

LookingUP

A MANITOWOC CRANES MAGAZINE

Dealer Profile

Special Feature

Show Preview

UAE welcomes Grove dealers

Manitowoc dealers from across the Middle East were introduced to some new developments at a conference in the United Arab Emirates. Eliza Arnould reports.

Manitowoc Cranes dealers from across the Middle East traveled to the east coast of the United Arab Emirates to attend the third Grove Regional Middle East Dealer Conference. Over 20 representatives from nine territories attended the three day event last November.

Strategic talks

Frans Vanwinkel, senior vice president of sales and marketing

for Manitowoc in EMEA, said that during the conference key issues and new developments were discussed.

"The conference was an excellent opportunity for the dealers to see presentations on Grove developments," he said. "The discussions about product lines, market conditions, quality assurance and Manitowoc Crane Care were very helpful to all of the attendees."

The highlight of the event was the launch of the Sales Elite Audit designed by Manitowoc's sales team in the Middle East. The introduction of this audit for the sales side of operations falls in line with the Manitowoc Crane Care Elite program for customer service that launched two years ago.

Manitowoc also launched its first version of a dealer handbook for the Middle East.

The handbook is primarily an assistance tool which helps dealers meet Manitowoc requirements.

The dealer of the year award was given to Arabian Crane Services LLC of Oman. The award is based on many factors including market share, participation in training, document processing, customer support, customer satisfaction and a strong passion for the product. ♦



Arabian Crane Services was named 2008 Grove Dealer of the Year for the Middle East. Left to right are: Frans Vanwinkel, Manitowoc; Kirsten Davidson, Manitowoc; Abdul Athmani, Arabian Crane Services; David Semple, Manitowoc.