

22nd of May, 2017

New Holland has organized a Commercial Training Camp for North Africa salesmen

New Holland Agriculture has organized a Commercial Training Camp for more than 40 salesmen from North Africa markets in two different locations in April 2017.

The tour started in Marrakesh, Morocco on the 1st of April with a classroom session for New Holland Agriculture local distributor's salesmen in Morocco and continued the training in Tunis, Tunisia with a field and classroom sessions for New Holland Agriculture local distributors in Tunisia, Algeria, Ivory Coast and Senegal.

The aim of this training camp was to provide the salesmen detailed and fact-based comparisons to highlight the competitive advantages of New Holland machines and its applications including the test drive of TT4.90, TD5.110 and TD95 tractor models. The New Holland training team demonstrated the products in the field and held theoretical lessons in selected groups while others were in the field for the test-drive.

All of this has been possible also thanks to the active contribution of New Holland dealers "S.O.M.M.A." in Morocco and "Le Moteur Diesel" in Tunisia that provided a great professional support in the organization of such a big event.

Moreover, Hicham El Mouktafi, North & West Africa Business Manager of New Holland Agriculture who participated the training sessions said "We are very happy of the result we achieved. This training has really helped us to strengthen the bond with our customers and it was a valuable opportunity for New Holland to improve the knowledge of North African salesmen and better set up future actions to meet the needs of North African farmers."

New Holland Agriculture's reputation is built on the success of our customers, cash crop producers, livestock farmers, contractors, vineyards, or grounds care professionals. They can count on the widest offering of innovative products and services: a full line of equipment, from tractors to harvesting, material handling equipment, complemented by tailored financial services from a specialist in agriculture. A highly professional global dealer network and New Holland's commitment to excellence guarantees the ultimate customer experience for every customer. For more information on New Holland visit www.newholland.com

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