

SANY Heavy Cranes Best in Overseas Sales

13 December 2013 by Zoomlion

In the first half of this year, overseas sales of SANY Heavy Cranes grew fast, accounting for 36% of its total sales. This has brought to the company a very pleasant surprise in the face of a softening Chinese market. At the first half year work review meeting held not so long ago, Chairman Liang publicly praised the achievements made by SANY Heavy Cranes and called on other business units of the company to learn from it and further expand their international market.

"The achievements made by SANY Heavy Cranes were first and foremost a result of the company's policy of focusing on both key products and key markets. Guided by this policy, we did thorough research into the market and customer needs, gave more precise definitions to our products, and were able to develop and sell the right products to the right markets," said Jian Qi, GM of SANY Heavy Cranes.

It was a key tool of SANY to localize the products in different markets. Early on, SANY Heavy Crane's product engineers knew very little of the external markets, working environment of different markets, or customer's unique habits of using their machines. In the last two years, with concerted efforts of SANY's market researchers based overseas, SANY Heavy Crane's portfolio of localized products has become larger. It developed the 55-ton capacity truck crane with a downward folding jib for the Singaporean market and the 30-ton and 55 ton truck cranes specially tailored to the Thai market, to name a few. These products were quickly accepted by the local markets and served as the core products leading SANY Heavy Crane's internationalization.

Another key tool was to conduct cooperation with SANY's local dealers. SANY Heavy Cranes adopt a series of rigorous procedures in selecting their dealers. What's more, after a dealer has been awarded dealership of products, the company would give all-round support to the dealer in areas such as sales, management, and service, and set up powerful sales and service networks for the dealer. Dealers are encouraged to adhere to the principles of "service taking priority over sales, and parts taking priority over services."

Source: Zoomlion