New service specialist at Pöttinger Scandinavia

Anders Bengtsson joins the team

*Since 01 August 2016 the Austrian agricultural machinery manufacturer Pöttinger has its own sales subsidiary for Sweden and Denmark - Pöttinger Scandinavia ApS, based in Copenhagen. The cornerstone for success in Scandinavia was laid during the many years of partnership working together with the general importer Trejon AB.*

Customer care is an important success factor for Pöttinger and with its own sales and service specialists it intends to provide the best support possible for its dealerships and customers. Alongside **Nils Ahlstrand**, an expert in farm machinery with international experience in sales, a new service specialist has joined the team: **Anders Bengtsson** worked at Trejon in the service group and as a result has many years of experience with Pöttinger grassland, tillage and seed drill technology.

"In northern Europe we see a great deal of potential for our whole product range and will be focussing more closely on soil preparation implements and seed drills. With the in-depth knowledge of Anders Bengtsson and his open communication with dealerships, we are perfectly equipped for future growth", says Christoph Schürz, Area Sales Manager for Northern Europe.

**Proven customer care and strong customer service**

Quality at Pöttinger means being customer oriented, providing support and expert customer service. The dedication of the Pöttinger team in Sweden is funnelled into providing active support for dealerships in sales and customer service. Anders Bengtsson will be providing additional training for dealerships and customers. Field demonstrations will also be introduced very soon to drive more sales.

Pöttinger has a great deal planned in northern Europe and with its motivated team in Sweden has set the sails and is well on course.

**Photo preview:**

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| **Anders Bengtsson, the customer service specialist in Sweden** | **Nils Ahlstrand, the Pöttinger sales man in Sweden** |
| <http://www.poettinger.at/de_at/Newsroom/Pressebild/3691> | <http://www.poettinger.at/de_at/Newsroom/Pressebild/3628> |

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