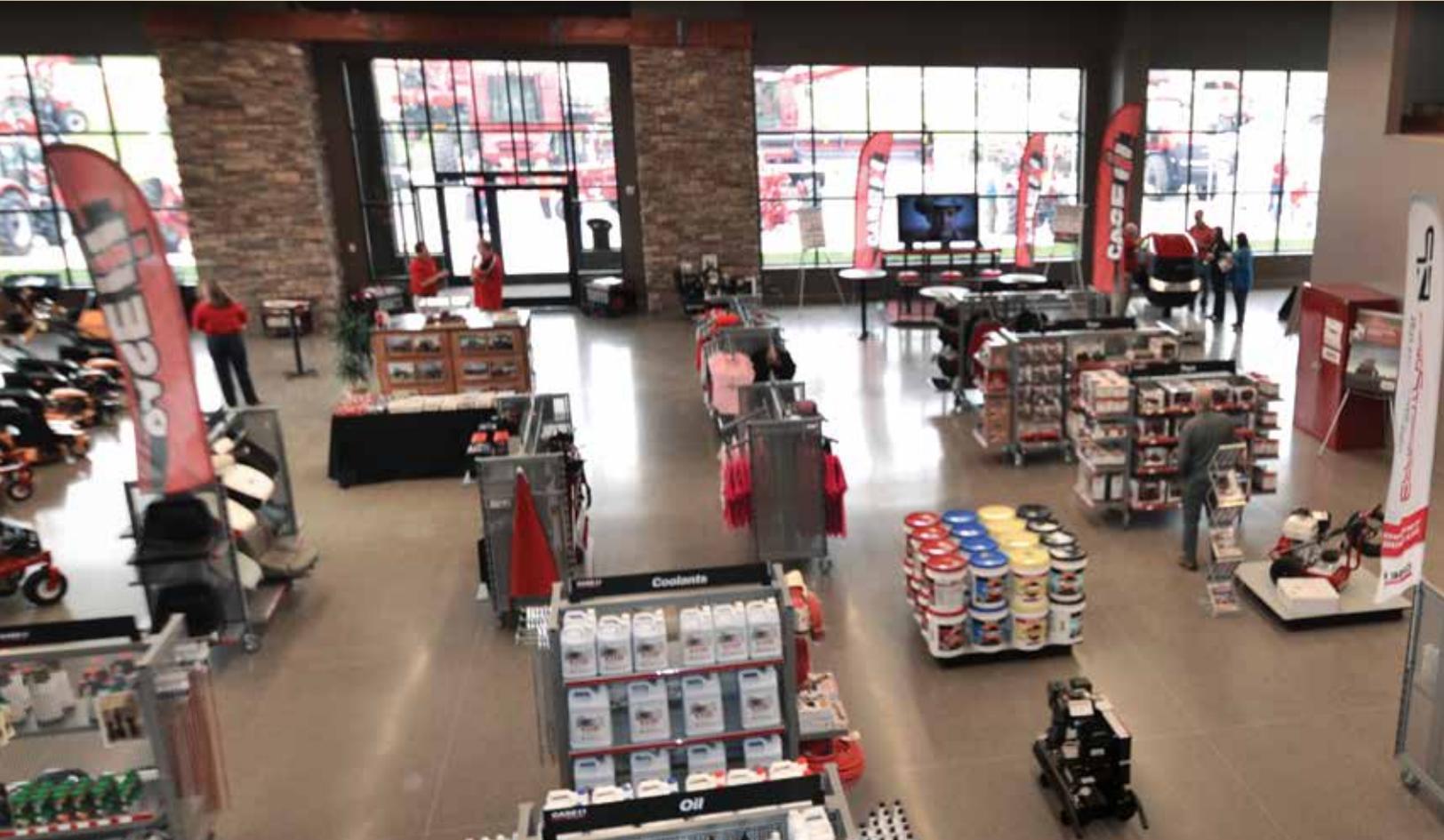


# RED RESOURCE

**CASE IH**  
AGRICULTURE

MARKETING & COMMUNICATIONS NEWS FOR CASE IH DEALERS

OCTOBER 2013



## Efficient Power

Right From the Start  
pg. 4

## Hook More Sales

pg. 10

## Cultivate and Build

Hold a Case IH Shopping Event  
pg. 14

# Unroll Your Blueprint for Building Sales

Partner with the CNH Industrial Parts &  
Service Merchandising Team  
pg. 16

What Makes You Loyal? .....02  
 Fancy Fleet .....02  
 RAM Updates.....02  
 The Voice of Case IH.....03  
 Steamlined Dealer Portal .....03  
 Efficient Power Right From the Start .....04  
 Making Producers Priority One .....06  
 Inspect & Protect Maintenance Event.....07  
 “Be Ready” Blog .....07  
 2013 Marketing Calendar .....08  
 Hook More Sales .....10  
 2013 Farm Progress Show Results .....11  
 The Case IH Retail Sales App.....12  
 Customers are Online (and on the phone) .....13  
 Build it and They Will Come .....14  
 Unroll Your Blueprint for Building Sales .....16  
 Customer Testimonials? Here’s How .....18  
 Useful Agronomic Design Tools .....20  
 Q3 Summary .....21  
 New for Marketing Resource Central .....22  
 Tools You Can (Really) Use.....23

## What Makes You Loyal?

Our Case IH dealership network has never been stronger than today. We all work very hard to meet the needs of our customers. We are all customers, after all. What makes us brand loyal also makes Case IH customers’ loyal.

What do we want? Effective, top quality products for our dollars and support, if necessary, right? These go a long way toward building trust, satisfaction and long-term business connections. Additional perks are important too.

We get our car washed at the place that gives us a free one after so many purchases. The coffee shop we frequent is the one with the free or reduced price, refills. We use a discount rewards card at the farm and ranch supply store.

But what if the product doesn’t perform and we can’t get help when we need it? What if there are spots on the car, the coffee is burnt and the discount is minimal? We are gone. And so is the opportunity to build a lasting, mutually beneficial relationship.

As you page through the October issue of Red Resource, you’ll see stories about how some Case IH dealers are meeting customer needs, adding value to their relationships and reaping the long-term benefits.

Thanks for reading.

— Kyle Russell  
 Senior Director, Marketing Case IH NAFTA



## RAM Updates

Lee Pourroy, Parts Manager of Tri-County Implement Inc., in Sidney, Montana, is pictured with his new 2013 RAM pickup truck that he won at the CNH Industrial Parts & Service EXPO dealer event held earlier this year. At the bi-annual dealer event, more than 5,000 dealers, suppliers and CNH employees were introduced to the newest products and business initiatives from Case IH and its after sales unit, CNH Industrial Parts & Service. Every registered dealer had a chance to win prizes, including a RAM pickup truck, as part of a random drawing. Lee Pourroy, who has been a Case IH dealer employee for nearly 40 years, was thrilled to win the truck. “I was in total shock,” Lee said. “I’ve never won anything like this in my life,” The new RAM truck replaces Lee’s 2003 GMC. “I’ve already driven it 500 miles and I am really impressed with the truck – especially the electronics,” Pourroy said. To honor Case IH, Lee detailed the truck with red stripes and Case IH-labeled mud flaps.

## The Voice of Case IH

Advertising is more than eye-catching print and online ads and attention-getting radio and TV commercials. Properly done, effective advertising uses measurable objectives and a clear and comprehensive strategy.

The best advertising results in increased awareness and succeeds in driving prospects and customers to the next step in the purchase process.

With the launch of the Market Development Fund (MDF) in 2010, Case IH has the largest advertising opportunity in its history.

Nielsen AdViews, an advertising monitoring service used by Case IH and other Fortune 500 companies, audits advertising presence in specific categories. Share of Voice (SOV) is a reflection of focused spending – a measure of how and where people are hearing and talking about Case IH.

“Producers and dealers alike tell us about seeing Case IH ads in their favorite agriculture news source and in their leisure time,” said Tracy Sagan, Dealer Marketing and National Advertising Manager. “And not just our customers, but also producers who run competitive equipment. So we’re doing more than just ‘creating a buzz’ – we’re positively changing perceptions of Case IH among all producers.”

### Chatter Helps Brands Grow

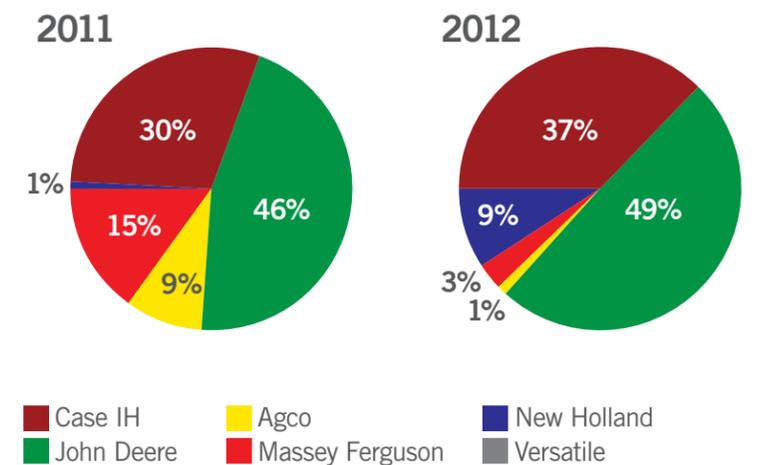
The AdViews graphic shows, in 2011, that Case IH was at 30% compared with John Deere at 46%, Massey Ferguson at 15%, Agco at 9% and New Holland at 1%.

Numbers shifted a bit the following year. Case IH SOV measured at 37% in 2012, with John Deere at 49%, New Holland at 9%, Massey Ferguson at 3%, and Agco at 1%.

“With MDF equipping us with the largest megaphone Case IH has ever had, we are telling product stories to producers and compelling them to learn more by visiting a Case IH dealer or going to our web site,” said Sagan.

“The fact that we have grown in our share of voice while our chief competitor, John Deere, also increased their presence underscores the importance of using MDF funds strategically in relevant national media to stay competitive. MDF is working!”

### Share of Voice – AdViews



Represents percentage of total reported category spend as measured by AdViews

## Streamlined Communications at the Dealer Portal

The right messages in the right inbox – that is the goal.

Dealer administration is asked to sign into the dealer portal, add an email address for each user, as well as assign employee “roles.” This will help clarify the receipt of information.

Traditionally, the Dealer Portal profile page includes information such as Name, Email, Phone, and Password. The newly activated section allows dealer administrators to target news and upcoming events specifically to the users that are impacted.

Case IH is planning additional enhancements in the near future, and asks that these updates be made as soon as possible. Questions? The Dealer Portal Help Desk is available between 8 a.m. and 8 p.m. EST at 800-558-5998.

## CASE IH DEALER TIPS

### To Update the Dealer Portal:

- Click “Admin Tab” at the Dealer Portal
- Click on the User ID you want to edit
- Click “General” and scroll down to see all roles
- To view more info about a role, click or hover over the ⓘ button to get a pop-up with a more detailed description of role
- To view extended descriptions of roles, select the “View All Roles” link or the PDF icon
- Choose as many roles as are applicable for the given user. (Each area also offers the ability to select all of the roles by choosing the category header (i.e. choose all Precision roles by selecting the box next to “Precision.”)
- When done, select the “save” button and return to the Dealer Info tab (to update the next user)
- Repeat

## Fancy Fleet

More than two dozen trucks that deliver parts to our parts depots are taking the Case IH “Be Ready” message to the streets, with updated graphics that highlight the strength of our Case IH dealers. Be sure to look for our head-turning trailer wraps the next time you take to the highways!



# Efficient Power Right From the Start

In 1996, the US Environmental Protection Agency (EPA) and the Canadian Environmental Protection Agency (CEPA) established more stringent emission regulations for new diesel engines used in off-road equipment. The compliance deadlines spanned a sixteen-year period. Basically, it required manufacturers to reduce the levels of particulate matter and oxides of nitrogen (NOx) to a level that is 50-96 percent lower than [what was in] existing engines. The final deadline comes due in 2014.

No surprise, Case IH is ready.

With 18 new models, Case IH is the first and only agricultural equipment manufacturer to use SCR technology alone to meet these new strict guidelines. Cool running and quiet, SCR is an exhaust after-treatment system that works outside the engine in the exhaust system. Rather than interfere with engine performance, it actually improves it.

"We've spent years preparing for the final stage of off-road governmental emissions regulations," said Kyle Russell, Senior Director of Marketing for Case IH North America.

"Achieving the Tier 4 B/Final standard was a big deal. But Case IH has had fewer challenges than most because we determined early on that our patented Selective Catalytic Reduction solution was the right choice. We haven't had to change direction since we got it right from the start."



## The Nitty Gritty

With SCR technology, engines are tuned to maximize power and fuel efficiency, while minimizing particulate matter. Daily engine maintenance and upkeep are easy, because SCR treats exhaust to eliminate NOx after it exits the engine, allowing the engine to perform at peak efficiency. "There's no re-routing the exhaust back through the engine and limiting our customers' performance in the field," Russell said.

"Our Tier 4 B/Final technology means no regeneration of particulate filters or Cooled Exhaust Gas Recirculation (CEGR) components are needed for any of our high horsepower equipment."

"SCR is hands-down, the best approach for high-horsepower agricultural equipment," Russell said. "Especially when you consider the high load requirements for field work and how important fuel efficiency and maintenance costs are to large producers."

For Case IH customers who have purchased Tier 4A equipment today, there will be no additional requirements in 2014. Filling the Diesel Exhaust Fluid (DEF) tank is all it takes to reduce fuel consumption and extend service intervals.

## Go Red!

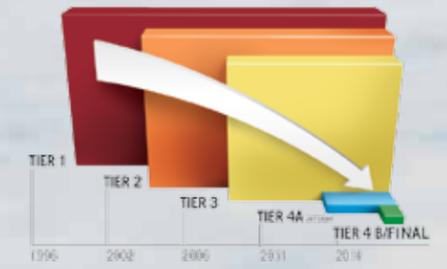
Years of preparation have paid off. But there is more to do.

"The opportunity for Case IH dealers is ripe to get on competitive customers' farms to order our new 2014 HHP tractors, combines and sprayers with our SCR-only engine technology," said Tracy Sagan, Dealer Marketing and National Advertising Manager.

"Our new Efficient Power campaign is designed and timed to promote the fact that we got our technology right from the start."

## Deadlines Spanned Sixteen Years:

- Tier 1: 1996
- Tier 2: 2002
- Tier 3: 2006
- Tier 4A: 2011
- Tier 4 B/Final: 2014 (Case IH is Ready)



EPA allowable levels of emissions (PM/NOx). Off-Road Diesel Engine Compliance Effective Dates 174 – 750 hp Chart Shown

## The Case IH Efficient Power (Compliance Ready) Lineup



### Steiger® series tractor

Increased horsepower, upgraded cab. Quadtrac® and HD wheeled versions, this is the highest horsepower ever produced.



### Magnum™ series tractor

Mighty mix of industry-leading horsepower, fuel efficiency and easy-to-use controls.



### Puma® series tractor

Powerful mover with streamlined operator environment that includes Bluetooth radio.



### New 40 series Axial-Flow® combines

Up to 410 horsepower with eight halogen lights outside of cab; adjust spreader distance from the cab.



### Patriot® sprayers

More horsepower and advanced spray technology provides more control.



## Get More Information:

[www.caseih.com/en\\_us/Efficient-Power/Pages/home.aspx](http://www.caseih.com/en_us/Efficient-Power/Pages/home.aspx)

- See the combined strength of Case IH & FPT industrial working together at the Burr Ridge, Illinois Engineering/Research & Development facility (video)
- Try the SCR Fuel Savings Calculator

# Case IH Proudly Makes Producers Priority One

At Case IH, we hold ourselves to higher standards – those of our customers. Product development is driven by customer input. Producer experiences and ideas help us identify productivity and profitability solutions. This partnership has helped Case IH become a full-line provider of the most innovative equipment, technologies and services in the world, such as:

- **Efficient Power** – Case IH is the *first and only* agricultural equipment manufacturer to use SCR-only technology. Emissions-friendly, cool running and quiet, Selective Catalytic Reduction (SCR) is an exhaust after-treatment system that works outside the engine in the exhaust system, providing fuel and fluid savings, superior engine performance and longer uptime.
- **AFS Precision Farming** – Case IH Advanced Farming System (AFS) products are built-in and work across all equipment platforms. Offering 24/7/365 back-up support, AFS helps producers optimize operations and improve productivity.
- **Agronomic Design** – Producers create a better growing environment, maximizing yield and current and future ROI potential with specifically engineered equipment and expert support.

## Extraordinary Customer Experiences Start with You

Case IH makes producers priority one with your help. As frontline customer service professionals, you are on the phone, behind the parts counter, and in the field. You are solving problems and building relationships. You are gaining knowledge through certifications and trainings, and sharing it by holding successful customer events and customer classes such as AFS training and Jump Start Planter Clinics, etc. Through your relationships with producers, we have led the industry with cutting-edge products that get the job done, including the newly updated Axial-Flow Combine cab and MultiControl armrest.

## Knowledgeable People Help Build the Brand

Our customers work hard. They are friendly, down-to-earth people. So are we. We take our jobs seriously. The world of farming keeps changing and we never stop learning. We care about being the best and demonstrate it with our Pinnacle Parts and Service Profitability program, the 24/7/365 AFS support, our red-shirted staff in the field and our certified parts & service experts ready to meet producer equipment and credit needs.

It takes great products, people and the right mindset to put producers first. And in an unpredictable world, where global

markets and weather are beyond the farmer's control, having a dependable partner is key. This partnership and all of its components is key to the Case IH brand.

"Farming takes extreme dedication," said Kyle Russell, Senior Director, Marketing Case IH NAFTA.

"And that is exactly how dedicated we are to making sure producers succeed. We want producers ready for the challenges ahead. We will always strive to deliver the best now, and for future generations of agricultural leaders."



# Red and Ready Inspect & Protect Maintenance Event

Beginning this fall, we're offering dealers more opportunities to promote service maintenance inspections — so you can help your customers stay productive, season after season.

Sell and promote your off-season service inspections in the fourth quarter and year round – that's the idea behind the new Red and Ready Inspect & Protect Maintenance Event from CNH Industrial Parts & Service. This year's event takes place during the fourth quarter, and continues into 2014 with the same financing offer and updated collateral in the first quarter.

## Jump-Start Your Service Sales

The Case IH Inspect & Protect service maintenance inspection event is designed to keep your service bays filled during the off-season. The campaign features a full suite of marketing and communication materials that you can use at the local level to build closer relationships with your customers.

These new materials will be available on the Dealer Portal Parts tab under Links >> Marketing Resource Central (ad planner). Once you are on the MRC site, click on Parts & Service >> Ongoing >> Service >> Market Now!

Inspect & Protect materials that will be accessible year-round from the MRC ad planner site include:

- A 24-page digest size mailer that you can customize with your dealership's logo and contact information and mail directly to your customers

- A 4-page fully customizable mailer that lets you choose from a variety of service offers, messages and photos to build a brochure that reaches the specific needs of your customers, or you can choose the default version for fast and easy ordering
- Email templates that you can customize and distribute to your customer email lists
- Ad slicks and web banner ads for your local print and online media outlets
- Customizable radio scripts for your on-hold messages and local radio stations
- In-store merchandising displays for your Inspect & Protect posters and retail catalogs

The Case IH Inspect & Protect service maintenance event also gives dealers the opportunity to offer no-payments, no-interest financing for 120 days and a 6-month extended warranty offer with a \$1,000 minimum Case IH parts and/or related service purchase with the CNH Commercial Revolving Account.\*

To further support and build awareness of your service capabilities, we'll also be promoting service inspections on the Case IH Partstore, the Case IH website, the Be Ready blog, Facebook and Twitter accounts, and on other third-party sites.

To learn more, refer to LTR13-639, dated Sept. 3, 2013, or contact your assigned CNH Industrial Parts & Service Sales Manager (PSSM).

\*Conditions apply.

## "BE READY" BLOG

Tips, Trade-ins and More

Did you hear about the three-year-old from Alabama who traded in his green battery-powered toy tractor for a brand new, bigger, red one? Or the staff members from a Case IH dealership in Pennsylvania who helped rebuild a bunch of greenhouses that had been destroyed in a blizzard? What about the wheat harvest stories and the latest round of demos?

You can read about these and more on the Case IH "Be Ready" blog.

The blog is updated several times per week and offers interesting and informative accounts that inform, entertain and educate. Your comments are welcome, and so are your stories and ideas:

- Have a heartwarming/happy/funny/ironic customer story?
- A community service project?
- A topic that you'd like to learn more about?
- An idea for an upcoming blog?

We want to hear about it. Please send your ideas (include your name and phone number) to: [beredy@caseih.com](mailto:beredy@caseih.com)

Judson Lamon is the name of the little boy in Alabama. Receiving the new Case IH tractor made his day. "It was the best thing I've ever seen a group of men do for a boy," said his mom, Allison Lamon. "...Judson was really excited about this trade in."

Read all about it at: [beredy@caseih.com](mailto:beredy@caseih.com)



# 2013 Marketing Calendar

## Print Advertising Schedule

### October 2013

- |  |   |
|--|---|
| <b>01</b> Precision Disk™ 500T<br>Corn & Soybean Digest<br>Delmarva Farmer<br>Farm Industry News<br><b>2014 Pre-Sell</b><br>Corn & Soybean Digest<br>Farm Industry News<br>Better Farming<br><b>Cotton</b><br>Cotton Farming<br><b>Patriot® 3240/3340</b><br>Progressive Farmer<br><b>Magnum™</b><br>Better Farming<br><b>Tier 4B</b><br>Farming for Tomorrow<br><b>Farmall® 100A</b><br>Dairy Business West | <b>15</b> Tier 4B<br>Country Guide<br><b>16</b> Axial-Flow®<br>Farm Progress<br><b>Early Riser® Planter 5</b><br>Farm Progress<br><b>Precision Disk 500T</b><br>Farm Progress<br>Southeast Farm Press<br><b>Round Baler</b><br>Farm Progress<br><b>Steiger®</b><br>Farm Progress<br><b>Farmall C</b><br>Farm Progress<br><b>Magnum</b><br>Farm Progress<br><b>Tier 4B</b><br>Farm Progress<br><b>17</b> Patriot® Family<br>Western Producer<br><b>18</b> Cotton<br>Delta Farm Press<br><b>19</b> 2014 Pre-Sell<br>Lancaster Farming<br><b>Tier 4B</b><br>Western Farm Press<br><b>21</b> Precision Disk 500<br>No-till Farmer<br><b>330 Turbo</b><br>No-till Farmer<br><b>25</b> Patriot 3240/3340<br>Delta Farm Press<br><b>Precision Disk 500</b><br>Top Crop Manager West<br><b>26</b> Agronomic Design<br>Farm Journal<br><b>2014 Pre-Sell</b><br>Farm Journal<br><b>Round Baler</b><br>Beef Today<br><b>28</b> Magnum<br>High Plains Journal<br><b>30</b> Agronomic Design<br>Top Producer<br><b>Farmall 100A</b><br>Dairy Today<br><b>31</b> Steiger<br>High Plains Journal<br>Western Producer |
|--|---|

### November 2013

- |   |  |
|---|--|
| <b>01</b> Cotton<br>Delta Farm Press<br><b>Precision Disk 500T</b><br>Farm Industry News<br>Corn & Soybean Digest<br><b>2014 Pre-Sell</b><br>Farm Industry News<br>Better Farming<br>Corn & Soybean Digest<br><b>Early Riser Planter 5</b><br>Farming<br>Better Farming<br>Top Crop Manager East<br><b>Steiger</b><br>Progressive Farmer<br><b>Disc Mower</b><br>Beef<br>Beef Today<br>Oklahoma Cowman<br><b>Round Baler</b><br>Texas Agriculture | <b>05</b> Precision Disk 500T<br>Delmarva Farmer<br><b>Early Riser Planter 5</b><br>Ontario Farmer<br><b>06</b> Cotton<br>Southeast Farm Press<br><b>07</b> Agronomic Design<br>Southwest Farm Press<br><b>Precision Disk 500</b><br>Western Producer<br><b>2014 Pre-Sell</b><br>Western Producer<br><b>09</b> Agronomic Design<br>Farm Journal<br><b>11</b> Maxxum CVT<br>Canadian Cattleman<br><b>Agronomic Design</b><br>High Plains Journal<br><b>12</b> Precision Disk 500T<br>Farm Futures<br><b>Agronomic Design</b><br>Farm Futures<br><b>Early Riser Planter 5</b><br>Delmarva Farmer<br><b>13</b> Titan™ Floater<br>Farm Industry News<br>Ag Professional<br><b>Agronomic Design</b><br>Farm Progress<br>Top Producer<br><b>Steiger</b><br>Farm Progress<br><b>Axial-Flow</b><br>Farm Progress<br><b>Early Riser Planter 5</b><br>Farm Progress<br><b>Disc Mower</b><br>Farm Progress<br><b>Precision Disk 500T</b><br>Farm Progress<br><b>Magnum</b><br>Farm Progress |
|---|--|



- |  |  |
|--|--|
| <b>02</b> Early Riser Planter 5<br>Lancaster Farming<br><b>2014 Pre-Sell</b><br>Lancaster Farming<br>Successful Farming<br><b>Magnum</b><br>Western Farm Press<br><b>Agronomic Design</b><br>Successful Farming<br><b>04</b> Precision Disk 500<br>High Plains Journal<br><b>Agronomic Design</b><br>Successful Farming<br><b>Maxxum® CVT</b><br>Le Bulletin | <b>14</b> Maxxum CVT<br>LeBulletin<br><b>15</b> Precision Disk 500T<br>Delta Farm Press<br><b>Agronomic Design</b><br>Progressive Farmer<br>Farm Industry News<br>Farm Journal |
|--|--|

## Print Advertising Schedule

### November continued

- |   |
|---|
| <b>16</b> Farmall U<br>Lancaster Farming<br><b>2014 Pre-Sell</b><br>Lancaster Farming<br>Successful Farming<br><b>Agronomic Design</b><br>Western Farm Press<br>Successful Farming<br><b>19</b> Early Riser Planter 5<br>Delmarva Farmer<br><b>Agronomic Design</b><br>Country Guide<br><b>20</b> Precision Disk 500T<br>Southeast Farm Press |
|---|



- |   |
|---|
| <b>21</b> Steiger<br>Western Producer<br><b>Axial-Flow</b><br>Western Producer TSG<br><b>22</b> Precision Disk 500T<br>Delta Farm Press<br><b>27</b> Agronomic Design<br>Top Producer<br><b>2014 Pre-Sell</b><br>Top Producer<br><b>29</b> Cotton<br>Delta Farm Press<br><b>Steiger</b><br>Western Producer<br>Top Crop Manager West<br><b>Axial-Flow</b><br>Top Crop Manager East<br><b>Titan Floater</b><br>CAAR Communicator |
|---|

### December 2013

- |  |   |
|--|---|
| <b>01</b> Precision Disk 500T<br>Corn & Soybean Digest<br>Farm Industry News<br>Rice Farming<br>Better Farming<br><b>2014 Pre-Sell</b><br>Corn & Soybean Digest<br>Farm Industry News<br>Better Farming<br><b>Cotton</b><br>Cotton Farming<br><b>Early Riser Planter 5</b><br>Farming<br><b>Round Baler</b><br>Beef<br><b>Maxxum</b><br>Dairy Business West<br><b>02</b> Precision Disk 500T<br>High Plains Journal<br><b>Agronomic Design</b><br>Progressive Farmer<br><b>Maxxum CVT</b><br>LeBulletin<br><b>03</b> Precision Disk 500T<br>Delmarva Farmer<br><b>Early Riser Planter 5</b><br>Ontario Farmer<br><b>04</b> Cotton<br>Southeast Farm Press<br><b>05</b> Agronomic Design<br>Southwest Farm Press<br><b>Precision Disk 500</b><br>Western Producer<br><b>2014 Pre-Sell</b><br>Western Producer<br><b>06</b> Patriot 3240/3340<br>CropLife<br><b>Cotton</b><br>Delta Farm Press | <b>07</b> Ecolo-Tiger 870<br>Farm Journal<br><b>Early Riser Planter 5</b><br>Lancaster Farming<br><b>2014 Pre-Sell</b><br>Lancaster Farming<br>Successful Farming<br><b>Agronomic Design</b><br>Western Farm Press<br>Successful Farming<br><b>Disc Mower</b><br>Beef Today |
|--|---|



## Television Schedule

### Q3 2013

- Farm Journal – Ag Day**  

- Big Ten**  

- RFD TV**  
This Week in AgBiz RFD TV  
Early Morning – AgriBusiness  
Rural Evening News Repeat  
American Rancher  
Brazil Ag Report  
Market Minute Re-Cap  
National FFA Convention  
live event coverage  
Farm Progress Show  
live event coverage

- RFD TV**  
Machinery Show  


- RFD TV**  
Cattlemen to Cattlemen

- NCSA's attlemen to attlemen**  


- US Farm Report**  
**U.S. FARM REPORT**  


- The Weather Channel**  
  
Bringing weather to life

- The Weather Network**  


# Hook More Sales



When corn and soybean producer Dana Martens boarded the bus at the Titan Machinery dealership in Avoca, Iowa to travel to Wisconsin with a group for the Racine Plant Tour, he expected to meet members of Case IH management, talk to some product experts, see lots of legendary equipment, and have a few questions answered.

What he didn't expect was hooking a glistening, 26-pound King Salmon during an excursion on Lake Michigan. But that's what happened.

Martens was part of a group of 50 who made the 12-hour bus trip last July. After the tour, the group loaded onto a chartered boat, drew numbers out of a hat to decide which fishing pole would be "theirs," and out to "sea" they went. After a few hours catching five to seven pounders, the captain said it was time to head back. That's when line number one (Martens' line) started going crazy.

Martens grabbed it and started reeling. He reeled and reeled and just kept reeling. Eventually, the fish got close enough for everyone to see.

"The captain said he should have grabbed a bigger net!" Martens said.

They got to shore and soon the entire catch (including the 26-pounder) was cleaned, iced and packed, all part of the package paid for by the dealership.

## Why "Enhance" a Plant Tour?

Case IH has three state-of-the-art agricultural equipment manufacturing facilities in the Midwest that offer behind-the-scenes, by-appointment tours for

visitors. Dealers can choose to "enhance" visits for their customers by adding a special outing, such as a sports fishing package or customized sports package. Packages can contain other perks, such as caps, coolers, food and beverages. Prices vary by selection. Each plant offers something different to see:

- Racine, Wisconsin – Case IH Magnum™ series tractors and more
- Grand Island, Nebraska – Case IH Axial-Flow® combines, heads, and other hay and forage equipment including windrowers and headers
- Fargo, North Dakota – Case IH Steiger® and Quadtrac® series 4WD tractors and CASE wheel loaders

## Memory Maker

"Enhanced" plant tours have been going on in Racine for the past 10 years or so and can be created at the other locations on select dates during June, July and August. A member of a dealership staff simply has to call to make arrangements to work with the corporate events team and their Case IH territory sales manager to create a unique experience for their customers. There is some paperwork to fill out, and the dealership is responsible for paying costs related to transportation, outings, lodging, meals and any cancellation fees that might apply. Some expenses qualify for co-op reimbursement, but there are some possible restrictions. Package costs can be charged to a dealership's open account.

Martens enjoyed the fishing part of the event for obvious reasons, but he also was impressed by what he saw during the plant tour.

"To actually see how they start with a bunch of iron and plastic pieces and electronics, and by the end of the day they have it all together and that product is sitting in our machine sheds on our farms...a neat experience," he said.

Annually, Case IH plant tours draw thousands of visitors, and, while a regular plant tour is great, enhancing it can have an impact.

Jim Lilleberg is the VP of Marketing at Titan Machinery in West Fargo. Titan Machinery represents a diversified mix of agricultural, construction, and consumer products dealerships (106) in the upper Midwest, and 14 European dealerships in Bulgaria, Romania, Serbia, and Ukraine.

Lilleberg's made several trips to Wisconsin and says the enhanced tours have definitely benefited the business.

"They are an excellent customer relationship building experience," Lilleberg said.

"Customers get to see the craftsmanship and care that the team at the plant put into every product. The pre-tour presentation is great — it is an important component of the CIH product story."

A tour with an added special event is the only way to go, according to Lilleberg.

"To make the tours consistently successful given our distance from the factory, we have learned that a fun component is required," he said. "We have done salmon/ lake trout fishing excursions, baseball games and tours at area attractions such as the Miller Brewery and the Harley Davidson Museum. The fishing excursions are consistently group pleasers."

## Global Leaders Invest in Customer Relationships

"The other important component?" says Lilleberg.

"Every year we have customers making major purchases following factory tours," he said. "I think it is a result of product knowledge and understanding. The CIH staff play a key role as experts and hosts."

And aren't sales what its all about? Not exactly says Scott Rasch, Case IH Corporate Events Manager.

"The plant tours are more than just about selling equipment," Rasch said.

"They are about maintaining and building stronger customer relationships. Most of all, they are about providing an extraordinary experience. It is about selling the value of not only the equipment you're getting, but the support you are going to get from our field staff and your Case IH dealer," he said.

Building relationships by holding special events, parties and outings makes good business sense, especially in today's sales-competitive environment.

Experts say the key to customer engagement is making them feel valued.

"It's not about you, your company, your products or your services," writes Mike Myatt in a May 2012 article on leadership at Forbes.com.

"It's about meeting customer needs and adding value. When you start paying more attention to your customer needs than your revenue needs, you'll find you no longer have a revenue problem to complain about."

Dave Spetman is another corn and soybean producer from Iowa. He was on the tour with Martens. Spetman was floored by the hospitality from Titan and Case IH.

"They took care of everything," he said. "I suppose... it's a way for them to show their appreciation for us because we keep coming back. I like that."

## The Value in Valuing

Blogger Jennie Marshall, in her February 2013 blog post, *When Did You Last Make Your Customers Feel Valued?* summed it up like this:

"There is a big difference between having a group of people who buy from you and an army of people who would go to some lengths to make sure they buy from you."



## CASE IH DEALER TIPS

Ready to "Enhance" a Tour?

Contact Scott Rasch, Case IH Corporate Events Manager at 262-636-6615 or [scott.rasch@caseih.com](mailto:scott.rasch@caseih.com)

## Registrations (and at times, temps) Soared at 2013 Farm Shows

This August, the 2013 Farm Progress Show in Decatur, Illinois had temperatures hovering close to a sticky 100 degrees as visitors' browsed booths and talked to Ag industry reps from leading companies. But the air wasn't the only thing hot about this year's shows.

CNH Capital launched a new microsite allowing people to pre-register with Case IH. Pre-show communications (mailers and eblasts) encouraging pre-registration were sent to Case IH customers who lived in states surrounding the 2013 fall farm shows. People were able to register with Case IH by clicking a link on various social media sites and in the Case IH eNewsletter.

Whether registration was completed online or during a visit to the Case IH booth, registrants received exclusive offers, including a coupon for a free Case IH digital tire gauge, equipment financing and cash-off coupons, as well as entry into a drawing to win a Case IH Scout™ utility vehicle.

The attractive incentives ramped up the buzz and created hundreds of new leads.

## Working Together For Best Results

"CNH Capital developed and manages our leads distribution platform," said Dustin Waybright, Manager of Marketing Intelligence.

"When we generate leads through shows, events and special promotions, we communicate with dealer store management via email," he said. "We provide an easy access link that allows them to electronically assign and manage leads among their salespeople. Their CNH Capital sales representatives are also involved in communications to help ensure the success of lead opportunities."

Post-show emails are sent to anyone who registered, thanking them for participating and inviting them to bring coupons to their local dealer. A letter and coupons are also sent to those who did not provide an email address. The focus made a noticeable difference:

- Nearly 500 pre-registrations for Farm Progress Show offers
- More than 400 Farm Progress coupons downloaded as of 9/5/2013
- Over 1,700 total registrants for Farm Progress – an 85% increase over 2012

"The equipment financing offers and cash-off rebates are valid for 90 days after each show," said Kate Nelson, Marketing Communications for CNH Capital. "We hope these incentives help dealers see a marked increase in traffic at their stores."



# Grow Good Will and Score Sales

## Are You Using the Case IH Retail Sales App?

Brad Beene, owner of Hlavinka Equipment Company in El Campo, Texas, was in the car with his family, traveling to a vacation destination, when a customer needed his help.

"I was driving down I-35 south of Austin, Texas," Beene said, "when the cell phone rang. It was a customer inquiring about the weight of a particular tractor. He wanted to make sure the new tractor he was purchasing from me would not overload his trailer."

Fortunately, Beene had the Case IH Retail Sales App installed on his tablet. Beene looked up the information, answered the question, and made his customer very happy.

"The Retail Sales App has been a great asset to my business," Beene said. "I have found it extremely helpful in the field and at the office."



### Solid Sales Tool

The Case IH Retail Sales App has been available to dealer principals and sales staff since October 2012. It allows quick access to product information, features, videos, brochures, and other support documents via tablets (both iPad and Android-based), and via a desktop app. The Retail Sales App includes a resources section where, when connected to Wi-Fi, links are provided to resources on caseih.com such as the ability to compare specs, use calculators, and Build & Price. New content is added often to highlight the latest information on Case IH equipment.

For dealer principals like Brad Beene, this tool is indispensable.

"It means a great deal not to have to worry about calling into the office to get someone to look in a book for me," Beene said. "When I can carry that much information with me at one time, in one compact place, it means I can accommodate my customer quickly, saving us both time."

### Anytime Access

Beene especially likes the Retail Sales App when he is talking with someone one-on-one.

"I can open up my tablet to answer any questions with the app," Beene said.

"The customers like being able to see the information in a split second. We can talk tractors, and, instead of switching books, with a single touch, we are looking at combines and all they have to offer. The customers and myself have been very impressed."

### Help Desk Hotline

Like any new techie tool, the Retail Sales App may seem intimidating. But don't let that stop you from giving it a try, says Beene.

"Sure, there were questions that came up when I first starting using it, but the project manager, Aaron Linsmeier, has been extremely helpful. All I had to do is call. It was that easy."

## CASE IH DEALER TIPS

### Dealer Principals: Using the Case IH Retail Sales App to Ramp Up Sales

To take advantage of this major sales tool, simply sign into your account

#### Access it by following these steps

- Using the Internet browser on your tablet, navigate to <http://www.caseihappstore.com>.
- Sign in. Enter your email address and password.
  - Your password is your dealer code, excluding region numbers and location letter. Example: 012345
  - If you need help, contact: [support@caseihappstore.com](mailto:support@caseihappstore.com)

#### Create Accounts for Your Sales Users

Dealer Sales Users **do not have accounts!** Dealer Principals are responsible for creating/deleting accounts for the Dealer Sales Users at their location. They can then use the Internet browser on a tablet or desktop and navigate to <http://www.caseihappstore.com>.

#### Have your Dealer Sales Users

- Use the credentials you provided to sign into the Case IH App store
- Once successfully signed in for the first time, they will be prompted to create a new password.

The Case IH Retail Sales App is available at [www.caseihappstore.com](http://www.caseihappstore.com). Anyone experiencing difficulties downloading the app can contact Aaron Linsmeier at: [aaron.linsmeier@caseih.com](mailto:aaron.linsmeier@caseih.com) or 262-636-7089.

Questions, comments and suggestions are welcome, as well as success stories for possible future Red Resource issues.



## Planning Your Advertising Strategy?

### Target the Virtual Community

What three things is a producer likely to look up online? Bet you thought of a list like this:

- Weather
- Ag news/markets/videos/blogs
- Ag equipment

The online market is huge and our audience is a big part of it. Figuring out where producers go online is an active part of the Case IH digital advertising strategy.

We want to put Case IH advertising where producers will see it.

Think about it – How many times have you been online checking email, reading a story or buying something when a creative ad, image, or pop-up caught your attention and you clicked on it?

#### Where is everyone? Online

There are "245,203,319 internet users in the US, representing 78.1% of the population... and, the numbers are predicted to grow, reaching "250 million in 2014," according to NewMedia TrendWatch and Internet World Stats, December 2012.

## Best Way to Serve Customers? Give Them What They Need

We know producers are busy people. They might be in the field, at a trade show or any number of places away from their desk. But if they have a question about a product, need to locate a part, or want information, we want them to have it. It's that simple. That's why we've now made it possible for visitors to access select areas of caseih.com, no matter where they happen to be.

"We've seen an enormous jump in the amount of traffic coming to CaseIH.com from a mobile device," said Sarah Stein, Digital Project Manager NAFTA. "We are constantly looking at traffic trends and user feedback to help us enhance the site."

#### Some features include:

- **Special offers section** – Mimics the desktop experience and allows for capturing and developing qualified leads that are passed along to dealerships.
- **Mobile dealer locator** – Helps direct customers right to dealerships and dealership information.
- **Be Ready Blog** – Mobile-Web friendly, with relevant, interesting stories and topics.

Stein said plans are in the works to have the Case IH product content available in a mobile-friendly web experience.

"Mobile is certainly the way of the future," she said. "We're committed to supporting and helping producers access our web site wherever they may be."



## Are Your Customers Informed?

(All it takes is an email address)

Now your customers can receive advance notice about upcoming specials, product offerings, discounts and more from Case IH. The information will be delivered right to their desktop, smartphone or tablet.

"We've partnered with CNH Capital to deliver a monthly email communication to our customers," said Sarah Stein, Digital Project Manager. "Our first communication went out in July and the result was extremely positive. In fact, the open rate surpassed what we did with the Super Bowl/RAM TV commercial email campaign!"

Invite your customers to submit their email address at the Resources section at [Caseih.com](http://Caseih.com). Help them feel valued, connected, and (hopefully) grateful to receive electronic updates about upcoming discounts and specials, courtesy of Case IH and CNH Capital.

Case IH and CNH Capital hope this monthly eblast, scheduled to arrive around the first of each month, will help keep customers up-to-date on the Case IH brand.

# Cultivate and Build

## Hold a Case IH Shopping Event



It is one of the fastest, most effective ways to increase sales and get people talking. It can energize staff, increase brand awareness, and inspire the unexpected – like a parts manager wearing an Easter Bunny suit.

It is a Case IH shopping event.

“Establishing relationships and creating brand awareness and goodwill in a community is what it’s about,” said Sandy Menke, director of OEM Sales for Case IH licensed ERTL® Toys.

“Whenever you get more people into your store, your sales and reputation stand to benefit,” she said.

Menke knows about cultivating reputations. She and her team organize roughly 30 to 60 shopping events per year. Obviously the main objective is to sell Case IH licensed toys, collectibles and merchandise, but holding a shopping event has other advantages. It offers staff another way to interact with customers and adds unexpected color and variety to a showroom. It provides an opportunity to change things up. Above

all, filling a floor with popular merchandise demonstrates the credibility and longevity of all that is Case IH.

### Have a Plan

So, what does it take to organize a memorable shopping event?

Come up with a theme or piggyback on an upcoming holiday or time of year, said Menke. The possibilities are endless.

“Events can occur as stand-alone or in conjunction with something, like an equipment testing, county fair or rodeo, etc.” Events can be coordinated with a visit with Santa. A store could offer play days, women’s nights, pedal tractor/obstacle races with hay bales, face-painting, coloring contests, or other types of demonstrations.

“Dealerships can join forces with a local volunteer police or fire department.” Menke said, “Safety classes or a bicycle rodeo and safety tips in the parking lot might be fun.”

Menke said the three most important components to a successful event are planning, staffing, and refreshments.

Once you have a date, time and theme, spend some time on staffing. Have enough people on hand to comfortably talk one-on-one, monitor the floor, and answer questions.

“Stay engaged,” Menke said. “Welcome the customer and maintain control. Set limits if there are games. Have a staff member in charge so there is order.”

### Invite Volunteers

“Work with the local high school or Ag group such as FFA or 4-H” she said. “Students can earn credits while helping to improve the dealership’s bottom line.”

Refreshments can be elaborate or casual, depending on the theme, but put some thought into it because decent food and beverages can make a profound impression. A clean dealership, Menke said, can too.

“Many women have predetermined opinions of dealerships as a place they never set foot into,” Menke said. “Be sure the entire environment is welcoming. Make bathrooms presentable.”

### Be Strategic

Set up is key, according to Menke.

“When licensed product is strategically placed, it encourages impulse shopping,” she said. “Displaying only current merchandise is also smart, but offering deals on older products that have not sold in a year or more can be enticing.”

But make sure everything that can be assembled, is assembled.

“Customers are more apt to buy something that is all set to go, rather than taking it home and spending an hour with it,” she said.

### Get the Word Out

Post the event on your website and in the local newspaper, said Menke. Create flyers and drop them off at schools, preschools and day care centers. Check into free public service announcement at radio stations. Send an email out to your customers and ask them to spread the word.

And don’t forget to offer coupons to coincide with your shopping event.

“Offering select product discounts on overstocks and coupons good on a future visit helps bring your customers back to your showroom,” Menke said.

### Make it Memorable

Case IH dealerships across the country that have offered shopping events have provided all kinds of interesting feedback to Menke and her team, including:

- “We more than doubled the amount of kids we had from last year and our sales of licensed goods were up about \$400.”
- “We sold actual equipment that would not have otherwise been sold.”
- “We created a birthday club for the kids from the families that attended. The older kids would often choose licensed clothing.”
- “We held our event during our community’s *Good Neighbor Day*. This allowed us to double the number of kids/families from last year.”

Above all, plan to talk with customers, learn more about them and their needs and have some fun. Maybe ask someone to put on a costume. This worked well at one dealership.

“...They told us they conducted an Easter egg hunt during a shopping event,” Menke said. “The parts manager dressed up as the Easter Bunny. It attracted a lot of attention and went over well, but you can imagine the level of teasing he took from his coworkers!”

Sometimes you need to have a little fun to make it memorable. When your organization has a first-class standing in the community, the return on investment in this type of activity can be impressive. Who doesn’t like to have fun?

“At the end of it all, you want to have created a positive impression that your customer will remember and repeat to others,” Menke said.

“The greatest success occurs by word-of-mouth.”



## CASE IH DEALER TIPS

What are the benefits of working with ERTL and holding a shopping event at your store?

- Increased customer traffic/sales
- Increased credibility, reputation and brand awareness

Interested in working with ERTL to set up a toy and collectible shopping event? Call Amy at 563-875-5804 or Tammy at 563-875-5681



# Unroll Your Blueprint for Building Sales

## Partner with the CNH Industrial Parts & Service Merchandising Team

The newest location for Vetter Equipment Company sits on fifty acres of land, covers more than 60,000 square feet and happens to be located directly across the street from the official CNH Industrial training center. The store, number twelve for this successful Case IH dealership in the corn belt state of Iowa, features an impressive showroom, an expanded service center (with four computer kiosks), and a 50-seat conference room used for specialized training including customer clinics.

This extra-large, state-of-the-art retail hub became a reality with much vision, planning, hard work and collaboration between Vetter Equipment, Case IH brand leadership and the CNH Industrial Parts & Service Merchandising team.

"In addition to creating a more effective retail environment and brand experience, the ultimate goal is to increase [a store's] profitability and revenue," said CNH Industrial Parts & Service Merchandising manager Tom Brun. "We want our dealerships to be best-in-class within their respective territory, and become a destination in their market."

Gary Anderson has been the manager at Vetter Equipment for the past two years. Before that, he spent 31 years as a Case IH territory sales manager. He knows a thing or two about this market. Anderson said working with the merchandising team was well worth the effort.

"We are hearing nothing but positives from our customers," he said.

"Now we have the ability to showcase our products in the showroom rather than having them outside in the weather. And, our conference room/training center allows us to hold customer

clinics and train people on various products. It's a really warm atmosphere."

The Vetter Equipment project took about 16 months. A comfortable, people-friendly environment was what they wanted, but the vastness presented some interesting challenges.

"Evaluating the space between the main entrance and the parts counter is the initial step to a successful floor plan," Brun said. "We had some challenges because in this case, the counter is not visible from the main entrance."

The team did what they do best, and soon the issue was solved.

"We created a floor plan that invites the customer to move down the 'power aisle' in the center of the showroom," Brun said. And, plans are in place to add a "Parts" sign to the wall by the counter.



### Comfort Driven Commerce

Merchandising involves decisive planning, optimal placements and maximizing space. To achieve this, Brun and his team uses a four-step analysis process:

- Floor Plan – Examine the flow. How can we configure fixtures to direct traffic?
- Fixture Options – What types will work best?
- Signage/Accessories – What manner of hooks, signs, price tags, callout signs, category headers, etc. would be most effective?
- Plan-O-Grams – How does the product display on the fixtures?

There is much to be gained from examining these areas in a dealership.

"We are in the process of establishing a retail matrix that will allow us to better measure the ROI on a re-merchandised showroom," Brun said, "however we have some data from dealers who have improved their retail sales by more than 25 percent by changing the showroom around and keeping it current and updated according to season."

At Vetter, special attention was paid to big displays and the large expanse of wall space, but sometimes, ingenious solutions can also be found in the smallest details.

"We added special wall graphics to enhance the overall image and environment," he said, "but we also introduced new fixture configurations on casters. This allows for easy changing of displays to accommodate for seasonal offerings and other promotions."

In the end, all the attention to details, large and small resulted in the best possible result.

"We want our customers to understand our commitment," Anderson said.

"Stability, competitive differentiation, potential long-term growth, and being here for them when they need us, that is our goal."

## Evaluate the Possibilities

The Merchandising team can evaluate your showroom onsite or online. Dealers can request a visit or submit photos and measurements to receive a custom evaluation. A floor plan is outlined, a quote for fixtures and visual aids is provided, signage recommendations are made, and they even walk you through ordering materials.

Hand-picked, top quality suppliers work with the team to provide excellent service.

"Over the past two years, we've helped more than 30 Case IH dealer locations improve their showrooms at various levels," Brun said. "Young's Equipment, Minnesota Ag Group, Straub International, Birkey's, Sievers Equipment, Lake County Implement, and we are currently working with Service Motor Co., etc., to name a few."

### CASE IH DEALER TIPS

Work with the Merchandising Team and learn how to get the most from your displays, such as:

- Grouping products according to category
- Utilizing optimal placement guides
- Maintaining stock levels
- Creating a clean, organized display

For more information on working with the CNH Industrial Parts & Service Merchandising team, visit the Dealer Portal >> "Parts" Tab >> Signage & Fixtures or call 262-636-4998.



## Advertising in its Purest Form?

# Customer Testimonials

Did you know that the most effective advertising doesn't cost a thing? We spend thousands of dollars on eblasts, direct mail, billboards, print and web ads – and these are good – but nothing will attract more attention than a satisfied customer.

For example, it is one thing for *us* to say our Patriot® Sprayer minimizes rutting and soil compaction and allows earlier field access, and that the cab in our windrower has the best visibility, or that our disk harrows exceed expectations, but it is quite another thing when someone who has actually used the sprayer, driven the windrower or worked with the disk harrow says it. A testimonial demonstrates customer loyalty and trust, characterizes credibility, and instantaneously helps cultivate reputation.

Mark Zuckerberg, the young college student who created Facebook, the astonishingly successful online social networking service, shared his thoughts about this phenomenon in a 2007 speech:

“People influence people. Nothing influences people more than a recommendation from a trusted friend. A trusted referral influences people more than the best broadcast message. A trusted referral is the Holy Grail of advertising.”

### The Credibility Factor

Testimonials are effective because people trust their peers. Case IH consumers care about getting the work done in the best, most time- and cost-efficient manner. When a peer, who works as hard as they do, recommends a product, people are interested.

But we know this. Case IH has long valued customer input. We pride ourselves on employing experienced people who work hard to develop industry-leading solutions by working right alongside the individuals who use our products every day. And our reputation as an agricultural leader expands every time someone recommends us.

### Obtaining Customer Testimonials

How do we get them? Ask for them, writes author Derek Gehl on Entrepreneur.com.

“...Include a link on your site with a form that allows your customers to share their thoughts. It might say, “Tell us how this product changed your life.” or “Please click here and tell us what you think.”

Positioning the link next to testimonials that you've already gathered gives customers an example of the kind of feedback you're hoping for.

Don't have any? Talk to your regular customers. Ask them to write about

a positive experience they had or what they like about a product and why. Then post it to your website.

Put today's technology to use. “An online auto responder that automatically contacts buyers after a purchase and provides a way for them to give feedback is ideal,” Gehl writes.

#### Other ideas:

- Hand out a “feedback flyer” at events. Include a place for the customer's name, phone number and email address. Ask for permission to use their comments and add a space for their signature and date. Keep it on file for future use.
- Include a card with a link to the feedback area of your website with every sale/interaction in your dealership.
- Create incentives. Ask people to submit feedback during a specific timeframe. Hold a drawing at the end for a small prize. Advertise this event in your store and on your website.
- Received letters or emails from customers? Contact them and ask if you can turn it into a testimonial.



## Elements of a Good Testimonial

Effective testimonials need to be specific. “We love your store,” or “Your products are first-rate” is nice to hear but isn't enough. Details, details, details. Length is up to the individual, but they have to make sense. Never, ever rewrite or change a testimonial. If it doesn't say what you want it to say, don't use it.

See the example below:



**“ The number one thing is fuel consumption—they're a lot more efficient. And it's extending the life of the oil. We're not needing to change the oil every hundred hours like we did a few years back... that's great for us...”**

— Brad Ramp, McLean, Illinois

List the benefits. How did the product make a difference?

Tell the truth. Add credibility with first name/last name and hometown of individual. A photo adds validity.

### Put them to Work

Make sure to get the most from your customer testimonials. Set up a page for them on your website, use excerpts from them as headlines, create sidebar stories, or use testimonials (or parts of them) in your advertising collateral.

After all is said and done, the key is getting people talking, says Shawn P. O'Conner, in a recent *Bloomberg BusinessWeek* article.

“Despite the multitude of media platforms available...buzz about your business or product passed from one reliable person to the next is still the most cost-effective way to build a loyal following, expand your business, and reach new customers.”

### CASE IH DEALER TIPS

#### Effective free advertising for your dealership

- Have cards printed with the link address to the feedback area of your website. Tell your customers you want to hear from them.
- Include a link on your website for submissions.
- Distribute feedback flyers at events/Have a stack on your counter.
- Encourage submissions by holding a prize drawing (if feedback is received during a certain timeframe) following a purchase.
- Use testimonials in print and web advertising.

**“I like the accuracy with the AFS system and how easy it was to use... and I've never looked back.”**

— Mike Belch  
Conway, NC



# Put Them to Use

## Case IH Agronomic Design Tools

At Case IH, we are dedicated to supporting producers in achieving the most profitable yields and best return on investment. Our equipment is designed with a deep understanding of agriculture – theirs and ours.

In June we introduced the Agronomic Design INSIGHTS series. We featured an online video and fact sheet on a topic applicable to Agronomic Design. We made both available to dealer principals and salespeople at Marketing Resource Central (MRC) and at [caseih.com](http://caseih.com).

### Second Edition is here

The next topic in the Agronomic Design INSIGHTS series is Crop Protection.

The fact sheet addresses the impact of uncontrolled weeds to yield, application quality, and agronomic implications to consider when purchasing sprayers.

This edition's video, Drivers of Application Quality, features Case IH application equipment expert Mark Burns, who shares six key drivers of high-quality application.

### What's in it for me?

Use these vehicles to demonstrate knowledge and expertise as a Case IH dealer. The fact sheets can be dealer imprinted. Distribute them in person or send them to your customers electronically.

The video series can be found at: [www.caseih.com/agronomicdesign](http://www.caseih.com/agronomicdesign)

and throughout the Case IH social media channels such as Facebook, Twitter, YouTube, and the Be Ready blog. Refer to it when talking to visitors. If a customer asks a question, show them the video. When someone new walks in your dealership, offer him or her a fact sheet. Ask your customers to leave feedback or start a conversation about it on Facebook.

Create awareness about your store and the Case IH brand. Use this information to wow customers and win new ones. Watch for more Agronomic Design INSIGHTS coming this fall.



## CASE IH DEALER TIPS

To access Agronomic Design INSIGHTS information:

1. Access MRC on Dealer Portal under "links" on right side of page
2. Look under Special Promotions: materials can be found in the Agronomic Design category

Tell us what you think. Please share your feedback about the Agronomic Design INSIGHT series. Email us at [beready@caseih.com](mailto:beready@caseih.com)



### Co-op Fact Sheet

Are your customers asking questions about planting or seeding options? Hand them the INSIGHTS fact sheet. It is filled with educational information about the agronomic need for seed placement accuracy. You can find this sheet on the MRC under Wholegoods > Special Promotions > Agronomic Design.

### Agronomic Design Insights Video

Visit [CaseIH.com/Agronomic](http://CaseIH.com/Agronomic) Design to view the first in a series of informational videos. Featured is Missy Bauer, an associate field agronomist for *Farm Journal* and Case IH planter expert Chris Lursen, presenting the six agronomic principles Case IH offers so you can achieve uniform picket fence stands and photo copy plants.

# Q3 Summary

## Direct Mail Hits the Mark

"How Late are You Open? I want to come in and look at the baler I read about it in your mailer." That's right. Case IH and CNH Capital 3rd Quarter direct mail campaigns came out swinging.

A total of five campaigns launched in August, and more than 147,500 current and prospective customers across North America received specialized marketing messages that highlighted the following equipment categories:

- New Combines –130 and 230 series versions and Steiger® and Magnum™ series tractors

Featuring 0% financing until September 1, 2014 on Case IH 130 and 230 series Axial-Flow® combines and 0% financing for 12 months followed by the customer qualified rate on Steiger and Magnum series tractors.

- New Maxxum®, Puma® and Farmall® series tractors and new hay & forage equipment

Featuring 0% financing for 24 months followed by the customer qualified rate on Case IH Maxxum and Puma series tractors and 0% financing for 60 months on Case IH Farmall series tractors and Case IH hay & forage equipment.

- Used Combines and Used 4WD/100+ Horsepower Tractors

Featuring 0% interest until 2015 followed by the customer qualified rate on used Case IH combines and used Case IH 4WD / 100+ Horsepower tractors.

Keep the momentum strong by coordinating your own advertising and promotions!

Find co-op ads and direct mail templates on Marketing Resource Central (MRC) under Special Promotions. Your Case IH territory sales manager or CNH Capital financial services manager can help you with additional information including a listing of customers who received the direct mailers.

Need assistance now? MRC Customer Service: **888-544-4MRC**



## Latest Product Brochures Available



Efficient Power Brochure  
CIH07171301



Farmall B & B CVT Series Brochure  
CIH07101301

Farmall C Tier 4A Brochure  
CIH07151301



Patriot Series Sprayer Brochure  
CIH07171303

# Advanced Farming Systems Marketing Materials

## Now Available on Marketing Resource Central

New marketing materials for promoting your Advanced Farming Systems (AFS) products are now available on the Marketing Resource Central (MRC) online ad planner site.

A new AFS section of the MRC tool features everything you need to put together a customized four-page mailer that includes your dealership's logo and contact information, along with all the latest AFS and aftermarket products that your customers need.

For the cover design, dealers can choose from four customizable front covers. For the inside pages, you can pick the products you want to highlight in your brochure, by selecting from more than 20 new precision farming product panels.



- AFS Pro 700 Monitor
- AFS 372 Receiver
- AG GPS 162 Receiver
- AG715 Radio
- AFS AccuGuide™ and AFS AccuGuide™ All-Makes
- RG-100 Row Guidance System
- DCM-300 Modem
- AFS Connect Manager™
- AFS Software
- All-Makes Yield Monitoring
- RTK Radio Transmission
- EZ-Guide® 250 Display
- FM-750™ Display
- FM-1000™ Display
- EZ-Steer® Assisted Steering System
- EZ-Pilot™ Assisted Steering System
- Autopilot™ Automated Steering System
- Implement Steering
- Field-IQ™ Crop Input Control System
- EZ-Remote™ Joystick
- Mobile Handhelds
- Customizable Observation Systems

### Other New MRC Marketing Materials Include:

- Red and Ready Inspect & Protect Maintenance Event banner ads, radio scripts, ad slicks, email templates, social media posts, video loop and merchandising retail display
- Hub Retrofit Hay Kit ad
- Combine Clinic Kit and extras, including a direct mailer, ad, video, on-hold message, radio script, inspection checklists, and web banners
- CNH REMAN Idler Kit direct-mailer
- CNH REMAN Undercarriage ad
- MagnaPower™ battery customizable ads and radio spot
- Engine Overhaul Kit ad



# Tools Overview

"I need a new sprayer. I saw your ad."

Want to hear this more often? Keep using the smart, customizable tools we've made available to all dealers:

- Marketing Resource Central (MRC)
- Digital Asset Library
- Literature Document Management Center (DMC)
- Caliendo Promotions and Incentives (CPI)
- National Premium (NP)

The **MRC** offers high impact co-op ads, ad slicks, post cards, bi-folds, direct mail pieces, billboard copy, radio scripts, TV spots, open house promo items, new photography and more. In the **Digital Asset Library**, you have access to a comprehensive collection of photos, video clips, and TV ads.

Order Case IH technical information and marketing literature from the **DMC**. Banners, posters, prints, graphics, decals and other helpful items can be found at **CPI**. And, **National Premium** is home to Case IH hospitality/open house information.

Advertise and promote the Case IH brand and your own dealership with these additional tools:

**Works24** – Communicate timely Case IH promotions and messages (customized to your store) to your everyday customers while they are on hold.

**In-Store Video Program** – It's like having an extra salesperson that never takes a break!

### How to Access Case IH Advertising & Promotional Tools

- MRC**
  - Dealer Portal
  - Under "Links" scroll down to "Marketing"
  - Click on the Marketing Resource Central link
- Digital Asset Library**
  - Dealer Portal
  - Under "Links" scroll down to "Marketing"
  - Click on the Asset Library link
- DMC**
  - Dealer Portal
  - Under "Links" scroll down to "Marketing"
  - Click on the "Document Management Center (DMC)" link
- CPI**
  - <http://shop.cpipromo.com/caseih>
- National Premium (NP)**
  - [www.caseihhospitality.com](http://www.caseihhospitality.com)

### What's new on MRC?

- 3rd-Quarter Finance Ads
- Advanced Farming Systems brochure panels
- Agronomic design fact sheets (fillable downloads), ads, web banners

- Athletic sponsorship ads (Red Zone)
- Combine Clinic Kit and Extras (Direct Mailer/ad inspection checklists)
- End of warranty letters
- Fall Maintenance Rewards flyers
- Farm Bureau ads and poster
- MagnaPower™ customizable battery ad
- New customized Farmall B CVT (ads and direct mail)
- New customized Magnum Tier 4A (ads and direct mail)
- New customized Steiger Tier 4A (ads and direct mail)
- New prebuilt Magnum Tier 4A ad (two sizes/color or black & white)
- New prebuilt Steiger Tier 4A ad (two sizes/color or black & white)
- Ontario Equestrian Federation ad
- Proven Leadership Tier 4A Efficient Power Campaign ad
- Reman "Reborn" ad
- Thank you letters
- Tillage Day flyer and coupon (Open House section)
- USTRC ads
- Windrower prebuilt ads (two versions/ two sizes/color or black & white)

## CASE IH DEALER TIPS

Order calendars, holiday cards and open house kits for 2014

Visit [www.caseihhospitality.com](http://www.caseihhospitality.com)

Log in with your seven-digit dealer number – the password is **caseih**

You will be prompted to change password after first log in

Order by phone at 800-717-7834

Order by 24-hour fax 800-659-1724 or email your order to [caseih@nationalpremium.com](mailto:caseih@nationalpremium.com)

Close of order period is October 31. Questions and feedback are welcome!



