

Release date: IMMEDIATE

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Praise for “Positive” and “Enjoyable” Dealer Conferences for Ferris, Wright & Spider

The UK distributor of Ferris, Wright and Spider mowers was delighted to welcome sales representatives from 11 different dealerships in November for the first of their new UK Dealer conferences.

Delivered at the impressive venues of Haynes International Motor Museum and the RHS Garden at Wisley, over 30 representatives attended across two dates in November, with further Dealer Conferences in the pipeline for 2020.

Attendees heard from all three of the premium brands, learning more about their core USPs, new innovations and future plans for each.

Hosted by the team from Machinery Imports, delegates were also able to ask questions and speak directly to staff from the brands, with guests such as Lubor Hladik, International Sales Manager for Spider, and Gerd-Jan Driessen, New Business Development Manager for Ferris.

Many dealers shared their experience of the industry over the past few seasons, as well as their opinions and experiences of the machinery that they work with.

Gerd-Jan was very positive, commenting “There was an open and constructive atmosphere, with dealers and manufacturers sharing their views, with special attention paid to current market issues, and how Ferris copes with these challenges and outperforms against the competition.”

“We definitely see the importance of close manufacturer and distributor relationships” added Spider’s Lubor. “Together with the Machinery Imports team we want to focus on dealer support to ensure all dealers are confident in offering and servicing the unique Spider product.”

Grant Buckingham, Area Sales Manager at Ernest Doe praised the event from a dealer perspective “It was a very enjoyable day. I thought the format was very good, not too technical, it was a good reminder of the attributes and selling features of the brands and models.”

As an extra thank you for attending, delegates were treated by Machinery Imports to free access to the Motor Museum and a personal guided tour of Wisley gardens at the end of each conference.

To find out more about the range of machinery available from Ferris, Wright, Spider and Jensen visit www.thwhite.co.uk/machinery-imports

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