used to prioritise changes for future measureable impact on the cold chain.
Growth at GAC
Across the globe, from Brazil to Bahrain and from Shangai to Lagos, there’s business in the air and on the books. Despite the continued strangeness of the global markets, GAC is still enjoying growth where they did not expect it and challenges where they thought there were none.

GAC opens its own agency in Brazil
The rise of Brazil in the shipping and energy sectors has prompted GAC to establish its own ship agency operation there, with its coordination office in Rio de Janeiro. GAC Brazil will work with its own team and its established network of sub-agents to offer agency services, husbandry services, crew changes, and medical assistance and spares / provisions at all major Brazilian ports.

Night-time Navy operation in Bahrain
GAC Bahrain was called in to move a 40 ton load from the Arab Ship Building and Repair Yard to the Bahrain Airport where it was loaded onto a waiting giant Antonov cargo plane.

Qatar rises on helium shipments
GAC Qatar has signed a deal with international gas producer Air Products USA to handle helium deliveries from Qatar to the UAE. Air Products provides the industrial, energy, technology and healthcare sectors with a portfolio speciality gases, performance materials, equipment and services. GAC Qatar is providing a wide range of shipping and logistics services to support the helium trade.

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<th>Partner developments on the global front.</th>
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<td>Laser’s international partners are themselves substantial global logistics businesses. Laser partnered with GeoPost Intercontinental SAS (a subsidiary of La Poste, the French Post Office) in its Express Distribution business and with Gulf Agency Company Ltd (GAC) in its International Forwarding business.</td>
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DPD Laser Express Logistics is a company jointly owned and controlled by Laser and GeoPost Intercontinental SAS, a wholly owned subsidiary of GeoPost, a parcel distributor specialist made up of the Express subsidiaries of the La Poste Group. GeoPost, through its operating subsidiaries, is the second largest express operator in Europe. Branded DPD, GeoPost aspires to be the world’s 5th largest integrator.

DPD visits SA
President and CEO of the GeoPost Intercontinental SAS, Paul Marie Chavanne and ex CEO of GeoPost Group, Wolfgang Lehmacher recently visited the DPD Laser hubs in Cape Town. They visited Dawn Wing in Airport City and Time Freight, in Montague Gardens.

Pictured alongside, from left to right: Philip Hayes, Laser CEO, Paul Marie Chavanne, President and CEO of Geopost Intercontinental SAS and Wolfgang Lehmacher, ex CEO of the GeoPost Group, with Michael Fuller, Laser’s Chairman.

DPD in Russia continues policy of network expansion
DPD in Russia is committed to a strategy of expansion and is constantly increasing the density of its network within the world’s largest country. New DPD locations based on partnerships with local operators have now been established in Bryansk, Izhevsk, Kirov, Kursk, Oryol, Penza, Sochi and Tambov providing DPD with an even more effective network consisting of 52 depots. “By the end of this year we will be represented in Russia with around 60 depots,” comments DPD CEO Arnold Schroven.

DPD tests Mercedes-Benz Vito E-CELL
Emissions-free mobility in transport operations is now possible thanks to the Vito E-CELL manufactured by Mercedes-Benz. The new Vito E-CELL is the world’s first ex-factory battery-powered transporter. This year parcel and express service provider DPD will be testing five Mercedes-Benz Vito E-CELL vans in daily use in the Stuttgart area. This makes DPD one of the world’s very first transport operators to put this technology of the future to the test in everyday operations.

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CONGRATULATIONS ON LONG SERVICE at Time Freight

In this issue we introduce some of Time Freights’ long service members, with service ranging between 22 and 26 years. Time Freight is proud to have such a great team of people who take pride in working for the company.

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<th>Name</th>
<th>Position</th>
<th>Length of Service</th>
<th>Date of Engagement</th>
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<tr>
<td>Naresh Dhari</td>
<td>Regional Manager</td>
<td>26 years</td>
<td>24 July 1984</td>
</tr>
<tr>
<td>Kanthruben Govender</td>
<td>Depot Manager</td>
<td>26 years</td>
<td>1 August 1984</td>
</tr>
<tr>
<td>Morga “Pat” Govender</td>
<td>Regional Manager</td>
<td>26 years</td>
<td>15 October 1984</td>
</tr>
<tr>
<td>Anthony Burton</td>
<td>Executive</td>
<td>24 years</td>
<td>10 June 1986</td>
</tr>
<tr>
<td>Siphiwe Mncube</td>
<td>General Worker</td>
<td>24 years</td>
<td>22 September 1986</td>
</tr>
<tr>
<td>Mdule Zuma</td>
<td>Regional Manager</td>
<td>24 years</td>
<td>06 October 1986</td>
</tr>
<tr>
<td>David Mncwabe</td>
<td>Fleet Maintenance</td>
<td>24 years</td>
<td>1 December 1986</td>
</tr>
<tr>
<td>Henry Mkhize</td>
<td>Driver</td>
<td>22 years</td>
<td>22 February 1988</td>
</tr>
<tr>
<td>Vijay Budhayee</td>
<td>Assistant Supervisor</td>
<td>22 years</td>
<td>4 March 1988</td>
</tr>
<tr>
<td>Ishwarnandh Sewpersad</td>
<td>Driver</td>
<td>22 years</td>
<td>26 September 1988</td>
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Cricket crazy in Port Elizabeth

As part of Dawn Wing’s social responsibility drive, the company handed out Dawn Wing branded goodie bags and cricket tickets to children from Abraham Levy Primary School in Port Elizabeth. These kids reside in the SOS Children’s Village in Port Elizabeth, with most of the children who are housed in the Village attending the School.

Pictured alongside is Dawn Wing Sales Representative, Lemuel Ressouw, with Abraham Levy learners.
Profiling our People
Meet a colleague.

CLIENT FEEDBACK

GAC Laser, Cape Town
Two letters received from GAC Laser clients highlighted just how ‘going the extra mile’ can make a difference to our clients. Often the impact we make on our clients go by without recognition, and in this issue we take our hats off to four of GAC Laser’s finest members.

Going the extra mile
While I was packing up the last of our belongings at the end of August, the last week of our life in Cape Town before heading off to our new life in Melbourne, Australia. I realised there was just too much cargo to manage on my own.

My sister advised that I contact GAC Laser’s John Collison about shipping some of our belongings. On Monday 23 Aug I dropped the cargo off with John at Mountsue Gardens. I received an email a few hours later from John confirming the costs along with the banking details. On Tuesday I sent the funds and asked if it would be possible to add more goods to this load. His reply was “no problem, bring it and I will add it to your shipment”.

John confirmed that the cargo would leave on Thursday 26th August and would arrive in Melbourne over the weekend. True to his word, the following week I went through to collect the goods from the agents on this side. All goods were in the same condition as when I dropped them off, no damages at all.

John is a true example of “going the extra mile” for the customer. He was friendly, helpful, professional and efficient at all times, a true asset to GAC Laser.

Regards
Louise Van Greunen (ex-Capetonian now living in Melbourne)

GAC Laser, Durban

TO WHOM IT MAY CONCERN

I would like to commend GAC Laser Durban on the excellent service that I receive from your branch team and again. The staff members that I dealt with on a regular basis are Abram Buie, Kogie Ministry and occasionally Nielson Katta.

It is always a pleasure doing business with your staff, as they are very efficient and friendly.

On a personal note we would like to thank Kogie very much for the assistance with a recent shipment, while the original BOL went missing between our supplier and the forwarder. Kogie was in constant contact with our office either via e-mail or telephone. He gave advice on how we should deal with this matter and was constantly following up on the progress. When I thanked him for the excellent service he mentioned that we are the client and he needs to keep us happy.

Keep up the good work.

Thank you and Regards
Clair van Wyk
Synchron

2009.07.30

LEADERSHIP BOOTCAMP

NOW’S THE TIME TO GROW MORE MANAGERS

Ask anyone in the army, the navy or the air force about frontline leadership and they will tell you it is the single most differentiating factor for any battle. From the beaches of Normandy in 1944 to battles in the streets of Baghdad, victory depends on how well the officers on the ground lead their teams to accomplishing a mission. Sure the stakes are higher on the battlefield than in a boardroom, but the differentiating factor remains: Front line management and how they drive your sales performers. Now is when you need to think about developing your managers into leaders.

Know who you want
It’s a list of expectations written very specifically for what is required of leaders that fit the future of the business. It’s not a job description - it’s the character and attitude requirements for the job. But what if you don’t know where to start? Do a personality assessment on your top leaders and find out what makes them work so well in the position they are in.

They must walk the talk
Whatever the sales system looks like inside your company, your sales managers have to walk the walk and show the people they lead that they have the will, experience and understanding to lead them through this market. Leaders must be experts first.

Check their tempo
There’s a way you do business and follow a sales process. There’s a tempo to forecasting, deal reviews, account reviews, performance reviews and so on. It moves. Great leaders have a bias towards action and reward those who keep moving forward.

Can they coach?
Think about how important prospecting is right now and the amount of pressure that comes down to achieve the targets that have been assigned. Without a coaching oriented leadership team, you will see overcommitted pipelines and burned out sales manager coming up short trying to save the day on every deal.

Monitor and measure
It isn’t enough to look at the end result (i.e. the numbers) and try and drive more productivity from there. Sales managers need to measure and track all aspects of the sales process for each individual so that they know where the strengths and weaknesses are for each performer. Managers need to now and understand how closing ratios, funnel ratios and referral ratios affect each salesperson in their team, and they need to know what advice to give in each instance. This doesn’t come from just experience, it also comes from using various assessment tools that store feedback and are aimed at growing revenue.

Opinions expressed are not necessarily those of the Board or Management of The Laser Group. The Editorial committee reserves its editorial rights.