

Branding Your Precision Business: Do's & Don'ts of a Bankable Marketing Strategy

Hannah Long
Marketing Manager • 4 Rivers Equipment
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WHY?



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Common Issues

Multiple Communication Needs

Precision Ag language = Greek to everyone else

Daily Updates



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Sales Manual

Part 1- The Theory

Effective Dates

Why Statement

Challenge

Solution

Value

Overview –

Establish your “Shell”!



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Sales Manual

Part 2- The Tactics

Sales Strategy

Solutions

Delivery

Pricing



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Create Your Value Silos

Create consistency in your value story

What are your goals:

Productivity?

Education?

Data Driven Decisions?

Key: Values stay the same, solutions will change over time.



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Value Step 1	Value Step 2	Value Step 3	Value Step 4
Basic Support and applications needed to get customers started down the right path.	Gives customers opportunities to implement strategies based on current data.	The tools and training that allow customers to watch their operation progress throughout the year.	Tools that give customers benchmarks to make strategic decisions based on data.

Value Step 1	Value Step 2	Value Step 3	Value Step 4
Soil Mapping	Variable-Rate Applications	Water Monitoring	Water Monitoring
JDLINK	RTK Boundaries	JDLINK	Documentation
AMS Products		IS Hotline	JDLINK
		Software Updates	



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Sales Bulletin

Make it Simple

What is the update:

Why does the customer care:

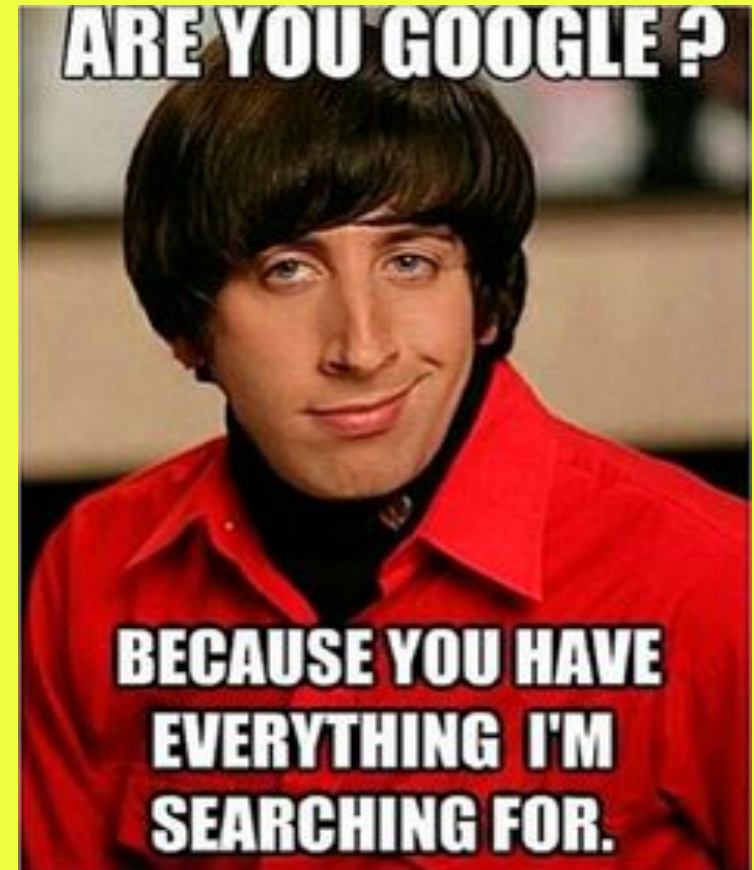
Call to action:



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Advertising Strategies



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Push

Aggressive Call to Action

Digital Strategies

Facebook Promoted Posts

Display/Retargeting
Campaigns

Email Blasts

Traditional

Direct Mail

Sales Flyers- Sales tool

POP Material



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Push-Keys



Drive Traffic to Fill Form Page

Limited Time Campaigns

Target Marketing

USDA Lists

Behavioral Usage

Visiting Tractor House

Utilize Word of Mouth

Salesmen need talking points



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4 Rivers Equipment- Integrated Solutions

December 8, 2016 at 2:32pm · 🌐

Looking to upgrade your John Deere StarFire receivers? Now is the time to do it with 180 Days No Payment No Interest! Call the now and mention "Upgrade my StarFire!"



JOHN DEERE STARFIRE™ 6000
180 DAYS NO PAYMENT, NO INTEREST
NOW- MAY 1ST 2017



4 Rivers Equipment- Integrated Solutions

The Integrated Solutions department at 4 Rivers Equipment brings support, strategy, and utilization to our customer's equipment operations.

Call Now

What is the update:

180 No Payment No Interest on AMS Equipment

Why does the customer care:

They can update their StarFire with this special offer.

Call to action:

CALL NOW- Calls IS Hotline



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Pull

Passive Education

Digital

Facebook Promoted Posts

Into Blogs, Videos, or Events

Display/Retargeting Campaigns

Email Blasts

Blogs

Traditional

Newsletter/Mailer

IS Catalog

POP material



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Pull- Keys



Information Page

Blog

Video Demonstrations

Value Driven

Tug on their heartstrings



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GROUND

Focus on the Ground.

Gathering quality soil information in the form of electro-magnetic (EM) and real-time kinematic (RTK) topographic GPS data is the first focus in the Ground Up Approach. Here's how we do it!

Step 1: Schedule your mapping

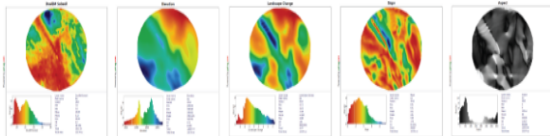
Get your mapping scheduled by clicking the button below. We will be in touch to confirm your mapping!

Schedule Mapping



Step 2: Data Processing

Do the maps below look greek to you? Don't worry, we create a report that formats your data into a legible format. Not only that, but your 4 Rivers representative will walk through the report with you to answer any questions.



Step 3: Cultivation Consultation

4 Rivers will help you read and analyze the data report generated from your mapping. But now it's time to talk Cultivating this data into a plan. Click the button below to see what the Cultivation Process is all about.

Go To Cultivate



EM-RTK Mapping

Mapping Request

Step 1 of 3

33%

FARM

Operation Name *

Address type: *

- Mailing
- Physical
- Both

Farm Address *

Street Address

City State / Province / Region

What of the following equipment do you use on your operation?

Monitors Sprayers Combines Drills Tractors Planters

Describe experience level with this equipment and other notes. *

Land Type

Dryland Flood Drip Tape Flood Other

How many acres are you interested in mapping? *

1500 500-1000 1000- Other

Next

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Kevin Depies
Sales & Management • Ritchie Implement
January 9-10, 2017



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Marketing Strategy

- Marketing – the business of promoting and selling products/services, including market research and advertising.
- Strategy – a plan of action or policy designed to achieve a major or overall aim.
- Evolution
 - Foundation stable
 - Execution varies



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Determine The Strategy

- Marketplace variables
- What and who do you want to be?
- What is the need?
- Is it profitable?



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Market Evaluation

Market Pros

- Highly variable market
- High need for quality service provider
- Consistent potential work load

Market Cons

- Large quantity of “local” in-line competition
- Highly price sensitive
- Assumptions all are equal
- Non-optimal operating conditions
- People pool



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Market Evaluation

- Lack of market education by dealers
 - Slow adaption rates
 - Limited dealership specialization
- Must show value over competition
 - How do we differentiate
- Need to set the precedence
 - Not acceptable to be a safety net



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Who Do We Want To Be?

- Standalone business model?
 - Known for the best as a whole
 - High standards for first pass quality
 - Do what we say we will do
- Sell the package
 - People are the differentiator
 - Keep a stable team
 - Not a commodity
 - Won't be lowest priced



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Ritchie Implement's Strategy

- Strongest as one whole entity
 - Maximizes margins
 - Minimizes areas of weakness
 - Easier to “mask” dealership gaps
- Every department is our PF department
 - Helped gain billable time
 - Helped establish list price selling
 - Spreads work loads and responsibilities



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Ritchie Implement's Strategy

- Know your limits
 - Some deals lost are the best deals won
 - Take care of those who take care of you
 - Move on from the “pro bono” work
- How to convey your brand effectively
 - Word of mouth
 - Hardest to quantify
 - Easiest to hinder strategy
 - Paid advertising?



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Profitable?

- How to measure
 - Intangibles
 - Sustainability
- Point of view
 - Necessary evil or essential advantage
- Careful with all numbers
 - Some more important than others
 - Inventory can sink the ship



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Signs Of Strategic Success

- Can you hear them talking?
 - Depends on the content
 - Are you the first they talk with?
- Does your entire team play the same game?
 - Specialization, not seclusion
 - Everyone must play
 - Not everyone is or needs to be the quarterback



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Summary

- We don't sell PF
 - We sell Ritchie Implement's entire package
- We build partnerships
 - Customer
 - Employee
 - Grow and adapt together
- Empower and retain talent



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Branding Your Precision Business: Do's & Don'ts of a Bankable Marketing Strategy

Pete Youngblut
Owner • Youngblut Ag
January 9-10, 2017



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It starts with your Brand

- Who are you?
 - Independent Precision Dealer, Iron Dealer, Agronomy Specialist
- What do you offer?
 - Product lines & Services
- Who do you want to be?
 - Ex: I want to be the best Precision Ag Provider in my territory.
- What sets you apart from the competition?
 - Sales style, service, size, knowledge, etc.
- Can be as simple as your logo



The Y



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Word of Mouth

- Cheapest and most effective
- “Small Town Effect” – Word spreads fast
 - Coffee Shop group
- Select “chatty” customers
 - Spend time talking with them – relationship building
 - They have ideas and will likely tell others how good you were and what you have to offer
- Customers remember who helped them – favors
- Ask for referrals!

Most important to getting started!

– Customer feels better if you are working in the



The Free Sales Team

- Identify people that see a lot of potential customers
- Create Partnerships w/ parallel businesses
 - Seed dealers, iron dealers, etc.
- Turn other salespeople into yours by working together
- Cooperate with competition
 - Work with them to fill their gap
- Get involved with organizations
 - Farmer Groups, Community Groups, Etc.



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Farm Shows / Events

- Can be inexpensive
 - Don't need to spend a ton on a display
 - Vendors can provide materials for you
- Touch Point for existing customers
- Show off new products & services



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The Internet

- Website – Costly but effective
- Customers search everything online
- Good Place to show all products and services
- Make sure to get on vendor's dealer locator
- Utilize Social Media – Facebook / Twitter
 - Very cost effective



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The Don'ts

- Don't give in to advertising salespeople
- Don't spend money on marketing unless you can get a return
 - How much do I have to sell to get money back?
- Don't advertise without doing your research
- Don't just do a small ad because it's cheap
 - It's better to spend more and get noticed than spend some and have it be a waste
 - Be careful picking what you spend money on



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Review

- Your Brand / Identity
 - Word of Mouth
- The Free Sales Team
- Farm Shows / Events
 - The Internet

Questions?

Pete Youngblut – Owner –



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