



RULES

# CHALLENGE

# SALES AFRICA



**MANITOU**  
*HANDLING YOUR WORLD*

# SALES AFRICA

## CHALLENGE RULES

The rules of the 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
<b>1</b>	Turnover	40 000 points
<b>2</b>	Range promotion	30 000 points
<b>3</b>	Marketing actions	30 000 points
<b>TOTAL</b>		<b>100 000 points</b>

## 1 MACHINE TURNOVER

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

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	<b>150 %</b>	<b>40 000 MAXI</b>
80 %	24 000		

# SALES AFRICA

## 2 RANGE PROMOTIONS

All product families count in the Challenge Sales Africa  
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

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 ÉLEVATEURS / MAGASINSAGE / MXT / TX / TRACK	10 000
<b>TOTAL</b>	<b>30 000</b>

## 3 MARKETING ACTIONS

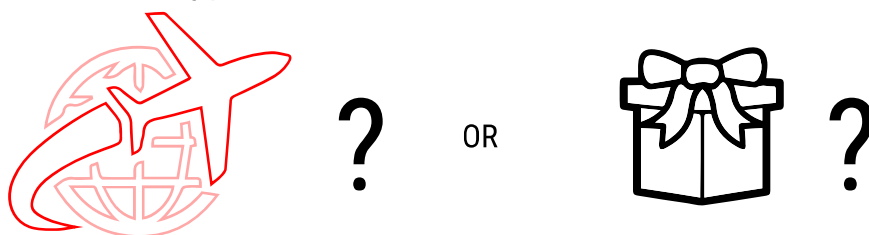
As well as the quantitative targets above, we have introduced qualitative marketing actions to allow you collecting more points. The aim of these actions is to boost the Manitou brand in Africa.



# SALES AFRICA

## FINAL RANKING

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



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

