

JCB Hosts Largest-Ever Training Event for Dealer Sales Personnel



Source: www.TurfMagazine.com

SAVANNAH, Ga. – On the heels of JCB's best year ever in North America, the company recently hosted a record-setting 200 construction equipment dealer sales personnel from the United States and Canada for its "Power Up" training event. The event provided an opportunity for dealer sales personnel to spend time in the field with JCB's product experts learning about new products available for 2015.

The program began with a global overview of JCB including a special presentation focused on the North American construction equipment market and JCB's growth plans. Following the presentations, attendees took a tour of JCB's Savannah based North American headquarters and manufacturing facility, where the addition of the 3CX backhoe loader production line showcased the investment JCB has made in North America. Guests then spent the balance of their time in the field hands-on with equipment.

"This event is a great opportunity to share JCB's future goals and emphasize how vital our dealer network and sales personnel are to helping us achieve those goals," said Dallas Reeves, JCB's Vice President of CE Sales.

"Additionally, sales personnel receive hands-on time with our product experts and equipment, arming them with the knowledge necessary to help customers select the best machines for their business and applications."

On the training site were examples of the full line up of 300 products JCB manufactures along with some of the newest products in the JCB range of equipment. The new equipment included the Savannah-built JCB 3CX backhoe loader, new generation compact excavators including the 85Z and 100C and the eagerly anticipated 525-60 compact telehandler.

Alex Mackinnon, Senior Vice President of Mackinnon JCB said, "This year's training was the best yet. Receiving so much hands-on time with the products gives our Mackinnon JCB team the edge we need to continue to provide

exceptional equipment solutions to our customers.

The sales training utilized a theme of "Power Up," acknowledging the dealer sales force as JCB's superheroes.