

# Developing Precision Depth: Proven Practices for Recruiting, Retention & Advancement

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Integrated Solutions Manager  
Riesterer & Schnell  
January 7-8, 2019



# Intro

- Worked at R&S since 2011
  - IS Manager at R&S since 2015
  - Extensive Management training at ???
- R&S
  - 10 Ag Location, 12 Total Locations



# The R&S Precision Team Story

- 2011 6 Ag Stores: 2 Product Specialists + 1 IS Consultant
  - All Precision Ag Sales & Support handled by IS Team
- 2015 10 Ag Stores: 2 Product Specialists + 2 IS Consultants
  - Service Department takes lead on Hardware Support with IS Team focused on sales and Data
- 2019 10 Ag Stores: 5 IS Consultants & 1 Data Coordinator
  - IS Team takes lead on Hardware Support with in-field support from the Service Department

# Today

- January 2019: 5 IS Consultants & Data Coordinator
  - 5 Large Ag Salesmen per IS Consultant
- In 13 months . . .
  - Created and onboarded for a new position
  - Onboarded 4 IS Consultants
  - Transitioned Focus of Department



# 3 Keys to Retention

1. Successful Recruitment & Hiring
2. Onboarding Process
3. Systems for Success



# Recruitment & Hiring

- Local 2 and 4 year Colleges
  - Internship Programs
- Define the Job
- Look for Skills Gaps in Current Team

Become an Employer of Choice



# 3 Keys to Retention

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2. Onboarding Process
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# Onboarding

- 2 Season Process
- Pre-Work
- First Day
- First Week
- First Two Months
- Ongoing

The screenshot shows a software interface with a purple header bar containing navigation arrows. Below the header is a ribbon menu with 'Home', 'Insert', 'Draw', and 'View' tabs. The 'Home' tab is active, showing a font selection area with 'Calibri Light' and '20' selected, and buttons for bold (B), italic (I), underline (U), and text color (A). The main content area is titled 'IS Onboarding Master' and displays a list of tasks organized by week. A search icon is in the top right of this area. To the right, a 'Week' dropdown is visible, showing 'Friday, Nov'. A list of checkboxes is partially visible on the far right.

| Task                      | Week                            |
|---------------------------|---------------------------------|
| Days 1 -60                | > Week 1; Home Store            |
| Days 61-365               | > Week 2; AMS Products          |
| Internal Department Le... | > Week 3; AMS Products          |
| Supplies Needed           | > Week 4; Data Management       |
|                           | > Week 5; Large Ag Products     |
|                           | > Week 6; Software & Resources  |
|                           | > Week 7; IS Team               |
|                           | > Week 8; AOR                   |
|                           | > Week 9; Take Over and Wrap Up |



# Onboarding: Pre-Work

## Set them up for Success

- Clean Vehicle with necessary parts
- Working Computer – with software installed and logins/passwords tested
- Working Phone – activated with basic software installed
- Setup Schedule for Week 1
- Identify Mentor



# Onboarding: Day 1

- Greet them
- Get acclimated with systems
- Review & Tweak Onboarding Plan
- Company Vision and Core Values
- Go through Expectations
  - Work Hours
  - Vehicle
  - Clothing
  - Company Policies



# Onboarding: Week 1

- Focus on getting to know Systems and Company Structure
  - Set up short time with other departments
- Give them a project to complete



# Onboarding: Ongoing

- Have a clear plan and clear expectations
- Give them projects they can handle
- Start with smaller goals – grow them over time
- Spend more time in other areas or departments

# 3 Keys to Retention

1. Successful Recruitment & Hiring
2. Onboarding Process
3. Systems for Success

# Systems for Success

- Attitude
- Work-Life Balance
- Set up Systems to Facilitate
  - Virtual Call Center with Weekend and Evening Coverage
  - Flexible Schedules
  - Data Coordinator



# Systems for Success

- Create Seasonal Goals
  - Annual Goals don't work in a seasonal job
  - Quarterly Works well
    - 1<sup>st</sup> quarter = Hardware and Agreement Sales
    - 2<sup>nd</sup> quarter = Support/Labor Sales
    - 3<sup>rd</sup> quarter = Training & Hardware Sales
    - 4<sup>th</sup> quarter = Support/Labor Sales & Hardware Sales

# Systems for Success

No one individual can or should be an expert in everything





# Conclusion

1. Successful Recruitment & Hiring
2. Onboarding Process
3. Systems for Success



# Developing Precision Depth: Proven Practices for Recruiting, Retention & Advancement

Arik Witker  
Precision Farming Manager  
Redline Equipment  
January 7-8, 2019



# My Background

- Family Farm
- Ag and Industrial Tire Technician
- Diesel Mechanic
- Farm Hand
- After Market PF Specialist
- National Guard



# Redline Equipment



# Recruiting

- There is very high interest in Precision Ag and no shortage of candidates
- Do you hire good employees when they find you or try to find them when you need an employee?
- Timing of recruitment
- Take off your pre-requisite blinders

# Recruiting (cont.)

- A certain degree is NOT my main focus when hiring
  - Construction Systems Management
  - Agronomy w/ concentration in crop and soil management (CCA)
  - Assoc. in Ag Mechanics
  - Agribusiness
  - Assoc. of Applied Science

# What I owe the Candidate

- Job Scope
- Expectations
- Redline Equipment's Core Values
- DON'T SUGAR COAT IT

# Retention

The job of a leader is to provide the required tools, knowledge, and resources to their subordinates to ensure they are successful.





# Retention

- On-Boarding follow through
- Live my ethics and values
- Always have a plan
- Never have a bad day

SUPREME HEADQUARTERS  
ALLIED EXPEDITIONARY FORCE



Soldiers, Sailors and Airmen of the Allied Expeditionary Force!

You are about to embark upon the Great Crusade, toward which we have striven these many months. The eyes of the world are upon you. The hopes and prayers of liberty-loving people everywhere march with you. In company with our brave Allies and brothers-in-arms on other Fronts, you will bring about the destruction of the German war machine, the elimination of Nazi tyranny over the oppressed peoples of Europe, and security for ourselves in a free world.

Your task will not be an easy one. Your enemy is well trained, well equipped and battle-hardened. He will fight savagely.

But this is the year 1944 ! Much has happened since the Nazi triumphs of 1940-41. The United Nations have inflicted upon the Germans great defeats, in open battle, man-to-man. Our air offensive has seriously reduced their strength in the air and their capacity to wage war on the ground. Our Home Fronts have given us an overwhelming superiority in weapons and munitions of war, and placed at our disposal great reserves of trained fighting men. The tide has turned ! The free men of the world are marching together to Victory !

I have full confidence in your courage, devotion to duty and skill in battle. We will accept nothing less than full Victory !

Good Luck ! And let us all beseech the blessing of Almighty God upon this great and noble undertaking.



*Dwight D. Eisenhower*

# Career Advancement

“Anybody who’s been here longer than 5 years starts becoming a demigod”

T.J. Stauffer, 2018 PFD Summit



# Career Path

Parts & Service

Precision Farming

Equipment Sales



# Wrap up



# Developing Precision Depth: Proven Practices for Recruiting, Retention & Advancement

Seth Conway  
Precision Product Manager  
Monroe Tractor  
January 7-8, 2019



# History



**TEAM WORK**

**COMMUNICATION**

**ACCOUNTABILITY**

**FAMILY**

**DEPENDABILITY**

**PROFESSIONALISM**

**HARD WORK**

**PROBLEM SOLVING**



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# Recruiting





# SUNY Cobleskill



# BEST U.S. COLLEGES FOR AN AGRICULTURE DEGREE

## 1. DORDT COLLEGE

Sioux Center, IA

## 2. SUNY COLLEGE OF TECHNOLOGY-ALFRED

Alfred, NY

## 3. SUNY COLLEGE OF AGRICULTURE AND TECHNOLOGY-COBLESKILL

Cobleskill, NY

## 4. ABILENE CHRISTIAN UNIVERSITY

Abilene, TX

## 5. UNIVERSITY OF MOUNT OLIVE

Mount Olive, NC





Batavia Store  
2017



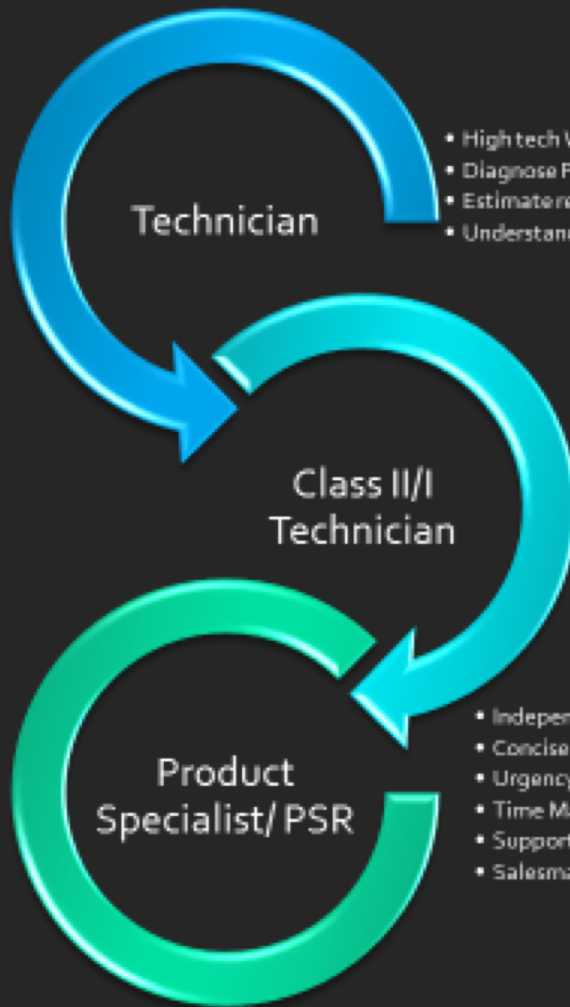
Syracuse Store  
2017

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# Advancement





### Technician

- High tech Work Responsibilities
- Diagnose Problems
- Estimate repair costs
- Understanding Parts Processes

### Class II/ Technician

- Minimize Rework
- Proper Job Documentation/Report Writing
- Build Company/Customer Relationships
- Self Education
- Specialize in Different Equipment

### Product Specialist/ PSR

- Independent Work Ethic
- Concise Communications
- Urgency
- Time Management
- Support technical Needs
- Salesmanship

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# Developmental Guidelines Detailed

Aggressive Plan in place to get XX to a position in which he and MT can share success.

- **Master Technician**

- Move through Certification outlined by service manager
- Complete training sheet attached as quickly as possible
- Gain opportunities in other certifications once one area is completed

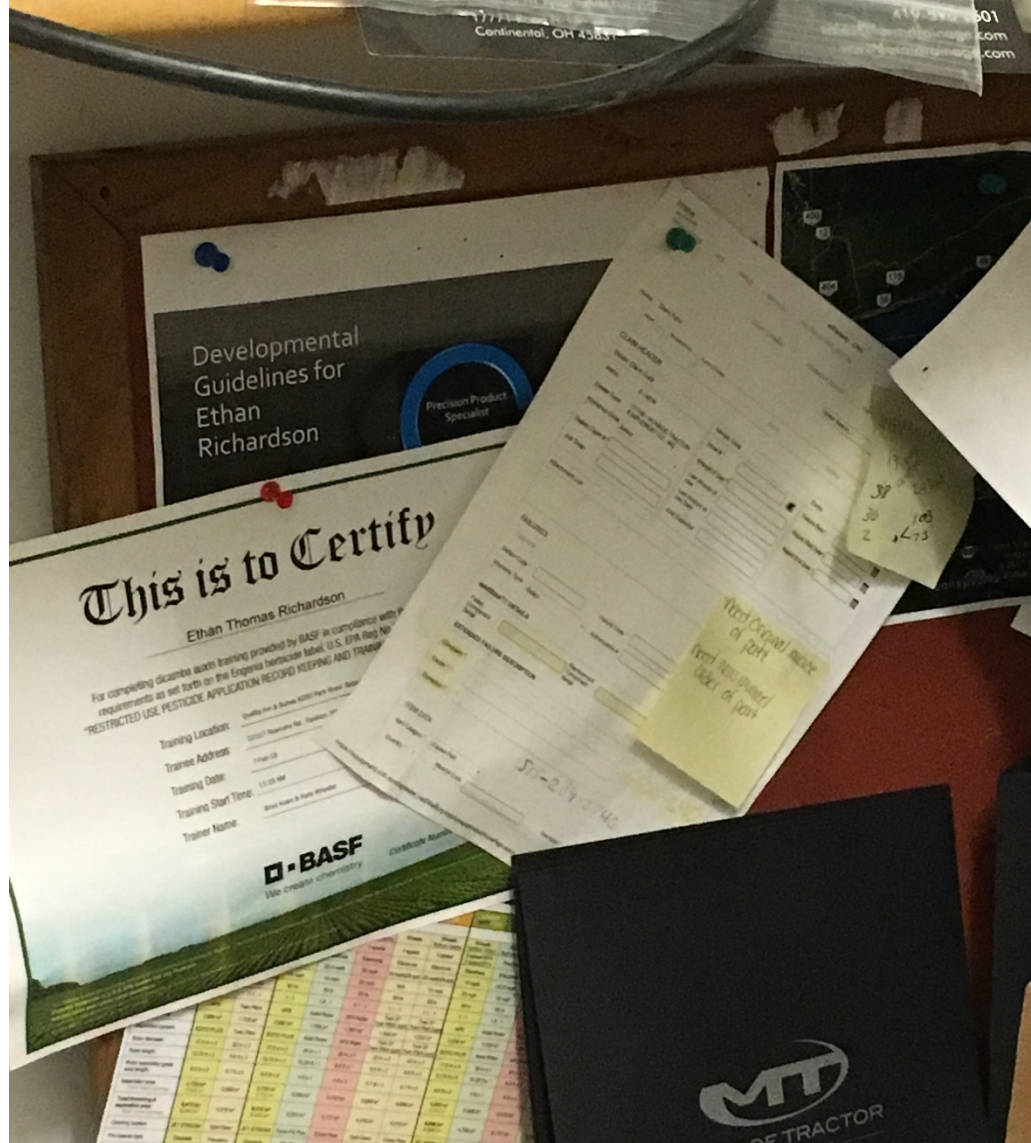
- **Accountability**

- Demonstrate application of knowledge gained in those trainings
- Demonstrate increased communication skill
- Demonstrate pride in work spaces and company vehicles
- Conduct yourself in an appropriate manner while at service training

- **Reward system**

- Move to Class II technician January 2018
- There will be pay scale increases based on training and performance
- Once Master technician is achieved, billable hours will be at a premium therefore increasing opportunities within the guidelines of the Monroe Tractor technician incentive (Class I)





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- High tech Work Responsibilities
- Diagnose Problems
- Understanding Parts Processes
- Minimize Rework
- Proper Job Documentation/Report Writing
- Build Company/Customer Relationships
- Self Education
- Specialize in Different Equipment
- Concise Communications
- Urgency

- Independent Work Ethic
- Time Management
- Salesmanship
- Goal Oriented
- Customer Experience

# Thank you

