



EICHER TRUCKS AND BUSES TAKES UPSKILLING TO NEXT LEVEL WITH EICHER COMPETENCY DRIVE

- *Augmented the Sales and After Sales Skill Development programs– **PROFORMERS**, **EMTECH** and **Saksham***
- *Eicher Sure Champs introduced for skill enhancement at Pre-owned CV dealerships*
- *Witnessed participation from over 4000 partakers*

April 15, 2019, Indore: With an objective of providing superior customer experience, [Eicher Trucks & Buses](#), part of [VE Commercial Vehicles](#), rolled out new editions of its skill development initiatives to enhance competencies of sales and aftersales teams at dealerships across India and international markets. In view of constantly evolving technologies and growing customer requirements in the commercial vehicles space, these programs enhance knowledge, technical and soft skills of dealership employees. These global programs by Eicher are aimed at providing training and evaluating workshop and sales workforce in a competitive format.

EMTECH focused on Technical Competence of Eicher's channel partners is by far one of the most important pillars in providing superior service at workshops, while programs like **Proformers** and **Saksham** are knowledge and skill enhancement programs to attain the next level of excitement, motivation and engagement amongst the sales force. The newest one, **Eicher Sure Champs**, is a competency development program for sales executives of Eicher Sure Dealers for providing a better experience for customers buying pre-owned Eicher Trucks and Buses.

EMTECH 2019

EMTECH 2019 comprised of a host of skill classification and certification program for technicians, service advisors and dealer white-collar employees, super diagnosticians and dealer internal trainers with a focus on on-the-job and soft skills training. The culmination of this continuous learning process is EMTECH, an Eicher Master Technicians Championship. This year's edition saw the participation of **2200 technicians from 276 workshops from 11 countries** for the position of Master Technician, who were awarded for their innovativeness, process orientation and customer interaction skills. The grand finale saw 20 teams from domestic market and 9 teams from the overseas market.

Proformers

Proformers, introduced in 2014 is a national sales skill contest based on the theme to address business and service needs of the customers, "Be Focused & Stay Focused". This year over **1300 dealer sales force** had qualified, of which after rigorous assessments 230 front line dealer sales executives and 21 dealer sales managers were able to make it to semi-final round. After further comprehensive evaluations, 45 dealer sales executives & 21 dealer sales managers made it to this grand finale event.

SAKSHAM 2019

SAKSHAM was introduced first in 2015, entailed a two-day customized training program followed by the evaluation on regional & then national level for sales executives focused on providing parts availability across markets. They were evaluated on various parameters like technical knowledge, communication skills, selling skills and commercial acumen. With the theme 'Explore The More In You', the competition was started with an online round with over **600 participants**, followed by a zonal round and finally ending with a national finale with 24 teams.

Eicher Sure Champs

Eicher introduced an innovative Eicher Sure Champs program this year for competency development of Eicher Sure Dealer Sales Executives, engaged in its pre-owned CVs business. The first edition saw a participation of **32 executives**, out of which the top 3 performers were recognized for their Eicher Sure participants who were evaluated on technical knowledge, communication skill and business acumen in CV business.



The winners of all the four programs were felicitated today at Amber Garden, Indore, in presence of Mr Vinod Aggarwal, MD & CEO, VE Commercial Vehicles, channel partners from India and International markets, and Sales & After Sales leadership teams.

Speaking at the event, Vinod Aggarwal, MD & CEO, VE Commercial Vehicles, said, *“Our aftermarket skill enhancement initiatives underline Eicher’s continuous focus on providing a differentiated customer experience across all our dealerships and touch points. Our dealership teams play a vital role in providing excellent sales & service experience for our customer and these initiatives are key to engage with them for building relevant competencies and have been well received by our technicians, sales personnel and channel partners.”*

Commenting on the response received for EMTECH and SAKSHAM, he said, *“It is heartening to see an enthusiastic response towards EMTECH, Profomers, Saksham and newly introduced Eicher Sure Champs, which not just serves the purpose of enhancing sales and after sales competencies of our channel partners, but provides a platform for knowledge exchange, learning and talent recognition. These initiatives have contributed towards a catalytic transformation in the attitude and aptitude of the frontline workforce, encouraging individual performance and promoting team building for delivering customer satisfaction to higher levels.”*

About Eicher Trucks & Buses

Eicher Trucks and Buses has the lineage of three decades of operations in India. Adopting the most professional and holistic approach to modernize the Indian trucking industry, their brand philosophy, "Go Pro", promises to deliver best-in-class fuel efficiency, higher loading capacity, superior uptime and overall vehicle life-time profitability. Eicher Trucks and Buses (ETB) is present in the LMD range with a strong presence in the 4.9T-16T truck segment and an ever - increasing market share in 16T-49T heavy-duty trucks segment. Eicher Pro Series buses also have a strong presence in the Light and Medium segment along with a leadership in the school bus segment.

About VE Commercial Vehicles Limited (VECV):

VE Commercial Vehicles Limited (VECV) is a joint venture between the Volvo Group and Eicher Motors Limited. In operation since July 2008, the company includes the complete range of Eicher branded trucks and buses, VE Powertrain, Eicher’s components businesses as well as the sales and distribution business of Volvo trucks within India. VECV’s vision is to be recognized as the industry leader driving modernization in commercial transportation in India and the developing world.

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