

Refreshing News



Sales is about building trust and educating

Academic scholar, industry expert and TCL director - Arun Goyal was the lead facilitator at TCL's recent "Build Your Business" session on Product Technical Development. Billed to be the most exciting in the series, it turned out to be just that, as the 60+ customers in attendance were fascinated by the cement manufacturing process and how the knowledge gained could help them to better retail the brand.

With over 40 years of experience in cement manufacturing, Mr. Goyal was able to fully engage the attention of all participants while he took them through TCL's kilns and mills, sharing his actual experiences along the way.

Distributors were in full praise of TCL's ongoing interest in helping them to build their business. According to Krishna Singh of SKS Hardware, "No other company has ever invested in their clients like TCL nor have they done anything like this."



Simply a labour of love as Arun Goyal, TCL Director imparted his wealth of knowledge to participants.

[**Click here for video highlights](#)



Country Manager, Guillermo Rojo, shares a light moment with TCL's Distributors - Shane Mahabirsingh of Blida Boys Construction Services and David Gopaul of Gopaul Lands Hardware. Joining in the discussion are Reshma Gooljar-Singh and Arun Goyal.



Jose Luis Seijo, Managing Director, delivering powerful remarks.



Steering in the right direction - both adults and children were captivated with TCL's manufacturing process during the drive-through plant tour.



TRINIDAD CEMENT LIMITED
Quality in Every Bag