

巴黎的春天 P56

——记INTERMAT 2012

安徽省工程机械市场调查 P64

“龙象共舞” 巡展风暴 席卷全国 P82

营销

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# 理性 边界

起重机信用销售乱象调查

Boundary of Rationality

起重机行业是否会步挖掘机行业的后尘难以自拔？  
商务条件的降低究竟是营销捷径还是在透支起重机市场？

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## P42 | 理性边界

——起重机信用销售乱象调查

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### Editorial >> 卷首语

P8 “此行业”和“彼企业”

### Information >> 资讯

阅读前沿资讯，纵览行业动态，把握市场先机

P10 今日微博 Microblogging

P28 海外广角 Overseas View

P32 今日速览 Today's Digest

P36 业内动态 Industry News

P115 各刊辑要 Magazine Review

### 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

P42 理性边界

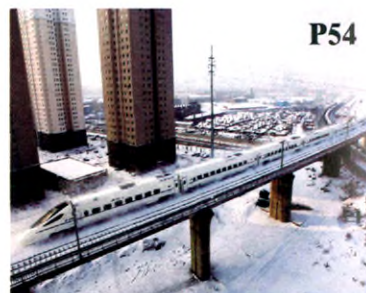
——起重机信用销售乱象调查

### 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

P54 高铁建设或将提速



### 专题 Special Topic

P56 巴黎的春天

——记INTERMAT 2012

P64 安徽省工程机械市场调查



## P70 | 日立建机首套林业机械荣登中国

一个企业，只有深耕于市场，专注于用户的需求，才能开发出真正具有差异化和竞争力的产品，才能在不断的挑战中不断地提升企业的技术实力。



## P76 “无差别换购” 百万助低碳

——临工携手世界自然基金会启动  
气候拯救计划

根据规则，全国的工程机械用户可以按临工发布的标准，通过补足新旧机器之间的差价来“以旧换新”，置换为临工的节能产品，不限旧机器的品牌与种类。

### 国际 International

P66 数据显示一季度美国经济发展稳健

P68 名人堂 (三)

### 公司 Company

P70 日立建机首套林业机械荣登中国

P76 “无差别换购”百万助低碳

——临工携手世界自然基金会启动  
气候拯救计划

## P82



P86

## 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

P80 代理商用户资源的合理开发与利用(下)

### 进行时 Ongoing

P82 “龙象共舞”巡展风暴 席卷全国

P86 《旗鼓相当》走进柳工

——柳工再次联手《状元360》，  
激活挖掘机、起重机品牌营销



## P88 | 城市猎豹 厚积“泵”发

——柳工鸿得利2012年全国巡展启航

2012年4月27日，“城市猎豹，厚积泵发”柳工鸿得利混凝土机械2012年全国巡展活动，在武汉市东湖宾馆隆重拉开了序幕，成功打响了柳工鸿得利品牌活动2012年全国巡展的第一枪。



P100

### 管理之道 Managing Ideas

P96 “走出去”发展战略与管理人才培养

P100 奔向“技术的黎明”

——福田雷沃重工研发战略的升级之路

### 案例 Case

P102 生产型企业绩效管理优化及案例分析(下)

P106 大中型民营制造企业绩效指标体系设计 & 实践

### 锋尚 Style

P112 漫话赛马



P90

## 与世界标准同行

——福田雷沃携手奔驰底盘开启泵车营销新时代



P92

## 解决企业人才群体性缺失的系统思路

P88 城市猎豹 厚积“泵”发

——柳工鸿得利2012年全国巡展启航

P90 与世界标准同行

——福田雷沃携手奔驰底盘开启泵车营销新时代

### 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

P92 解决企业人才群体性缺失的系统思路

# Contents 目录

2012年第09期 总第131期

## 海外广角

### OVERSEAS VIEW p28

英国2月份制造业数据堪忧	28
小松、日立等日本机械巨头加强开拓矿山市场	28
马尼托瓦克巴西工厂正式启动	28
发达国家14年来首次削减开发援助	30
巴西国际工程机械展将于11月举行	30
印度税收政策变化或将使投资环境恶化	30



p30



## 业内动态

### INDUSTRY NEWS

三一集团与中国交建举行战略合作签约仪式	36
2012印尼国际工程机械展召开新闻发布会	36
“心营销，心服务”2012斗山销售服务精英大赛启动仪式在京举行	36
斗山DX150LC系列挖掘机上市	37
北方交通陕西分公司成立	37
玉柴重工荣获“全国质量诚信承诺优秀示范企业”称号	37
徐工集团海外营销服务平台（CRM项目）正式启动	37
久保田无锡工厂竣工	38
凯斯设备换新貌	38
徐工重型新品轮胎起重机下线	38
山河智能收获千万元订单	39
辽宁正原频打设备销售组合拳	39
卡特彼勒继续开展公益林项目	39
2012山推叉车系列产品岳阳展示会举行	40
恒天九五多款工程机械产品面市	40
阿特拉斯·科普柯2012路演火热进行中	40
中联重科携新型全钢臂架泵车亮相2012北京车展	41
力士德公司举行服务工程师技能比武大赛	41
ABB工业机器人跨入重大里程碑	41
“你好，越南”山推境外产品推介会拉开帷幕	41

p36



p37



p38



p41



## P42

### Cover Story Boundary of Rationality



The state in recent years to strengthen investment in fixed assets, especially in high-speed rail, bridges, highways and the wind power project, drive the crane greatly in demand. But the crane prices relatively high, especially in large tonnage crawler cranes and all terrain crane, customers often do not have the strength of the full amount to buy, credit sales, such as mortgage banking and finance leases, provide customers a shortcut to purchase.

Incomplete investigation, recently the credit sales proportion in domestic crane market has more than 80%, and the scale is expanding. Credit sales model has become an important way to boost the development of the construction machinery industry, and used by more and more construction machinery enterprises. It is worth noting that the high credit sales penetration has greatly promoted the sales, but also accumulated a large amount of accounts receivable.

## P28

### Overseas View

**Data From ONS Cause Anxiety**

**The Manitowoc Brazil Plant Officially Launched**

**Komatsu, Hitachi and Other Japanese Machinery Giants strengthen Develop the Mining Market**

**Developed Countries First Time Cut Development Aid in 14 Years**

**Brazilian International Construction Machinery Exhibition Will be Held in November**

**India's Tax Policy Changes or Will Deteriorating the Investment Climate**

## P36

### Industry News

**Sany Group and China Communications Construction Company Strategic Cooperation Signed**

**INDO ICON & BIMEX 2012 Press Conference Held**

**Doosan 150LC Excavator Listed**

**Caterpillar to Continue the Public Welfare Projects**

**Atlas Copco 2012 Roadshow Underway**

**Kubota Wuxi Plant Completed**

## P64

### Market Survey

#### Construction Machinery Market Survey of Anhui

Anhui is a province in the People's Republic of China. Located in eastern China across the basins of the Yangtze River and the Huai River, it borders Jiangsu to the east, Zhejiang to the southeast, Jiangxi to the south, Hubei to the southwest, Henan to the northwest, and Shandong for a tiny section in the north. The capital of the province is Hefei.

The province of Anhui was formed in the seventeenth century. Before then, there was no coherent concept of "Anhui". Northern Anhui was firmly a part of the North China Plain in terms of culture, together with modern-day Henan province. Central Anhui constituted most of the fertile and densely-populated Huai He River watershed. Southern Anhui, along the Yangtze, was closer to Hubei and southern Jiangsu provinces in culture. Finally, the hills of southeastern Anhui formed a unique and distinct cultural sphere of its own.

## P80

### Art of Marketing

#### The Rational Development and Utilization of Customer Resources

Construction machinery agents must change the way of managing users from simple "one-to-one" to systematically management, analysis and built user marketing network, to achieve "concentric circles of network marketing". With the socio-economic development, a region relative user density significantly improved, the absolute number of users has increased. At the same time, transferred from other industries and construction machinery industry also increased, taking into account the agents limited human resources, sales of energy is limited, generally a salesman face of about 100 users have been saturated energy, not to mention found, train new users.