

CHALLENGE

SALES AFRICA



2021

Rules

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CHALLENGE RULES

The rules of the 2021 Sales Africa Challenge are simple :

By completing various sales & marketing actions, each dealer will try to earn as many points as possible and make their way up the regional rankings :

	Objectifs	Total de points maxi à remporter par action
1	Turnover	40 000 points
2	Range promotion	30 000 points
3	Marketing ctions	30 000 points
TOTAL		100 000 points

1 MACHINES TURNOVER

Regularly monitor your orders to reach - or even exceed - your targets and win maximum points for the machines invoiced this year in 2021.

Turnover traget		Turnover traget	
%	Points	%	Points
10 %	3 000	90 %	27 000
20 %	6 000	100 %	30 000
30 %	9 000	110 %	32 000
40 %	12 000	120 %	34 000
50 %	15 000	130 %	36 000
60 %	18 000	140 %	38 000
70 %	21 000	150 %	40 000 MAXI
80 %	24 000		

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2 RANGE PROMOTIONS

All product families count in the Challenge Sales Africa 2021.

Each order of the product families below will be taken into account in the quantitative targets.

Each dealer can earn up to 30 000 points, for any orders placed in 2021!

Target : Range promotions	Max points
MT / MLT / MHT / MRT / BHL	10 000
NACELLES / SKID STEER	10 000
CHARIOTS ÉLÉVATEURS / MAGASINSAGE / MXT / MTX	10 000
TOTAL	30 000

3 MARKETING ACTIONS

As well as the quantitative targets above, we have introduced qualitative marketing actions to allow you collecting more points. The aim of these actions is to boost the Manitou brand in Africa.

Manitou initiative

BOOSTER Sales Quaterly actions

Launch of new models,
targeted action on a range...

4 actions in total and 2 000 points per action
= 8 000 points

BOOSTER Fun Surprise challenges

Photo or video contest, treasure hunt..
4 actions in total and 1 500 points per action
= 6 000 points

Dealer initiative

PROMOTIONS

To achieve all year long

Participation in exhibition, fair, events,
advertising, road show...

4 actions in total and 2 000 points per action
= 8 000 points

GRAPHIC CHARTER Implementation of the MANITOU graphic charter

Web site, mail signature, showroom,
visit card, vehicles, signage...
8 actions in total and 1 000 points per action
= 8 000 points

TOTAL

30 000

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FINAL RANKING

Once the 2021 Challenge Sales Africa will be finished, prizes will be awarded based on the dealer ranking points.



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OR



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The 31st december 2021 will be the last day when your orders will be taken in account...
At the beginning of the year 2022, the final ranking will be announced and prizes given.

Winners

The 3 first dealers of each area (NWA and CEA) will be offered a trip for one person.



Do not hesitate to contact your sales area manager
to discover and follow all the 2021 challenges...see you soon!