

Bell acknowledges excellence in sales

Bell Equipment Sales South Africa (BESSA), including Bell Zimbabwe and Bell Zambia, held its annual sales conference and 2022 awards ceremony in the KwaZulu-Natal Drakensberg at the end of 2023 where the Central region was crowned Region of the Year.

The prestigious awards for Salesperson of the Year (invoiced sales) and Salesperson of the Year (unit sales) were presented to Sascha Caixeiro and André Jordaan respectively. Sales awards were also presented in a variety of other categories, which included sales of equipment manufactured originally by Bell Equipment and that of the company's product partners in South Africa, namely JCB, Kobelco, and Finlay.

Outgoing Bell Chief Executive, Leon Goosen, and BESSA Managing Director, John Fleetwood, expressed the company's appreciation to the sales team for their efforts and encouraged them to take confidence in the strong momentum Bell has created in the market through market-leading support and premium products, which are backed by a dynamic team.



The 2022 winners in alphabetical order are: André Jordaan (JCB Backhoe unit sales, JCB overall unit sales, JCB Finance award, Bell Unit Sales), Anthony Enslin (JCB Excavator unit sales), Chris Botha (Bell Invoiced sales runner-up), Ebrahim Astree (JCB compaction unit sales), Eric van der Merwe (Finlay unit sales, Finlay invoiced sales and joint winner of Top JCB Telehandler unit sales), Fiona Johnson (joint winner of JCB Wheel Loader unit sales), Haig Thompson (Kobelco unit sales), Johnny Smit (Bell most improved salesperson), Keith Milne (Bell Forestry & Agriculture unit sales), Sascha Caixeiro (Kobelco invoiced sales, Bell Mining & Construction unit sales, Bell invoiced sales), Thandwefika Mateyise (joint winner of JCB Wheel Loader unit sales, Bell public sector unit sales), and Tom Swartz (joint winner of JCB Telehandler unit sales).

Below: The Central Region, celebrating their 2022 Region Of The Year Award.

