



RULES

CHALLENGE

SALES AFRICA



MANITOU
HANDLING YOUR WORLD

SALES AFRICA

CHALLENGE RULES

The rules of the 2023 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 2023.

Turnover target		Turnover target	
%	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 2023.

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 2023!

Objectif : Promotion des gammes	Points maxi
MT-X / MLT-X / MHT-X / MRT-X / MBL-X / GBL-X	10 000
AWP'S / SKID STEER	10 000
CHARIOTS ÉLÉVATEURS / MAGASINSAGE / MXT / TX / TRACK	10 000
TOTAL	30 000

3 MARKETING ACTIONS

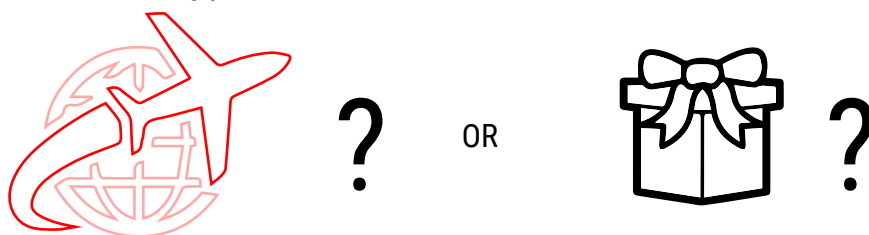
As well as the quantitative targets above, we have introduced qualitative marketing actions to allow you collecting more points. The aim of these actions is to boost the Manitou brand in Africa.



SALES AFRICA

FINAL RANKING

Once the 2023 Challenge Sales Africa will be finished, prizes will be awarded based on the dealer ranking points.



The 31st december 2023 will be the last day when your orders will be taken in account... At the beginning of the year 2024, 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 2023 challenges... see you soon!

