

CHALLENGE SALES AFRICA

2020

Rules

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● CHALLENGE RULES

The rules of the 2020 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 :

	Targets	Maximum points to win per action
1	Turnover	40 000 points
2	Range promotion	30 000 points
3	Marketing actions	30 000 points
TOTAL		100 000 points

1 MACHINE TURNOVER

Regularly monitor your orders to reach - or even exceed - your targets and win maximum points for the machines invoiced this year in 2020.

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

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2 RANGE PROMOTIONS

All product families count in the Challenge Sales Africa 220.

Each order of the 10 product families will be taken into account in the quantitative targets.

Each dealer can earn from 3 000 to 8 000 points depending on the family, making a total of 30 000 points, for any orders placed in 2020!

Target : Range promotions	Max points
MT / MLT / MHT	8 000
BHL	3 000
MRT	3 000
SEC / SE / SC / VJR / AETJ	4 000
TJ / ATJ / MAN'GO	4 000
M / MH / MC / TMM / TMT	5 000
MSI / MI / ME / ER / EMAIL / ES / EP / CT / CI / STACKY	3 000
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

Quarterly 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 to win FUN points

Photo or video contest, treasure hunt...

4 actions in total and 1 500 points per action
= 6 000 points

Dealer
initiative...

LOCAL 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

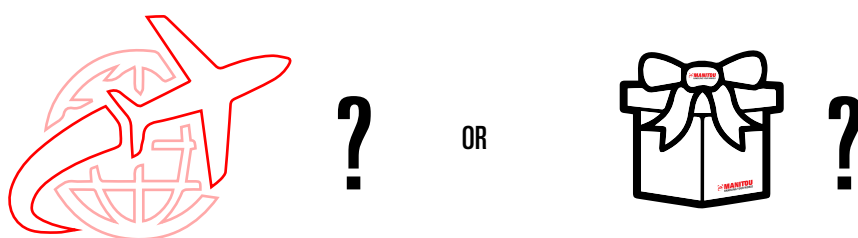
30 000

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FINAL RANKING

Once the 2020 Challenge Sales Africa will be finished, prizes will be awarded based on the dealer ranking points.



The 31st december 2020 will be the last day when your orders will be taken in account...
At the beginning of the year 2021, 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.
- The 4th & 5th will received a surprise gift.



Do not hesitate to contact your sales area manager to discover and follow all the 2020 challenges...see you soon!

