



Dealers Choice

Serving Farm, Industrial, Irrigation, Outdoor Power, and Turf Dealers

Southern Equipment Dealers Association

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Can You Hold Your Salespeople's Attention for 8 Hours? Smith Tractor Company Found a Way!

No matter how good a professional salesperson is – or how eager a trainee is to learn – it is difficult to pull them together for an informative session designed to help “sharpen their desire and ability” to sell. Yet, a dealership who is looking beyond today must invest time and insist on continually upgrading the skills of the company’s employees.

Ricky Smith, a very successful dealer with his headquarter store located in Jay, Florida was influenced by Billy Danielson, their Sales Manager, to take advantage of an offer made by Roni Rogers. Roni is a sales professional for SEDA Financial & Agrifinancial who knows the value of informed salespeople. She made a proposal which included bringing in a speaker with seemingly unmatched credentials to spend the day with a select group of Smith Tractor’s employees.

Jim Falk was summoned to the small town of Jay, Florida. He set up his limited required equipment, stated the objective for the day, and he and the group of nine Smith Tractor employees went to work. From about 8:30 a.m. to 4:00 p.m. they took advantage of information and challenges offered to them.

Here is what a few who attended had to say: “I want to thank Agrifinancial and special thanks to Roni Rogers for allowing and setting up the sales seminar with Jim Falk. I was at the seminar and I feel that it was an asset to the sales

team. Mr. Jim hit on a lot of points that dealt directly with equipment sales as well as everyday life. If you haven’t seen or heard him speak, you are missing out.” – Billy Danielson, Sales Manager.

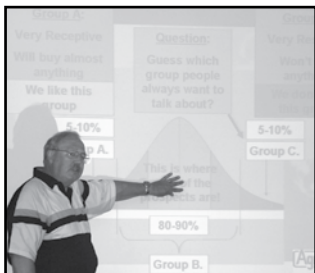


“I thought that Mr. Jim Falk was very informative and surprisingly humorous with his way of teaching. As a salesman going into the meeting, I felt as though my time would be better spent in the office or in the field selling. After leaving the seminar I had a new and brighter outlook on selling. I have renewed feelings on seminars and would welcome and recommend Mr. Jim Falk to anyone in the

future.” – Ron Wiggins, Salesman

While the training session was made available by SEDA Financial, the session did not include information on equipment financing.

SEDA partnered with Agrifinancial in 2008 to provide a retail and wholesale program to dealer members. For your immediate retail or wholesale financial needs, call Roni Rogers at 515-491-9244 or Mike Gibbs at 515-360-4799. To learn more about the possibility of obtaining the services of Jim Falk or the SEDA Financial program, call the Association office at 478-272-5400.



Jim Falk
Agrifinancial's Director of Knowledge Management



(L to R)
Shonna Nowling
Administrative Assistant
Billy Danielson
Sales Manager
Roni Rogers
SEDA Financial Business Development Manager

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