

## **Welcome Speech – Isuzu Sales Challenge Awards Dinner**

**By Geoffrey K. Mulandi**

**Senior General Manager, Africa Sales**

Good evening. Thank you all for joining us tonight for the 2020 Isuzu Sales Challenge Award Ceremony as we recognize our best of the best Isuzu CV sales persons in Africa. We are very pleased to be able to welcome all of you. You have travelled from all regions of Africa to be present at this important event.

Tonight's event is a celebration. It marks our 1<sup>st</sup> annual Isuzu Sales Challenge awards and we are proud to be able to host it this evening here at this wonderful place with all of you. You are being honored for doing exceptional work in growing Isuzu business in your respective markets.

Before we get started, I would like to express my sincere appreciation to the IIF team who worked around the clock to make this event a success. Argirie san, Cornelius san, Tamer san, and Opoku san, we couldn't have done it without you!

Today marks the end of our 4-day incentive trip activities and I hope you all truly enjoyed yourselves.

Isuzu Sales Challenge is an incentive program introduced last year to motivate our Isuzu CV sales team in Africa. The reward goes to the best CV sales person from the dealership that achieves the agreed annual target. We are proud to have you as our first Champions of this program. Congratulations!!

Other objectives of the program are to;

- i. Enhance the Win-Win culture between dealer and IIF
- ii. Keep dealer CV sales representatives engaged and motivated towards Isuzu CV business
- iii. Create a spirit of healthy internal competition amongst the CV sales team
- iv. Drive the CV sales team to do their best
- v. Offer an opportunity to CV sales team to network with their best of the best colleagues from other markets

This program will get better and better, year after year and we believe you will be good Isuzu ambassadors in your respective markets. We look forward to seeing you again during the next year's awards here in Dubai. The Challenge continues...

Now, Ladies and gentlemen, please join me in raising your glasses.

To the Isuzu warriors, our very able soldiers in Africa, the conquerors, drivers of the Isuzu business, you put your best foot forward and we achieved our targets..... Long Live Champions, Long Live Isuzu!!