

"A New Norm to Achieve Success" –Zoomlion Hoisting Machinery Branch Company's Annual Nationwide Dealers' Meeting

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Zoomlion Hoisting Machinery Branch Company recently held its annual nationwide dealers' meeting for 2014 in Shanghai's Fengxian district. More than 100 dealers from around the country gathered to discuss the "new norm" within the industry and how to achieve success in the future.

At the meeting, Deputy General Manager of the Hoisting Machinery Branch Company, Liu Zhongli, summarized the company's sales and marketing performance in 2014 and shared with those assembled the company's new development plans for the year ahead. He urged dealers across the country to strengthen their convictions and believe in the future, strategically establish their company's core competitiveness and stick together to remain strong and overcome difficulties. Liu Zhongli also suggested that dealers should seek to achieve three changes: to change themselves from "shopkeepers" to "salesmen," change themselves from "merchants of single items" to "full-service operators" and change themselves from "multi-brand operators" to "single-brand specialists," as this is the only way to adapt to developing trends within the industry.

Afterwards, the head of the Hoisting Machinery Branch Company's dealer development and management center, Luo Tongchun, talked about the branch company's market operations in 2014 and its operational plan for 2015. He also explained the company's "localization of operations" dealer strategy and promised to offer dealers assured, reliable and advanced products in the new year, as well as to create a platform of mutual benefit by streamlining processes, expanding channels, deepening cooperation and improving policies. Leaders of the Hoisting Machinery Branch Company then presented Outstanding Contribution Awards and Outstanding Agent Awards, and the meeting concluded with Zoomlion R&D personnel introducing the new energy-saving BWM-3 series of construction hoists, the H5010 -4C small-to-medium-tonnage truck crane and other products, and explaining Zoomlion's dealer policies for 2015 and promotional policies for the first quarter.

Source: Zoomlion