



Value-Based Selling Excellence

for John Deere Aftermarket
Sales & Service Professionals



How to position
and deliver value to
the customer – and
reap the rewards

Proven in Deere Dealerships – John Deere University Certified

Today's customers are demanding more. Solutions that will reduce their costs and increase their productivity – not just equipment and service pitches. In short: evidence on how you can contribute to their bottom line. Those that don't adapt will be left on the sidelines while their competitors thrive.

An Easy-to-Implement Program for Parts and Service Departments

Value-Based Selling Excellence has been developed exclusively for John Deere dealerships. The program delivers a set of instructional packages to install key skills and behaviors for identifying, effectively communicating, and delivering value to your customers.

Designed for your aftermarket managers and front-line aftermarket professionals, all sessions are live and interactive to ensure engagement and retention. Whether you decide to do a remote or on-site workshop, you'll get the benefit of a seasoned expert instructor who knows how to engage with John Deere dealers to help them achieve new levels of success.

“Colleen understood our business objectives and delivered practical, actionable strategies for the team to improve our results!”

- AgriVision Equipment

Programs include workshops for either aftermarket managers or for aftermarket teams. Each covers critical skills to identify and deliver value to the customer.

Team Managers

Workshop A Creating Aftermarket Success

1. Leader DNA
2. Goal setting and achievement
3. Holding the team accountable
4. Deal coaching
5. Pipeline coaching

Workshop B Supercharge Your Aftermarket Team

1. Recruiting and replacing
2. Optimizing your methodology
3. Team skill development
4. Pipeline management & forecasting
5. Client retention and relationship building

Team Representatives

Workshop A Creating Aftermarket Opportunities

1. Changing your focus from selling to helping
2. Planning to achieve your goals
3. Creating demand for your parts and service programs
4. Spotting opportunities to help your customers
5. Asking the right questions to engage your customer

Workshop B Creating Loyal Aftermarket Customers

1. Communicating your value
2. Helping customers decide
3. Handling objections profitably
4. Effective follow up when no decision is made
5. Creating long term customer retention and growth

Workshops build on each other so once teams have completed their first workshop, they can immediately put new skills into practice. And when ready, the next workshop delivers additional skills for even greater returns.

Each level is given in one 8-hour workshop – on-site or via live webinar. Each includes an interactive pre and post webinar to ensure participants are armed for success at the workshop and, after, have the opportunity to troubleshoot any implementation issues they encounter.

These workshops are certified by John Deere.



About Your Facilitator

All programs are delivered by Colleen Francis, the industry-leading expert on revenue growth. Colleen has been working in Agribusiness for over 20 years. A regular speaker at John Deere events and John Deere University, Colleen has successfully delivered training programs to over 50 dealers.



Get Started Now

Find out more about how these programs can increase your sales. Contact Colleen at tel: [+1-800-364-2438](tel:+1-800-364-2438) or ColleenFrancis@engageselling.com.