

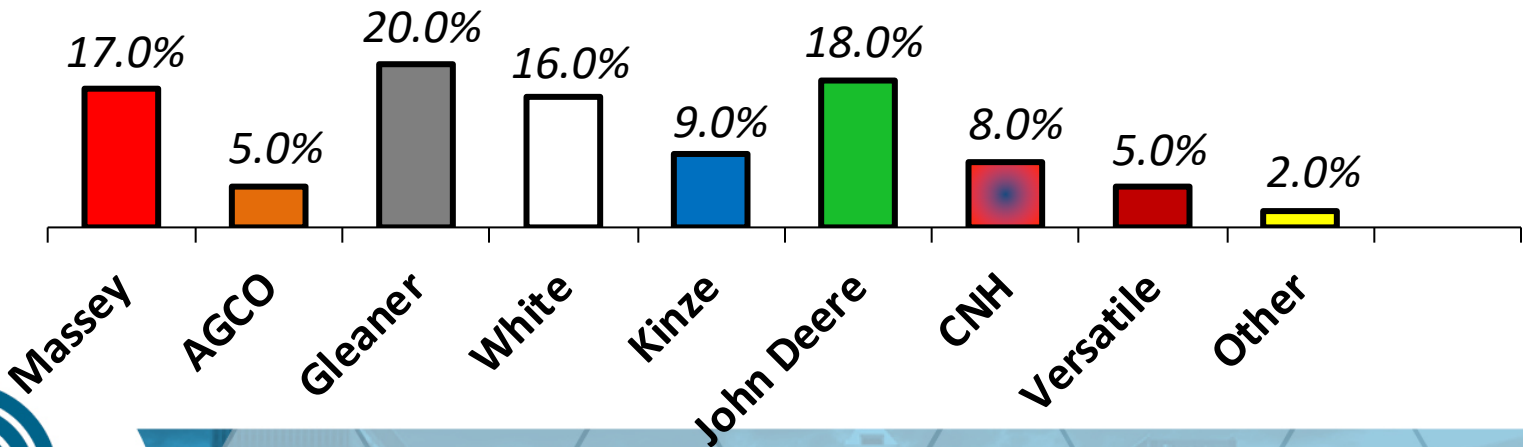
Selling Precision Service: Packages, Pricing & Payback

Nathan Zimmerman
Precision Farming Manager • A.C. McCartney



Technology Overview

- **Two Technology Specialists**
 - Sales, Service, Support
- **Large Service Area**
 - Around 165 Technology Customers



Why did we create a service plan?

- *Create Consistent Pricing for Services*
- *Simplify Charges Across Locations*
- *Reduce Tech Support Phone Calls*
- *Be Fair to Our Customers*
- *Revenue*

Creating the Service Plan

1. What do your customers need?
2. What services should you offer?
3. How much are they willing to pay?
4. What is included or not included?

Service Plan Packaging

Build your own service plan!

Base Plan: \$\$\$.\$\$ (per year)

Unlimited Phone Support, Technology Training, Parts Discount, Labor Discount, Loaner Equipment.

Additional Options: Firmware Updates, Subscription Services, Preseason Inspections, Yield Data Processing, Yield Monitor Calibrating, Guidance Setup and Calibrations.



ACM Technology Service Plan

<i>Service Plan Options</i>	<i>Service Plan Charges</i>	<i>Standard Charges</i>
Base Plan	\$300.00 per year	
Unlimited Phone Support	Included	\$25.00 per phone call
10% off technology parts	Included	No discount
10% off labor for repairs	Included	No discount
Free Loaner Equipment (When Available)	Included	\$75.00 loaner fee
Training Classes (Two Per Year)	Included	\$50.00 each class
Additional Options		
Preseason Inspection's	\$100.00 per unit	\$200.00 per unit
Firmware Management	\$75.00 per unit	\$150.00 per unit
Guidance Calibrations & Setup	\$75.00 per unit	\$150.00 per unit
Guidance Subscription Service & Setup	\$75.00 per unit	\$150.00 per unit
Yield Monitor Calibrations	\$75.00 per crop	\$150.00 per crop
Yield Map Printing	\$10.00 per field	\$20.00 per field
More Service's Coming....		



Service Plan Purchase Rate

2016 Season: 50/165 customers 30%

2017 Season: 15% already signed up



Customer Response

- **Positive**

- Customers look at it as an insurance policy.
- Customers attend training events.
- Most seem to think it's a fair value.

- **Negative**

- Cost too much!
- Shouldn't have to pay after purchase of equipment.
- Can't believe we're charging for a phone call.

Things we have learned

Create a service call schedule for times that a customer can call in.

Need to create an automatic renewal for the next season.

Need a better way to keep track of calls on the road.



Thank You!



Banking on Billable Service for Sustainable Precision Profit

Lanty “Spud” Armstrong
Precision Farming Manager
Ag Technologies
January 7-8, 2019



Ag Technologies INC

- Rochester, IN
- New Holland Rochester INC group

1983 Rochester

2010 Ag Technologies

1994 Logansport

2013 Richmond

1997 Rossville

2014 Greentown

2008 Bluffton



Spud Armstrong

- 2004 Purdue University Graduate
- 2004-2007 NHR service technician
- 2007-Present PF Specialist
- 2010 moved into Ag Technologies
- 2012 Added Eli Fred
- PF sales and sprayer sales



Ag Tech Sales

	2018	Margin 18	2017	Margin 17
All Sales	7.7 million	29%	9.7 million	28.3%
PF Sales	\$242,700	18%	\$467,452	18%
Parts	\$326,968		\$468,380	
Service Plans	\$16,800		\$13,200	
Indiana 87.5%	Illinois 3.4%	Ohio 2.1%	Michigan 2%	Other



Service Plan History

- Started offering service plans in 2015
 - To Expensive and Complicated
 - Didn't help with Calls much
- 2016 Added a Phone Support only plan
 - Simple plan by itself
 - Also added to 2015 plans

Phone Plan Details

- \$400/yr charge to customer
- Phone support 24/7 through NH PLM support
- Access to NH PLM Academy
- Ag Technologies support during business hours



Benefits of the Phone Plan

- Mindset - Have to pay for dealer help
- We don't have to be on call 24/7/365
- Receive calls only for more complex problems
- Customers have other resources to use first

Lessons learned...

- No plan is perfect
- The first day is the hardest
- Never think you have it figured out
- You might lose some customers
- Sell more product
- Make more money



Don't Sweat the Small Stuff

- A few customers will not be happy about the changes. However, several months without quality support will more than likely drive them back. This in turn makes better business for both of you.



Opportunity

- Less interruptions
- More productive throughout the work day
- Capitalize on what makes you money



Our Customer Responses

- It gets better with time
- More attentive with customers
- Good customers understand



Successful Business Outcomes

- Customers continue renewing their plans
- Opportunity to add another PF specialist with the revenue generated



Personal Success

- Family life
- Productivity at work and home
- PF Specialist won't be burnout in 3 to 4yrs



Take Home

- Everything isn't perfect but you have to work on it and make it better
- If you make your job easier it is better for everyone.
- Keep it simple!!



THANK YOU!!



Banking on Billable Service for Sustainable Precision Profit



Ed Pollock
Sales Manager
January 7-8, 2019



Call and Service Plans

We provide three options

1. Annual Unlimited Phone Support



2. Unlimited Phone and Remote Service Support



3. Provide a la carte plan

1. Annual unlimited phone support plan

- 24 hour answering except Sundays
- Missed calls return within an hour
- For both Software and Hardware issues



2. Unlimited Phone and Remote Service Support

- Unlimited Phone Support stays the same
- In season display issues
- Software issues after the season
- Helps to sell file transfer subscriptions

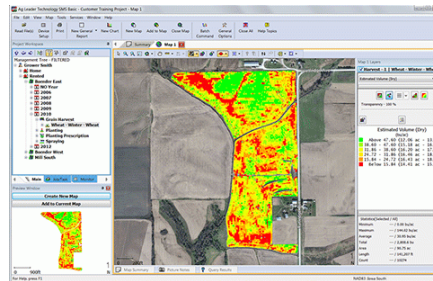


3. Provide a la carte plan

- Enables a customer to build a plan that works for them

Includes

- Phone and remote services
- Data management
- Display updates
- Pre pay service hours (Billed in intervals of .5 hours)



Thank you!!

