

# Introducing the women of Gunnebo SA

**GAIL Carew**, manager of the banks division for Gunnebo SA, heads a small but powerful team of women. Being in the industry for 33 years, she is inspired by people with good work ethic and in-depth product knowledge. She states that "it is fulfilling to learn as much as you can about the industry you are in I am inspired by the people I work with, and the clients I deal with."

Gail comments: "The security industry is always a challenging one. As soon as you have hit on the perfect solution to a problem, the dynamics shift and the process begins again. It is a necessary industry and I am proud to work for an innovative company like Gunnebo. This industry can keep growing from strength to strength if we have the vision to see what lies ahead and change with the times. I hope to still be a part of it as it changes."

A typical day sees Gail meeting with clients, doing a lot of admin and liaising with other departments to "ensure our clients receive the level of service that is due to them."

Working closely with Gail is **Liza Coetzee**, sales consultant for the banks division. Liza has been in the industry for 15 years and says that "it gets more and more competitive." Her inspiration is Gail and she has this to say about her mentor: "Gail inspires me with all her knowledge in this industry, I can benefit from her by learning as much as I can to enhance my sales technique in this field".

Liza and Gail rely on their ever-present and dedicated administrative clerk, **Arish Budaloo**, who seems to know everything and is able to cope under a large amount of pressure.

The export department at Gunnebo is managed by **Jackie Els**, who has been in the industry for 12 years. She says that her decision to join the industry was due to her enjoying the "day-to-day interaction with customers and building up relationships with them as we strive to meet their needs." Although God is Jackie's biggest inspiration, she admires her boss,

**David Smith**, who has been in the industry for many years and knows everything there is to know about the company's products.

Jackie comments that "in Africa the market is heavily competitive with cheaper products from the Far East, so we have to work hard to promote the Gunnebo and Chubb safes name to combat their presence. However, in most countries and companies, our name still has a great reputation." Going forward she believes that there is a need to strengthen the brand name in Africa to "help grow the market".

Jackie's typical day starts with checking her e-mails which determines what she will be doing the rest of the day. The day will see her costing products and freight, handling queries and doing quotations, liaising with customers and distributors, and handling project managements for large bank projects.

Another area of her duties is managing her staff in the office, one of her staff members being **Carol Phipson**, export co-ordinator, who has been in the industry for two years. Carol believes that we should be the best we can and get it right first time. This is her inspiration.

The commercial sales department in Wadeville has many talented and hard working women in sales positions. **Wendy Smith**, sales consultant for the East Rand area, has been in the industry for eight years. She started fresh out of school and "it seemed like a nice challenge. It was, and I have stayed in the industry ever since. Every day is different, every day different challenges arise, and that's what keeps it interesting." Wendy believes that the industry is a small "community" where everyone knows everyone and once you are in, you very seldom leave.

Wendy is in the process of doing her Bachelors degree in Administration and Marketing along with **Eulandé van Rhyn**, sales consultant for the Johannesburg North area. Eulandé has been in the industry for about three years and

entered the industry as she believes that there is "excellent potential to grow. It is very different and challenging." Eulandé believes that in this industry you work with every business sector in the market. This makes it very fulfilling, very customised and challenging. She is inspired when customers needs are met and when she sees how successful the products are.

**Erna Theunissen**, sales consultant for the Pretoria area, has been in the industry for two years and likes the technical aspects of the job and the challenge of projects. Erna's inspiration for working at Gunnebo is that she believes that she is "selling the best product in the market. Our products are the 'Rolls Royce' in the South African market. We sell in a niche and specialised market, which makes every day a challenge."

Every selling team needs an internal support system that is reliable and hard working, which is exactly what the Gunnebo selling team has. Headed by **Lisa Bracher**, the team is comprised of **Ayla Visser** and **Vanida Naidoo**. Lisa runs a tight ship and believes that she firstly tries to "find inspiration in myself and then raise the bar, secondly in the entire team and our abilities to deliver."

**Bernice Nareen**, branch manager in the Durban office, has been in the industry for 19 years and believes that the industry is extremely interesting and one of the most important, especially in South Africa. Bernice loves what she does and is proud of her personal and branch achievements. Bernice's typical day involves attending to client's requests, concerns, surveys, recommendations and visitations. She attends to the service department, ensuring all work for the day is completed and attending to admin. Bernice has the help of **Susan Govender**, who is the support and hard working administrator of the Durban office. ■

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Exports: Jackie Els and Carol Phipson.



Commercial Sales (Wadeville): Vanida Naidoo, Lisa Bracher, Wendy Smith and Eulandé van Rhyn.



Banks: Liza Coetzee, Arisha Budaloo and Gail Carew.