

Strengthening for Wunderlich's Sales Team

Norbert Eiden supports Germany and Belgium in field work

After a successful restructuring of its sales network, motorcycle accessory specialist Wunderlich would like to intensify the support of its specialist trade. As of 1 November 2016, Norbert Eiden is therefore responsible for creating a new sales strategy in the Belgian market, as well as supporting Ralf Stodieck in Germany.

The experienced sales specialist has been active in the motorcycle field for 10 years and is very well known. As area sales manager, he has thus successfully contributed to the establishment of Shark helmets and Bagster bench seats.

“With Norbert Eiden we are gaining an extremely experienced and motivated sales representative. We will thus be able to give our dealers the support they need to continue to grow successfully with Wunderlich. We are looking forward to a successful mutual future,” says Nicole Prell, Commercial Director of Wunderlich.

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