

# Value-Based Selling Excellence

For John Deere Small Ag &  
Turf Sales Professionals



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

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## Proven in Deere Dealerships – John Deere University Certified

Today's John Deere's small Ag and Turf customer represents both a new challenge and a new opportunity. More first-time buyers, new demographics with new priorities, all mean we need to adapt our sales approach to help customers make the best decision based on their needs. And in delivering that value, we can reap the sales rewards.

## An Easy-to-Implement Program

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

Designed for your Small Ag and Turf managers and sales 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 Colleen Francis's experience in how to engage with John Deere dealer teams 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

This program includes one of two workshops, depending on the sales experience and maturity of your team. Colleen can assist you in determining the best for your team.

## Workshop A Value Based Sales Excellence

1. Ensuring new customers feel welcome in your store
2. Addressing phone and online inquiries with ease
3. The best questions to engage your customer and uncover value
4. Guiding a customer to buying decisions more quickly
5. Handling objections professionally
6. Professional and effective follow up to build a customer for life

## Workshop B Value Based Sales Mastery

1. How to create your own opportunities for new sales
2. Advanced questioning techniques to create competitive differentiation
3. Deepening your understanding of what buyers value and demonstrating how John Deere delivers
4. Selling through inventory challenges
5. Profitable use of digital sales methodologies and online customer inquiries
6. Creating long term customer retention and growth

Each is provided in one 8-hour workshop – on-site or via live webinar, and 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](mailto:ColleenFrancis@engageselling.com).