

Sales Team receives '2020 Vision' at Sales Conference



The highly anticipated 2019 Bell Sales Conference surpassed all expectations by bringing together the Bell Equipment Sales Africa (BESA) sales team for a business update and product presentations and provided an opportunity to get up close and personal with a good cross section of our product range at the Bell Farm. Top achievers were also acknowledged at a traditional awards dinner.

Themed 'Bell 2020 Vision', the conference took place in Richards Bay and got underway on Wednesday 14 August with an informative factory tour by the Production and Engineering teams. Although some sales representatives have accompanied customers to the factory, for many it was their first visit in several years and they were impressed by the ongoing passion to listen to our customers and efforts to improve our equipment. This has been achieved by investing in machining centres in the factory to speed up build time, focusing on improving manufacturing and assembly build quality, introducing new robotic equipment and improving the quality measuring and feedback processes.

Presentation day

The Premier Hotel Richards hosted a day of presentations during which BESA Sales Director Mark Hughes and BESA MD, Duncan Mashika, welcomed everyone and shared the company's

vision for 2020. The message was to focus on what can be changed, such as product quality, communication, customer service, work ethic and work rate and the level of professionalism rather than on what we have no control over (commodity prices, economic uncertainty, politics etc.).

Thereafter the delegation was given feedback from Product Managers and strategic partners on new products, including conveyors that are been introduced to the Finlay range, the new Bell 620G Grader and the Generation 10 SK300LC Excavator.

The afternoon session was largely dedicated to break-away sessions whereby six groups each discussed industry-focused questions relating to their particular field of expertise. Industries included: aftermarket, agriculture, mining and quarrying, plant hire, the public sector and roads.



For 2018, for the first time, awards were presented to the top salesperson in terms of both invoiced sales and unit sales as well as for top unit sales for each of the brands that Bell represents in Southern Africa. The 2018 award winners were as follows:

Salesperson of the year 2018 (invoiced sales) Runner-up	Vernon Johnstone Kobus van Niekerk
Salesperson of the year 2018 (unit sales)	Fiona Johnson and Luc Hannan
Top Bell unit sales 2018	Vernon Johnstone
Top Kobelco unit sales 2018	Clifton Roberts
Top Finlay unit sales 2018	Eric van der Merwe
Top Bomag unit sales 2018	Fiona Johnson
Top John Deere unit sales 2018	Luc Hannan
Top Matriarch unit sales 2018	Charlie Boucher
Most improved Salesperson 2018	Rickus Erasmus
Region of the Year 2018	Zambia



After the awards presentation, guest speaker Femi Adebajji, a customer service and organization excellence expert, used the example of Kodak to illustrate how organizations need to keep adapting to stay relevant in an ever-changing landscape. Kodak was the leading supplier of photographic film in America in 1976 but because it failed to embrace the onslaught of digital photography for fear of hurting its film business, it was forced to file for bankruptcy 40 years later. "In a changing world what worked yesterday might not work today and might be irrelevant

tomorrow," he warned. "It's not about how good we are, it's about how good we want to continue to be."

Femi also spoke about the need for organizations to build a culture of excellence in everything that they do, where the customer is placed at the centre before, during and after the sale. He said that the survival of businesses depends on their ability to create a high-performance culture that is both customer and value focused while also being agile and adaptable.

"Be distinct or extinct," was his closing message as he motivated the Sales Team to profoundly differentiate themselves through the customer experience that they provide.

Friday field day

The Bell Farm test track was the venue for the Friday programme where each of six working sites were dedicated to Bell ADTs, Bomag, John Deere, Kobelco, Finlay and Matriarch/Bell (forestry). Each site was manned by a technical specialist who

gave sales representatives a walkaround of new and existing products while sharing information about machine performance, maintenance and reliability features. They also had the opportunity to operate several of the machines on display.

After an alfresco lunch at the Bell Farm everyone headed back to their respective parts of the country, armed with the knowledge and enthusiasm to achieve the BESA 2020 Vision.

