

Strong growth in independent dealer network benefits customers

In just over eighteen months since starting to appoint independent Bell Forestry & Agriculture and JCB Agriculture dealers across South Africa, there are now twenty-three dealers and forty-seven outlets throughout the country, including Bell Equipment Sales South Africa (BESSA) branches.

This is according to Bell Equipment's Forestry & Agriculture Dealer Development Manager, Charles Inggs, who said it is pleasing to see how the new dealers have embraced the Bell and JCB product ranges. "Our aim is to develop a strong independent dealer network that can provide better coverage across the country and provide a dedicated service and support directly to our agriculture and forestry customers, and we are starting to see real traction."

He added that as the network has grown it has been pleasing to see how the dealers have got an understanding of their new product ranges and recognise the value that they can offer their customers. In this regard, the most remarkable aspect has been to see how well the JCB Loadall concept has been accepted.

Charles explains: "The Loadall is a mind shift for South African farmers who have traditionally bought

backhoe loaders. Previously, pricing was a barrier to entry because a farmer could almost buy two backhoe loaders instead of a Loadall, but now with the entry-level JCB 530-70 it's a completely different conversation. It has bought owning a telehandler within reach of farmers who are needing a versatile and capable multi-tool that can handle almost any on-farm task.


"We've got two demo machines going around our dealer network in the Western Cape and North West, which are proving to be a great way to sell the concept. We are seeing a conversion rate of around 30% because once you see the Loadall in action the concept sells itself.

"We've had so many customers say they wondered how they ever managed without a Loadall because they can be fitted with a grain bucket, grain pusher, sugarcane grab, round bale clamp, drum handler, man


platform, unloading rake, forks, buckets, and a crane hook. Their uses are almost endless."

With an operating weight of seven tons, the JCB 530-70 has a maximum payload of three tonnes and a maximum lift height of seven metres making it more than capable of performing the tasks that are required of it.


Commenting on future expansion of the dealer network, Charles adds: "We're almost where we want to be. The focus is on KwaZulu-Natal and Southern Mpumalanga currently where we will be looking more at potential JCB Agriculture dealers to bring the product range closer to the customer base without taking away from our existing BESSA branches, so watch this space." Visit bellequipment.com/forestryag/en-ZA for contact details of your nearest Bell Forestry & Agriculture and JCB Agriculture dealer.


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Underberg




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Kirkwood



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Port Shepstone



OVK
Bethlehem
Clocolan
Hopetown



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