

Bell Sales Conference reflects on a tough year

For the first time in many years Bell Equipment Sales South Africa (BESSA) and Bell Equipment International Operations (BEIO) hosted a combined Bell Sales Conference in October at Misty Hills, outside Johannesburg, creating opportunities to forge new bonds, renew old relationships as well as recognise those who have excelled in sales.

BESSA's Director of Sales and Marketing, Terry Gillham said that the conference also provided opportunity to reflect on a tough year and boost morale and was, therefore, appropriately themed "One Vision". He explained: "Although BESSA and BEIO operate in different territories and have different challenges, ultimately we have one vision and we're all in this together with one objective; we're all in Africa, selling Bell machines to our various industries day in and day out. We might have slightly different challenges from one country or area to the next but fundamentally it's quite a generic theme across what we do."

About 110 delegates attended the conference and networking was encouraged by making sure that sales representatives sat with colleagues from other regions so that they could share challenges and experiences.

The presentations were mindfully geared at adding value to what the salesman need in terms of their day-to-day activities addressing product updates, current performance and regional challenges while an external speaker, Mark Berger, spoke about customer relationship skills.

Commenting on the conference, Managing Director of BEIO, Mike Dutton, said that not having a sales conference for three years had created a vacuum but that the choice of presenters had successfully bridged the gap and brought everyone up to speed with the latest selling techniques and product information.

"It worked extremely well having BESSA and BEIO in a combined sales conference and in the future we could look to include dealer sales as well. The conference was well received and we've had such positive feedback. There was a lot of synergy and camaraderie. It was great to see the team spirit and you can never underestimate the impact the sales conference has in motivating, sharing knowledge and giving recognition of good efforts."



Josh Foster accepts the BEIO Region of the Year award for 2013 from Mike Dutton (left) and Gary Bell.



Bell Mozambique was presented with the BEIO Aftersales Team of the Year 2013 award. Accepting the award from Mike Dutton (left) and Gary Bell is Johnny Fourie.



John Collins of the Cape Region accepts the Region of the Year award for 2013 from Bokkie Coertze (left) and Gary Bell.



Izak van Niekerk of Central Region accepts the award for Runner-up Region from Bokkie Coertze (left) and Gary Bell.



Bell Namibia was the Bell Customer Service Centre of the Year. Wolfgang Schweiger accepts the award from Bokkie Coertze (left) and Gary Bell.



BESSA - 1st Runner-up CSC of the year for 2013, Mthatha/East London, accepted by Denvor Tesmer.



BESSA - 2nd Runner-up CSC of the year for 2013, Bloemfontein, accepted by Peter Willie.