

P R E S S R E L E A S E

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Bobcat Equipment South Africa (Pty) Ltd appoints New National Sales Manager

Bobcat Equipment South Africa (Pty) Ltd, a leading supplier of the internationally acclaimed Bobcat family of multipurpose machines to the local market for 26 years, announces the appointment of Michael Burns as the company's new National Sales Manager.

Burns was employed within the Goscor Group at Goscor Lift Truck Company in the senior sales role of Area Sales Manager responsible for Key Accounts. Prior to that, he was with Toyota Forklift having managed both the Durban and Gauteng Sales Departments, responsible for sales teams of 20 sales people collectively.

His qualifications include sales and marketing training in various forms and courses as well as a Leadership Academy course which was based on a seven-module setup from the Harvard School of Business.

Burns began his journey with Bobcat in March 2013, and now, as National Sales Manager, will be responsible for the growth of the Bobcat brand and all national Bobcat equipment sales, including Ausa Rough Terrain Forklifts. "My background of over ten years in the warehousing industry, distribution and materials handling gives me an acute understanding of the sales, service and maintenance of capital equipment," comments Burns.

Having been in the Goscor Group in the forklift division for a number of years, Burns considers the new position as an ideal opportunity to embark on a new challenge. "That said, I also believe that the worldwide recognition of the Bobcat brand and the fact that it is a household name, also drove me to ultimately make the move to accepting the position."

Burns adds, "I have always had an inner desire for success and the ability to dig deep to achieve my goals. This desire has been shared amongst the sales teams I have worked with over the years. I believe I have guided and inspired my teams to achieve growth under any circumstances and far beyond their own beliefs. I have also built long lasting relationships with my customers through service and an astute understanding of where our product fits with the customer's business." *2/..Michael Burns appointment Bobcat SA*

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Burns is confident that he and his team will meet the challenges and growth opportunities as Bobcat SA has the necessary foundations, created with their original business model and many years of experience in the market place. "They also have the recent acquisition of their business by the Goscor group of companies and with the involvement of this massive group, some new and exciting plans for the future growth are on the horizon," says an upbeat Burns.

In all, Burns believes that there is good growth potential across the Bobcat product range. "If you add to this the vast range of attachments, I predict an even greater potential for existing customers to maximise their equipment's' design capabilities," concludes Burns.

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Caption to photo:

Newly appointed National Sales Manager at Bobcat Equipment SA_Michael Burns_good growth potential across Bobcat product range

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