



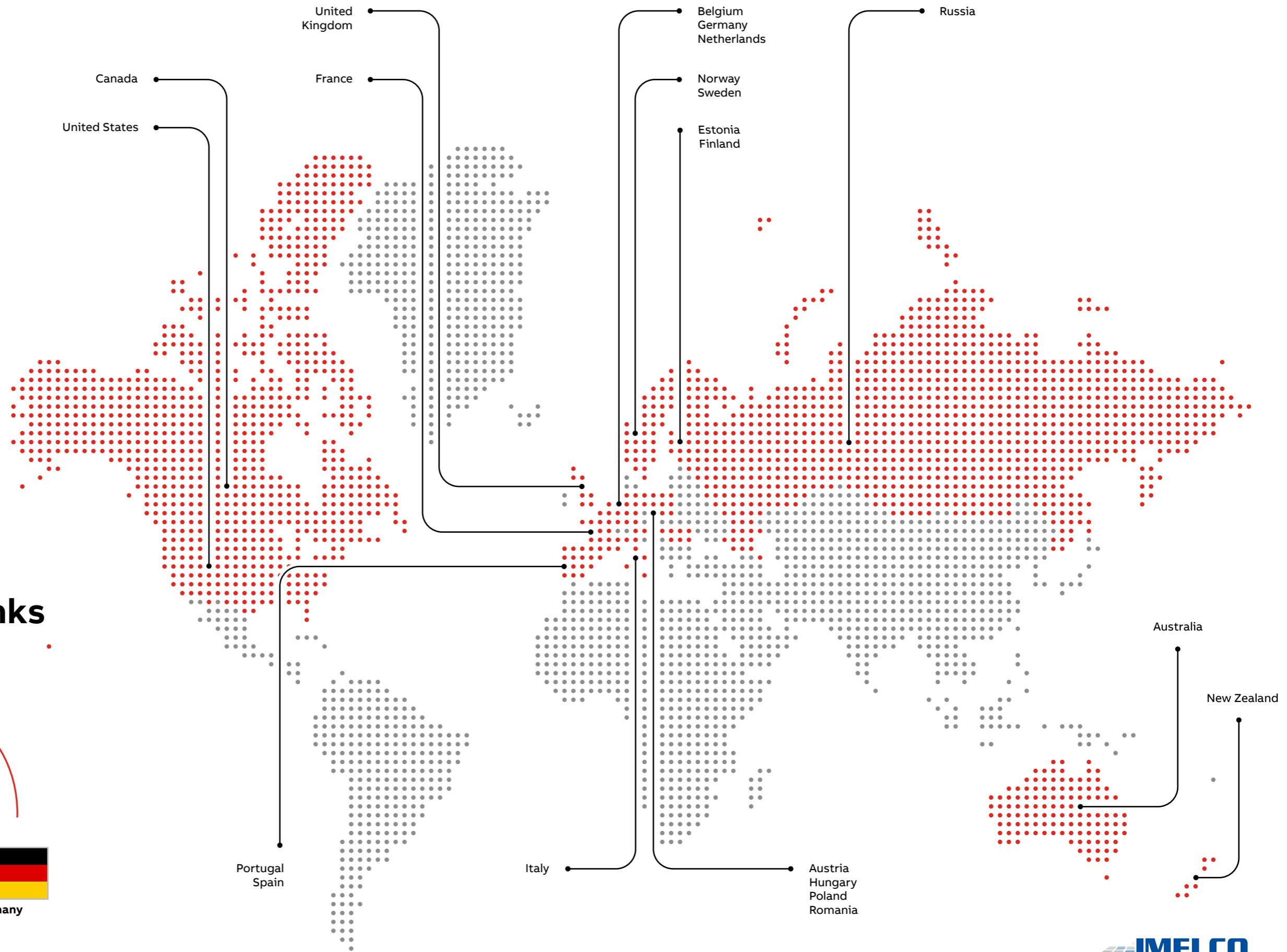
ABB IMELCO
Distributor Award



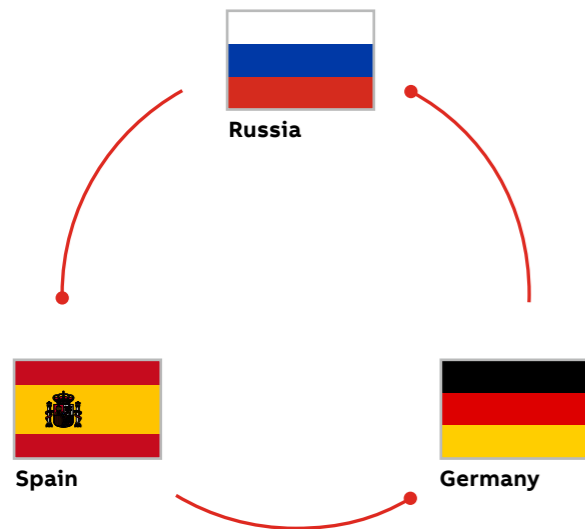
Rule of the game

We truly believe that in partnering with IMELCO the right way, we can deliver exceptional customer experiences. Common goals - individual success, this is the recipe to pool our strengths and to leverage synergies. The goal is to gain the best benefit for each party involved: associated wholesalers, the national distributor consortium, the Global Marketing Corporation itself and, last but not least, ABB. Of course not to forget the end customer, who will benefit most from our successful collaboration.

The local ABB Sales and Channel Managers assessed their collaboration with IMELCO. Points in question were the way we elaborate joint strategies and action plans, set up different networks, exchange know-how and work together in the day-to-day business to further strengthen our partnership. An internal Customer Support Team rated some KPIs to measure the added value provided by IMELCO members



TOP 3 IMELCO ranks



IMELCO Russia

Winner of the ABB IMELCO Distributor Award



Viktor Svintsov

The RAEC brand manager manages the ABB marketing programs, targets focus and fills up range products, implements the budget goals and controls all commercial arrangements between vendor and members.

RAEC University takes responsibility to educate employees. A program was established to train different level of specialists - from beginners to experts. The training is also a necessary element to certify our partners.



Sergei Chernetsov

With many distributors now members of the Russian IMELCO branch RAEC, we have a long history of cooperation that goes back more than 20 years. After RAEC joined the IMELCO Association, many business questions had transitioned to a new and more high-quality level.

ABB offered to RAEC a specific incentive beside individual programs for participants. This was intended to achieve extra-growth and to foster information exchanges.