



Local Market representation

Simeng provides complete market representation services to Middle East destination. Our young energetic operation team is striving for a win-win relationship with our clients at both ends via a combination of trust, personal rapport, and clear two-way communication.



*Presented by
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ATS has a comprehensive line of self-contained automatic lubrication solutions for every application. Whether it is grease or oil, high-altitude or underwater, single-point or multi-point.

Having established a partnership with ATS Electro-Lube in July 2016, my mission started as ATS local market representative and that's how Middle East began to know Automatic lubrication units of ATS and start to gain benefit out of those simple and user-friendly devices.

My first step was to do a market research to identify the target market in terms of industry and location. I lead a cross functional team including trade and engineering experts to work out a sales price guideline, and sales pack based on benefits and features of the product. I have also involved independent industry advisor to sharpen our marketing pitch when it is needed. I pursued two sales strategy of, direct sales that involves sales visit in person and indirect via advertisement and website. My focus was more on creating an attractive marketing funnel for the potential clients from direct sales visit, while indirect sales material was in progress by content creators, advertisement agency, media and SEO experts. Following these efforts Simeng meet its sales target goal for two consecutive years, leads to contract renewal.

As the local representative, I have to attended in related exhibitions and conferences to introduce our partners and products, to the audience ranged from wind power plants, water and waste water treatment, food industry, oil & gas and petrochemical refineries. This involves local and international trips, with quick decision making and multi-functioning. There is quite a bit left to reach to the top of the market share, and that's my goal in the coming years!