

Big Red offers free Mercedes to help drive sales



BIG Red Sales has launched a new incentive scheme for its 11-strong sales team.

The winner of the 2015 Sales Agent of the Year contest will drive away in a brand new Mercedes-Benz C 220 CDI,

which is theirs to keep for three years – entirely free of charge.

The contest will feature a series of competitions supported by its blue-chip manufacturer clients – each offering a chance to win points. Whoever

amasses the most points at the end of 2015, gets the Mercedes and they will have a chance to buy the car at the end of the three-year period for a knock-down price.

Big Red Sales unveiled the competition at the Blackpool showroom of Mercedes during its December sales meeting last year.

Said John Reddington, founder and director of Big Red Sales: "I've always received an excellent service from Mercedes-Benz of Blackpool. Its showroom was the ideal place to launch our competition, providing a very attractive and relaxing venue and also giving our team the chance to experience exactly what they could win."

Big Red Sales runs an independent sales force for Morphy Richards, Yamaha, Vogel's, Linsar, Sennheiser and Otone.