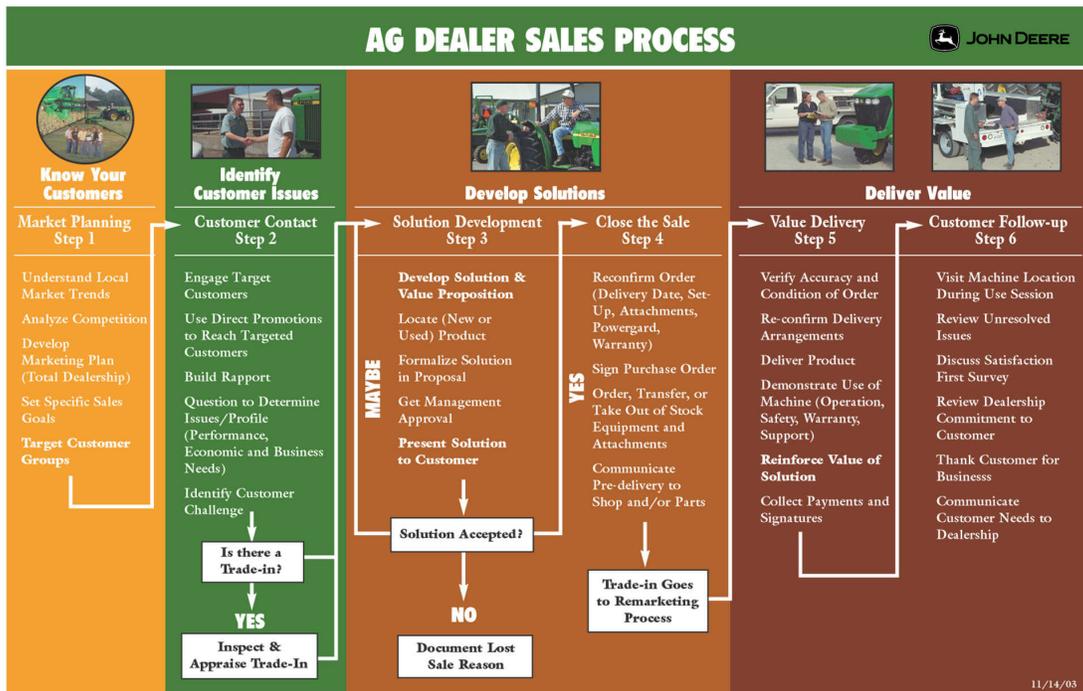


# Ag Dealer Sales Process



## Overview

The selling process that John Deere Agricultural Dealers use has always been a key internal process, and the essential elements of that process haven't changed a great deal during the company's history. What has changed is the diversity of our customer base. Therefore, getting to know customers and their needs is more important for dealers today than ever before. One way to assist our sales force in identifying customer needs is to have a defined selling process that we can support with marketing tools. This approach will optimize the efficiency of the sales force and help them deliver a value package to the customer.

Providing a framework for the selling process is the Partnering for Customer Value methodology, which is based on four key steps: Know Your Customers, Identify Customer Issues and Challenges, Develop Solutions, and Deliver Value to the customer. This value-delivery process aligns with the Ag Dealer selling process that has six steps, listed below, that focus on delivering value.

## Ag Dealer Sales Process

### Market Planning

The first step in value selling is Knowing the Customer. This is done in the Market Planning step. First, analyze the market to understand customer types (Commercial, Traditional, and Large Property) and competitors in your area. Once you understand your marketplace, you develop a marketing plan, set sales goals and develop a targeted customer list. This step is key in developing your sales strategy and then executing your plan.

## **Customer Contact**

The second step is Customer Contact. This is where you begin to work with the customer. This could be initiated in the store, on the customer's property, or through the Internet. You'll begin to build a rapport with the customer. Then, by using various communications techniques, you can ask the right questions to identify the customer's needs. Basically, you need to identify what the customer wants to do (task), how quickly the customer wants to perform the task, and what the customer wants the final outcome to be.

## **Solution Development**

The third step is Solution Development. After the customer challenges and needs (what the customer wants to accomplish) have been identified, you can formulate a solution package that has the correct blend of Product Value, Brand Value and Dealer Value to meet the customer needs. You'll then formalize the solution package in a proposal that you'll present to the customer.

## **Close the Sale**

The fourth step is Closing the Sale. This is when the customer agrees to purchase the solution and the decision is formalized with the completion of the Purchase Order. This also will initiate the product order, which may be found at the dealership, transferred into the dealership or shipped from the factory.

## **Value Delivery**

The fifth step is Value Delivery. This step presents an opportunity for you to significantly differentiate you and your dealership from others. The actual delivery of the product or service occurs at this time. The delivery of the product or service should be scheduled with the customer. Upon delivery, you or another dealership representative should familiarize the customer with the equipment, demonstrating its operation. This will reinforce the value that the solution provides the customer.

## **Customer follow-up**

The sixth step is Customer Follow-up. During the follow-up step, your dealership will have an opportunity to determine if the solution actually delivered value to the customer. This step should take place after the customer has had sufficient time to use the product and, therefore, experience its value. Schedule a follow-up call to ask if the solution delivered "what you said it would do" and to thank the customer for their business. This is a key step in the Ag Dealer sales process because it validates the value delivered to the customer and promotes growth of the dealership/customer relationship.

## *Summary*

The Ag Dealer selling process begins with a customer focus and ends with the focus on the customer. This will help to ensure that our sales activities are based on customer needs and we focus on delivering a complete solution to the customer.