

www.cmtoday.cn

CONSTRUCTION MACHINERY
TODAY 工程机械



“十二五”期间铁路建设发展及预测 P70

走进百年日立 P84

让体系贴近销售组织 P120

营销版
10月上半月刊

2011年第19期 总第117期 10月5日出版

营销之变

抢占工程机械行业营销变革先机

Marketing Evolution

回顾中国工程机械行业竞争白热化的近5年时间里，
营销变革正在成为推动，甚至主导整个行业发展的动力之一。

ISSN 1671-9018



9 771671 901118

Contents 目录



P52

营销之变

回顾中国工程机械行业竞争白热化的近5年时间里，营销变革正在成为推动，甚至主导整个行业发展的动力之一。

Cover Story » 封面文章

思想的交锋，智慧的碰撞，带给你最前沿的观点

52 营销之变
——抢占工程机械行业营销变革先机

Information » 资讯

阅读前沿资讯，纵览行业动态，把握市场先机

28 海外广角 Overseas View **32 今日速览** Today's Digest

36 业内动态 Industry News **130 荐书阁** Book

12 今日工程机械

Market » 市场

市场风云，变幻诡异，把握市场脉搏，终能笑傲群雄

今日聚焦 Focus

66 在政言政

专题 Special Topic

70 “十二五”期间铁路建设发展及预测

国际 International

76 北美建筑机械市场速览

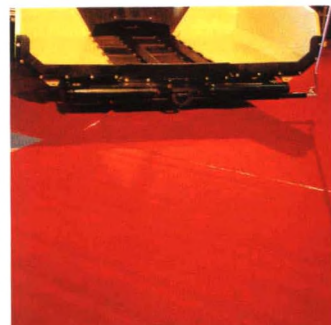
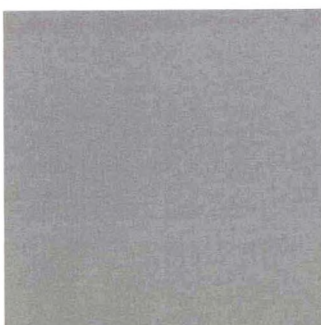
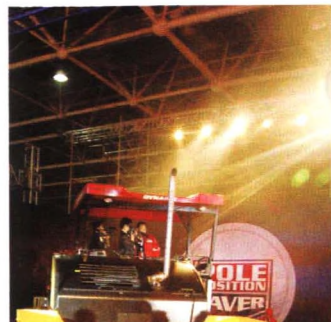
78 动荡冲击后的中东工程机械市场展望

Contents 目次



◀ P84

应日立建机的邀请，中国工程机械工业协会、挖掘机分会、代理商工作委员会、信息工作委员会以及行业媒体一行赴日本参观了日立建机位于茨城县的常陆那珂临港工厂。



P92 ▶

北京三一重机第二届客户子女夏令营，为当天生日的小朋友庆生。



P104 ▲

财经观察 Economic Observer

80 中国紧缩货币政策正逐渐放缓

公司 Company

84 走进百年日立

88 福田雷沃重工：四个维度的创新

92 用感恩的心践行责任
——专访北京三一总经理伏卫忠

Marketing » 营销

市场商机，稍纵即逝，运筹帷幄，方能决胜千里

营销智汇 Art of Marketing

98 延展型销售漏斗管理

商界 Circulating Field

100 班长也疯狂
——专访贵州恒坤机械设备有限公司总经理梁纶恒

新财富 New Fortune

104 赢得Pole Position
——记戴纳派克SD系列摊铺机新品发布

Contents 目次



P110 ▶

随着其长达80m臂架的缓缓升起，一项新的吉尼斯世界纪录诞生。



◀ **P108**

这里就是蓝精灵的栖身之所，梦的故乡——西班牙胡斯卡。

P108 ▶



进行时 Ongoing

108 沃尔沃：做最IN的环保战士

110 布局华东 进军日本
——中联重科全球化战略阶段性成果

Management » 管理

大道无形，又事无巨细，掌握管理精义，方可游刃有余

前智 Business Update

114 浅谈代理商的售后服务与信用管理

16 今日工程机械

管理之道 Managing Ideas

118 说说什么是职业化

运营 Operating

120 让体系贴近销售组织

案例 Case

124 员工绩效管理心得

锋尚 Style

128 胡斯卡：穿越到蓝精灵的国度

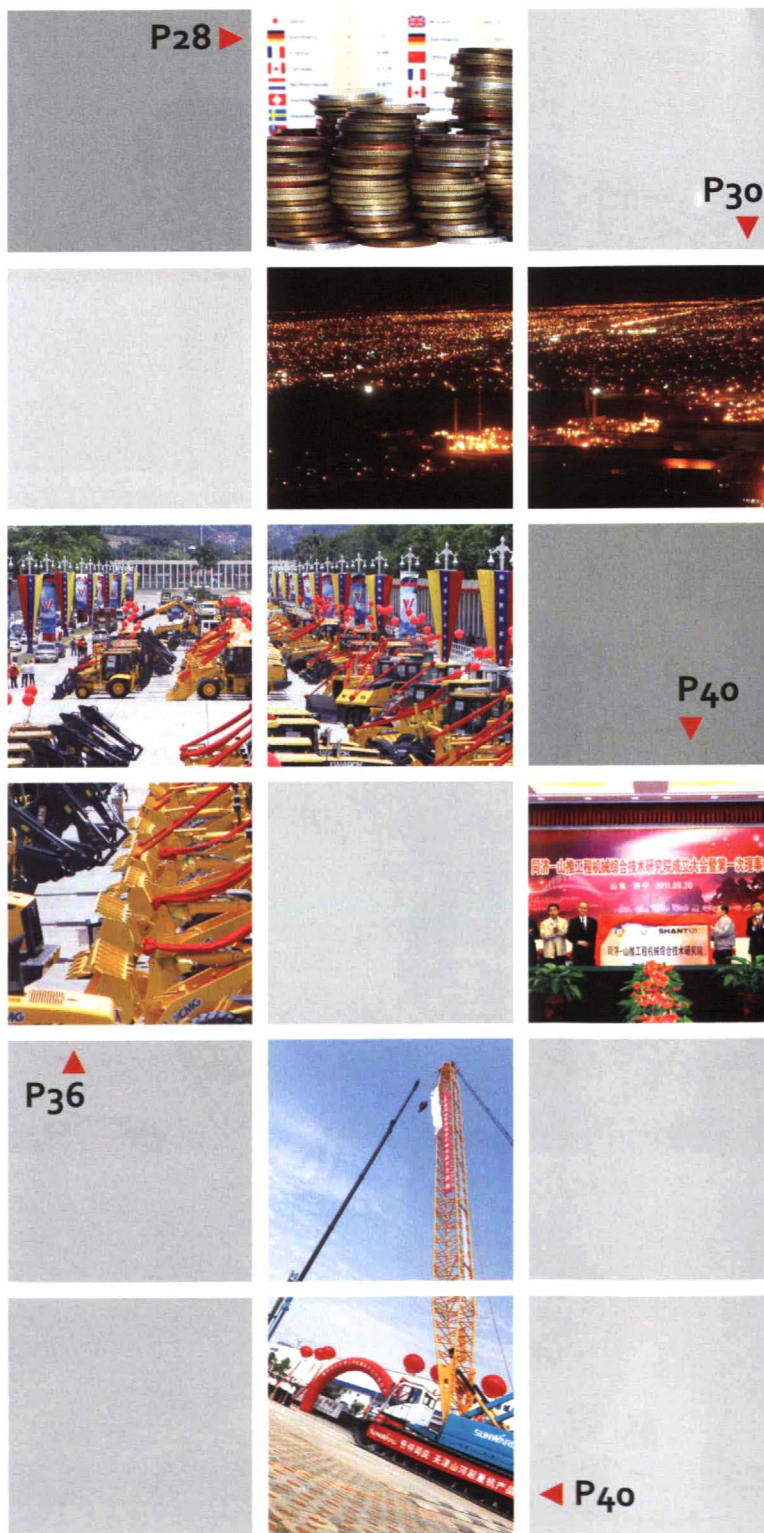
Contents 目次

■ 海外广角 Overseas View

- IMF下调全球经济2011和2012年经济增长预期 28
 铁姆肯公司将收购Drives LLC 28
 阿特拉斯·科普柯墨西哥获得巨额矿山设备新订单 30
 沃尔沃集团再次荣登道琼斯可持续发展世界指数榜单 30
 MTU向APR Energy提供S4000系列发电机 30

■ 业内动态 Industry News

- 三一重工携手中建材 进军国际市场 36
 首届中国-亚欧博览会隆重开幕 36
 徐工委内瑞拉项目首批315台设备顺利抵达 36
 山推代理商联谊会会在武汉召开 36
 三一重装获得德国OHSAS 18001认证 38
 玉柴重工召开2011年代理商服务经理研讨班 38
 山东临工与潍柴动力达成战略合作 38
 江苏华通动力摊铺机中标斯里兰卡国家公路局项目 38
 山河智能3款起重机新品下线 40
 同济-山推技术研究院揭牌成立 40
 中联环冶金建设行业吊装技能竞赛精彩开幕 40
 中国工程机械工业协会维修及再制造分会2011年年会
 在上海召开 42
 中联重科30台泵车出口日本 42
 一汽推出世界首款汽车旋挖钻机 42
 厦工全系列产品首赴南美 42
 徐工机械与中国核建签署战略合作协议 44
 玉柴服务体系技能大赛区域预选赛全面举行 44
 厦工获2011年铲运机械用户满意度测评首位 44
 北方交通下线新型后置直臂式高空作业车 44
 山特维克荣膺“最佳人力资源典范企业” 46
 国内自主品牌工程机械用户满意度普超国外 46
 中信重工在国际矿业市场多点开花 46
 科泰重工50台压路机销往北非 46
 斯凯孚设立第二家大连轴承工厂 48
 阿特拉斯·科普柯在青海举行研讨会 48
 临工联合清华大学开展高层研修 48
 福田雷沃重工出口业务稳中有升 48
 柳工入股首钢重汽 产品线首次延伸至矿业装备 49



Contents

Cover Story P52 Marketing Evolution

In a market-oriented competition: marketing and innovation have become more and more importance in enterprises, because the marketing and innovation can produce economic effects, and all other activities are cost.

Hewlett-Packard founder David Packard advice: "Marketing is so important, never let go solely to the marketing department." But most of business decision-makers choose to marketing authorization, to focus on financial, management, communication with the board of directors, supervise and manage production and so affairs that make costs, obviously, this is not enough.

With the competition of construction machinery market increasing, escalating marketing method, managers began to focus and innovation focus more on marketing aspects. It is undeniable that better marketing will bring huge improvements in business value in return. Recalling the intense competition in China's construction machinery industry for the last 5 years, marketing change become one of the engines that push, even led the entire industry.

Overseas View P28 IMF lowered 2011 and 2012 global economic growth forecasts

Timken will acquire Drives LLC

Atlas Copco got a massive new order of mining equipment in Mexico

Volvo Group again topped the list, the Dow Jones Sustainability World Index

MTU provide S4000 series generator to APR

Industry News P36

First Chinese-Asia-Europe Expo grandly open

Shantui Agents Association held in Wuhan

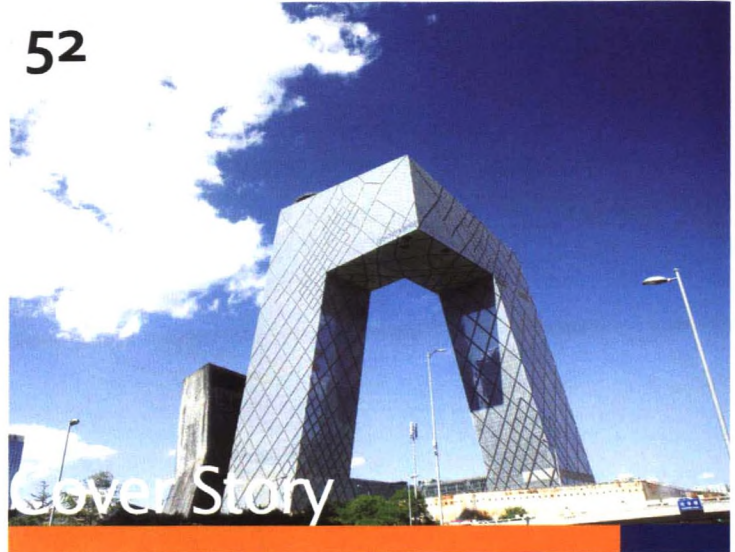
Sany Heavy obtained OHSAS 18001 certification in Germany

Shandong Lingong reached a strategic cooperation with Weichai

Tongji University- Shantui Institute of Technology inaugurated

Liugong buy a share in Shougang Heavy Duty Truck

52



Special Report P70 The forecast of the construction and development of railway during the "Twelfth Five-Year"

"Eleventh Five-Year" period, China's railway construction has made great achievements, investments in railway infrastructure, railway construction, railway station building, railway technology level and sources of railway construction funds have made considerable progress. Based on the current stage of China, China's future economic development will be expected to continue to grow, coupled with China's industrial structure for a long period of time, the processing and producing of primary products will account for a large proportion, and the transport of these primary products is the advantages of the railway, which also highlights the importance to continue develop railway of China's future.

Demand forecasting is the precondition and basis for the development of planning, to develop a scientific and sustainable development of the railway planning, forecasting future social demand for railway passenger and freight transport is essential. During the "Twelfth Five-Year" period the national railway passenger and freight demand forecast is mainly based on the future development of the national economy, combined with the initial development of other modes of transportation, sending the total preliminary analysis, forecasting of total amount of passenger and freight in the future.

Marketing P98 Extended-based sales funnel management

Sales funnel (also called the sales line) is an important sales management model to reflect opportunity state and sales efficiency scientifically. By definition of the elements of the sales pipeline (such as: phasing, phase promotion signs, stage promotion rates, and average stage time-consuming phase of the task, etc.), make a sales pipeline management model. Through the sales funnel management sales opportunities can be found in time, an accurate assessment to sales ability of sales staff and sales team, and found the obstacles and bottlenecks in sales process.