CHALLENGE SALES AFRICA





CHALLENGE SALES AFRICA

2021

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		
%	Points	
10 %	3 000	
20 %	6 000	
30 %	9 000	
40 %	12 000	
50 %	15 000	
60 %	18 000	
70 %	21 000	
80 %	24 000	

Turnover traget			
%	Points		
90 %	27 000		
100 %	30 000		
110 %	32 000		
120 %	34 000		
130 %	36 000		
140 %	38 000		
150 %	40 000 MAXI		



CHALLENGE SALES AFRICA

2021

2 RANGE PROMOTIONS

All product families count in the Challenge Sales Africa 2021.

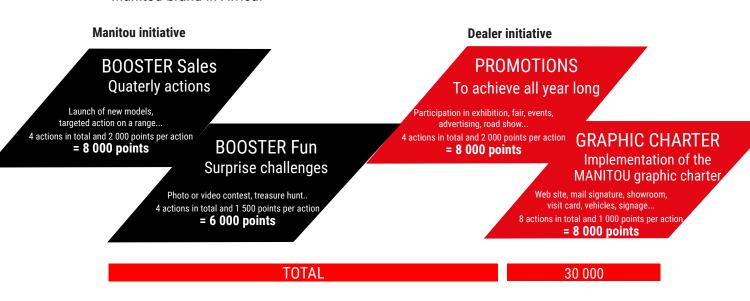
Each order of the product families below will be taken into account in the quantitative targets.

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.



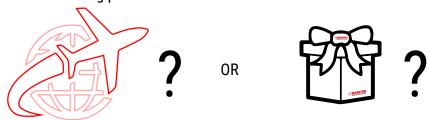




2021

FINAL RANKING

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



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!

