

PRESIDENT'S PEN
Page 3



**MESSAGE FROM
PHYLLIS**
Page 4



**PROGRAM AT
A GLANCE**
Page 9



**COMPANIES
DISPLAYING &
ATTENDING**
Page 11



DID YOU KNOW?
Page 13



DISPLAYERS
Pages 16-17



KEYNOTE SPEAKER
Page 21



BOARD NOMINATIONS
Page 24



**THE AFTERMARKET
SALES FORCE**
Pages 26-27



**GREETINGS FROM
GREASY GIRL**
Page 28

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From the President's Pen ...



I would like to say hello to all of our members and hope that all of you had a very good Thanksgiving holiday. As we know we have much to be thankful for even if things seem to be a little tough at times...the clouds will go away. I hope that this year has been good to you, your family, friends and the people you work with.



*Carl Vande Weerd
President*

As I travel around for Worthington Ag Parts working the farm shows, I have a great opportunity to see a lot of the US. It amazes me how farming is changing and how our members continue to change their business to adapt with them.

I am looking forward to seeing a lot of you at the annual conference in Florida next month. I feel that it is very important for us to get together to socialize, network, share thoughts and ideas.

I would like to say thanks to all the serving board members for a job well done. Many of you have served on the board at some time. We work hard to address issues that come along and handle them in a way that it benefits you our members. The board and our staff always seem to be ready to address the issue and Get R Done!!

I also would like to say thanks to our trustees for taking time to advise us in regards to our funds. As you will see from Tom's report in January, we have done well for the time in the financial picture this year.

As I close we need to be proud of the American voter this year on the change that is coming. But we need to watch and be involved as not to go back to the silent majority.

I hope you all had a Merry Christmas and time to reflect on what the real meaning is. I also hope all of you have a happy and prosperous New Year.

—Carl



BULLETIN

PHYLLIS COX, Editor

Articles, letters, advertisements and
comments are encouraged and should be sent to:

NTPDA

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Fax 940-668-1627
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Message from Phyllis



You will be receiving the *Bulletin* after Christmas. So...I hope you had a great time with all of your family and friends and that Santa was good to you. Kim just returned from Mexico with her family so I'm sure she had an amazing time. Not that I'm jealous or anything like that! So...now it's time to wish you a Happy and Prosperous New Year in 2011. And I'll be seeing many of you in a few weeks. We have a great trade show lined up for you and I look forward to visiting with you all!

As we've done in the past we will kick off the week with an Early Arrival Party. If weather permits we will hold it outdoors so be sure and bring a sweater or jacket just in case you need it. We will be staying on property during the duration of the conference and trade show. Because of the budget cuts we are trying to be a bit conservative during the trade show and any off property activities always cost us more because of the transportation issues and the cost of meals is always a little higher. But we have a great week planned for you so get ready to enjoy the social and business networking we've all come to enjoy.

In addition, this year we've decided to present our speakers to you the morning of January 20th. Following the presentations we will have a box lunch for everyone and then

the afternoon is on your own. We will meet back at the trade show for our "Welcome to Orlando" reception and sneak preview of the trade show.

We will be voting for new officers and directors for 2011 during our conference and trade show. You should have received a memo regarding the nominations. If you didn't, please see page 24 for the information and also note that Jeff Fawcett with Fawcett Tractor has also agreed to run for the board of directors. We appreciate everyone who has agreed to run and for their willingness, participation and interest in our Association!!

We're hoping for warm weather in Florida because I see from the weather reports that many of you are experiencing some really cold weather. I guess it wouldn't really be nice of me to tell you that today, December 14th, it will be 80 degrees here in San Angelo, TX. Stay warm!

HAPPY NEW YEAR!

Phyllis

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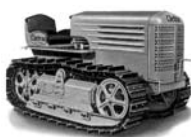
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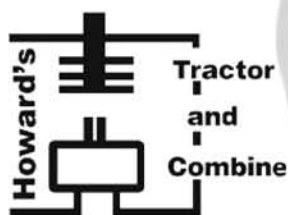
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By Michael P. Libbie

Social Media Networking, it's all over the news, in fact...it is the news and it's a marketing game changer. Michael P. Libbie returns to the NTPDA Annual Meeting to share insights about how and why business should engage social media to drive relationships and sales. During the presentation you'll learn:

- Who's talking about you or your brand...and how to know;
- How to sell global on a local budget;
- How to be findable;
- How to increase sales by building relationships;
- What's missing in the world of print media;
- Why measuring Social Media ROI may be a mistake.



Michael P. Libbie & Kunta

Those topics and more in a fast paced, fun presentation where you'll have plenty of time to ask questions and do some "hands on" training on Twitter, Facebook and Business Blogging. We may even do a little LinkedIn and, yes... he will tell you what a Technorati Tag...is.

Michael P. Libbie is the principal of Insight Advertising, Marketing and Communications a full service advertising agency that specializes in consumer trends and methods that match the sales message to the right consumer. A long time member of NTPDA it's great to welcome Michael back to our event.

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NATIONAL TRACTOR PARTS DEALER ASSOCIATION 27th ANNUAL CONFERENCE & TRADE SHOW

Doubletree Resort Orlando – Orlando, FL

Program At A Glance*

Wednesday, January 19, 2011

3:00 p.m. – 6:00 p.m.	Early registration/Great Lakes Pre-Function Area (Same building as Spa and Fitness Center)
6:00 p.m.	“Early Arrival Party”/Great Lakes Pre-Function and Okeechobee Patio

Thursday, January 20, 2011

8:00 a.m.	Displays set up. Must be completed by 4:00 p.m. – Great Lakes Ballroom
9:00 a.m. – 12:00 Noon	Registration – Great Lakes Pre-Function Area
8:30 a.m.	Continental Breakfast/Great Lakes Pre-Function Area

MORNING SESSION (Afternoon is on your own) Okeechobee I & II

9:00 a.m. – 10:15 a.m.	Ed McMillan – “Identity Theft Protection”
10:15 a.m. – 10:30 a.m.	Break
10:30 a.m. – 11:45 a.m.	Michael Libbie – “Technorati Tag Ain’t Japanese Kids Game”
Noon	Lunch – Great Lakes Pre-Function Area
5:30 p.m.	“Welcome to Orlando” Reception/ Sneak Preview of Trade Show – Keynote Speaker/Ed McMillan – “Fraud and Embezzlement: How It Happens and How To Prevent It” – Okeechobee I & II

Friday, January 21, 2011

10:00 a.m.	Trade Show Opens
9:30 a.m. – 5:00 p.m.	Registration – Registration Booth/Great Lakes Pre-Function Area
11:00 a.m. – 12:00 Noon	General Session/Election of Officers – Okeechobee I & II – All Members Please Attend
12:00 Noon	Lunch/Trade Show Area
4:30 p.m. – 5:00 p.m.	Displays Meeting – Trade Show Area – Board Members Please Attend
5:00 p.m.	Trade Show Closes
6:00 p.m.	Reception/Bangli Lounge – Main Building

Saturday, January 22, 2011

7:30 a.m.	Board Meeting/Okeechobee I
9:00 a.m.	Trade Show Opens
12:00 Noon	Lunch/Trade Show Area
2:00 p.m.	Close Exhibit Area
6:30 p.m.	Dinner & Dancing – Indian/ Pacific Ballroom – Entertainment by Hudson & Saleeby

Sunday, January 23, 2011

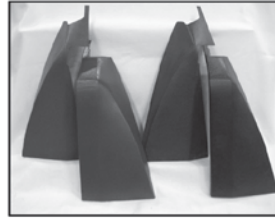
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**Tentative schedule, subject to change.*

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Companies Displaying & Attending



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2011 NTPDA Conference & Trade Show in Orlando, FL

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All States Ag Parts, Inc.
*Allied Information Networks
Anderson Tractor Supply
*Area Diesel Service, Inc.
*Atlantic Quality Parts
Baker Abilene Machine, Inc.
Bates Corporation
*Bepco Group
Bowie Equipment, Inc.
Broke F Farm Supply
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*Diesel Cast Welding
*Diesel Specialties, Inc.
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Gratton Coulee Agri Parts, Ltd.
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*Howard Enterprises
*Howard's Tractor & Combine
*Hy-Capacity, Inc.
*International Automotive Trading
*Jr.'s Construction Parts, Inc.
*K & M Mfg.
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*Maxiforce Inc.
Meuser Material & Equipment
*Northern Factory Sales, Inc.
*Onlinefarmer.com
*Quality Power Products, Inc.
Rock Valley Tractor Parts
Russells Tractor Parts

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*Sparex, Inc.
*Speer Cushion Co.
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DID YOU KNOW?

By Kim Carroll



Did you know NTPDA has awarded over \$358,000 over the past few decades to a multitude of scholarship recipients who have been affiliated in some fashion with the Association?

The front cover of the December 1991 Show Issue of the Bulletin announced that NTPDA Officers and Board of Directors had decided at their Summer Meeting in New Orleans to award two \$500 scholarships annually. The first scholarships were awarded in 1992 to two graduating seniors of whom were dependant's of employees of member companies. The sponsoring companies that first year were Mac Tractor Parts and Central Tractor Farm & Family Center. Throughout the years the number of recipients and scholarship awards increased. What began as a combined total of \$1,000 per year being awarded to assist students in reaching their educational goals eventually grew to \$35,000 per year until recently. Through the generosity of your Association, hundreds of employees and dependant's of employees affiliated with a member company have benefited.

The economy has affected everyone to some point and

NTPDA is no exception. This past year the scholarship awards were reduced to 20 awards at \$1,000 each due to budget cuts. This is still a handsome amount being awarded from such a small association. We generally receive an average of 70 applications each March from very talented students, and the Scholarship Committee has a difficult time narrowing down the final selection each year.

At this past Summer Board Meeting in Kansas City, MO, future scholarship awards were discussed. A suggestion was made for NTPDA to contribute \$750 and the sponsoring company of the recipient to contribute \$250 for a total of \$1,000 award per recipient. This would enable more scholarships to be awarded with the current budget and the member company to sponsor someone who is affiliated with his/her business. The Officers and Board of Directors decided to bring this proposal to the General Membership in January for approval. This program has been one of the most popular benefits offered to members. The goal is to continue this worthwhile program for many years to come.

Remember this is YOUR Association. Please feel free to contact us with questions, suggestions, or comments to assist us in making this an association that benefits you now and years to come!

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Bates Corporation celebrated its growth on October 21st with a ceremony announcing the completion of its new warehouse facility of over 18,000 square feet.

The project, built by McCollough-Scholten Construction, Inc., of Elkhart began August 1st.

The new parts warehouse, along with the present parts and office area, now comprises more than 38,000 square feet. Located on Elm Road in the Bourbon Industrial Park, the company venture was assisted by the Marshall County Economic Development Corporation and the Town of Bourbon.



“Most of the shadows of this life are caused by our standing in our own sunshine.” —Ralph Waldo Emerson



2011 DISPLAYERS

The Displayers meeting will be held Friday, January 21,
4:30 - 5:00 p.m.
in the trade show area.
Board members please
attend this meeting.

Wedding Bells



John & Leah Shoberg were married October 15, 2010. Leah is the daughter of Phyllis Cox, NTPDA Meeting Planner/Event Coordinator.



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Hy-Capacity's manufacturing facility, general offices and finished goods warehouses are located in Humboldt, Iowa. A seat and cab interior division is in Dayton, Iowa. There are currently twenty-four regional warehouses and forty distributors and salesmen servicing North America, Canada and Mexico.

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With 2010 coming to a close and the new year just around the corner, we would like to take this time to wish everyone a joyous and safe holiday season.

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Ed McMillan



Ed McMillan is an expert on fraud prevention, and his seminars on employee theft have had Ed in demand as a presenter for over ten years.

Ed, a CPA, is the author of the best-selling book, **FRAUD AND EMBEZZLEMENT: HOW IT HAPPENS AND HOW YOU CAN PREVENT IT!** Ed will seize the room and grab the audience. His experiences and stories blend anticipation with drama and are spiced with just the right amount of levity to make the experience memorable for everyone. Ed is recognized as a national authority on the subject, and his gift for entertaining, informing and

motivating the audience to take action is amazing.

We are excited to have Ed join us for two sessions. On Thursday morning he will present "Identity Theft Protection," and on Thursday evening at our "Welcome to Orlando" reception and sneak preview of the trade show he will present "Fraud and Embezzlement: How It Happens and How To Prevent It." You won't want to miss either of these two dynamic presentations.

Louisville Farm Show February 16-19, 2011

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National Farm Machinery Show

Booth #100 - South Hall

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Holidays
From
Phyllis & Kim



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National Tractor Parts Dealer Association 27th Annual Conference & Trade Show January 19 – 23, 2011

The 2011 Conference and Trade Show will be held at the DoubleTree Resort -- International Dr. The reservation deadline has passed for the NTPDA group rate. If you still need to make a reservation, please check with the hotel at 1-800-327-0363 for availability. Make sure they know you are with the National Tractor Parts Dealer Annual Conference & Trade Show. Check-in time is 3:00 p.m. Check-out time is 11:00 a.m. Special consideration for late check-out should be requested at the front desk on the day of departure. The special NTPDA negotiated room rate



also includes complementary wireless internet in guestrooms and complementary self-parking. The NTPDA group rate will be honored five days prior and five days following our meeting dates (based on availability) for those who want to arrive early or extend your stay to explore Orlando. Any requests for special room arrangements must be made at the time of the call. When your reservation is made, the Hotel requires a deposit equal to the room rate and tax for the first night for each reservation. An individual's deposit is refundable to that individual if the Hotel receives notice of an individual's cancellation at least 72 hours prior to scheduled arrival.

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Visit Doubletree Resort Orlando – International Dr. website for driving directions.
(<http://www.doubletreeorlandoidrive.com/location/index.html>)

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The NTPDA Board of Directors,
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Coffee & Snacks – Saturday Sponsored by Trinity Logistics Corp.

Refreshments during Trade Show Hours – Saturday

Sponsored by Hooper, Inc.

Cocktail Reception -- Saturday Sponsored by Abilene Machine, Inc. & Howard Enterprises – IN, Howard Enterprises – IA

Dinner -- Saturday Sponsored by Allied Information Networks

NATIONAL TRACTOR PARTS DEALER ASSOCIATION

“Used, Rebuilt and New Agricultural and Industrial Repair Parts”

TO: NTPDA Members
FROM: Nominating Committee
RE: 2011 Board Nominations
DATE: November 22, 2010

The NTPDA Nominating Committee would like to present nominations for the 2011 Board of Directors, including President, Vice President, Secretary and Treasurer. This is our present slate of nominees for NTPDA Officers, Board of Directors and Associate Directors. Please be advised that we will continue to accept nominations and will accept floor nominations. The election will be held during our annual business meeting on Friday, January 21, 2011 at our 27th Annual Conference & Trade Show being held in Orlando, FL.

OFFICERS

President: Carl Vande Weerd, Worthington Ag Parts, Sioux Falls, SD
Vice President: Jeff Griggs, All States Ag Parts, Inc., Urbandale, IA
Secretary: Terri Stevens, The Tractor Barn, Inc., Brookline, MO
Treasurer: Tom Winkleblack, Schaefer Enterprises, Wolf Lake, IL

BOARD OF DIRECTORS

Scott Draper, Draper Tractor Parts, Garfield, WA
Kendall Jensen, TR Salvage, Inc., Thief River Falls, MN
Doug Swanson, Abilene Machine, Inc., Abilene, KS

ASSOCIATE DIRECTOR

Kevin Mulder, K & M Manufacturing, Renville, MN

In addition, the board will be recommending the following by-law change at the General Session in January. The brackets indicate the proposed addition:

Revise By-Laws - Article III; Section 1

Regular Members shall be those corporations, partnerships, and individual businesses whose main business includes the {dismantling and} distribution of recycled tractor and equipment parts.

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NATIONAL TRACTOR PARTS DEALER ASSOCIATION

"Used, Rebuilt and New Agricultural and Industrial Repair Parts"

TO: NTPDA Members

FROM: Kim Carroll

DATE: November 1, 2010

RE: Membership Dues Increase

The year was 1993 and NTPDA raised membership dues from \$200 to \$350. According to http://www.thepeoplehistory.com/1993.html#cost_of_living, during that same time period the average cost of a new house was \$113,200.00, average income per year was \$31,230.00, average monthly rent was \$532.00, cost of a gallon of gas was \$1.16, movie tickets were \$4.14, first class postage stamp was \$.29, and average cost of new car was \$12,750.00.

Article IV, Section 2 in the NTPDA By-Laws state, "The members shall be notified in writing sixty (60) days in advance of changes in dues or fees." At the board meeting this past July, the Board of Directors voted to increase annual membership dues by \$50 effective January 1, 2011, to \$400 for Regular and Associate Members and \$225 for Affiliate Members.

It has been 18 years since NTPDA raised membership dues. Over time our revenue sources have become limited. The board cut the 2010 budget by over \$70,000 this year. Tom Winkleblack, NTPDA Treasurer, will give a PowerPoint presentation on the overview of NTPDA finances during the General Session at the Conference and Trade Show in January to give members a visual of our current financial status and explain what the board has done this past year to conserve resources. Please make plans to attend this meeting. If you haven't registered yet for the Conference and Trade Show, send in your forms today to 940-668-1627. Complete show information is located on our website at www.ntpda.com and in the Fall issue of the *Bulletin*. If you have any questions, give us a call at 940-668-0900 or 877-668-0900 or e-mail kim@ntpda.com.

Remember this is YOUR Association. Please feel free to contact us with questions, suggestions, or comments to assist us in making this an association that benefits you now and for years to come!

The After Market Sales Force

by John Walker, President, After Market Services Consulting Co., Inc.

Doubting Thomas!

Doubting Thomas! This is a term that is used to describe those who refuse to believe anything without direct personal evidence; also known as skeptics. St. Thomas' unwillingness to believe that the other Apostles had seen their risen Lord on the first Easter Sunday merited him (Thomas) the title of Doubting Thomas. Believe it or not, and this is important, Google reports that Thomas later became Thomas the Believer.

The description, someone who refuses to believe anything without direct personal evidence fits all too many dealer principals, managers and employees. The experts, the students of statistics and yes, industry consultants all independently agree, within a few percentage points of each other that equipment dealers' parts contribution should be in the range of 24% to 28% of total dealership sales. Service Sales Contribution should be in the range of 22% to 25%. Equipment dealers as a general rule are closer to achieving the parts guideline and this we contend is due to the fact that too many equipment dealers have the tendency to sell a large portion of their total parts sales to the Independents and to the shade-tree technicians, as well as to their customers who are servicing their own equipment. All this, of course, has a detrimental effect upon the dealer's service sales.

I received an email two weeks ago from a friend and a **"world-class"** equipment dealer. Now here is a guy who truly looks at a glass of water and says that it is "half-filled" rather than "half-empty". Here is a real optimist! He is certainly not a Doubting Thomas or a skeptic. He is in a market that everybody recognizes as being severely depressed. In fact only Las Vegas is in worse shape. His line of product is reported 50% down industry wide from what it was in 2008.

He had told me about a year ago that they were putting together a series of "blitz programs", similar to what they have done for years, but that they were going to maximize the efforts of his **boots on the ground!** Since that time he has kept me posted as to how well the program has been going. This time he emailed me to let me know that he had exceeded last year's efforts. He told me that unfortunately, they had exceeded every year's sales of industrial tires for the past ten years but that they had **"missed his personal goal, just slightly"** of hitting a mighty big number.

Despite the high amount of sales, despite the fact that his people fell slightly short of his anticipated goal, he was more excited, not about the actual sales, but the additional business his technicians will experience through installation. Also, as

he pointed out, while his personnel are there installing the tires, they have the opportunity to look over the units for additional sales opportunities. Through this intense up-selling the technicians will provide the dealership with not only additional service sales but additional parts sales as well.

Here is an equipment dealership, founded over 50 years ago, just at the time of infancy for the original **boots on the ground** program. They started with the original concept and have kept with this original idea of putting people out there on the ground to sell the complete services of the equipment dealership. While titles and subtle changes have been made in the overall program, nothing has changed about the idea of having someone out there pursuing the area of greatest opportunity within any equipment dealership.

This dealership has never waived in its commitment to a focused opportunity with their aftermarket. One might respond that they might be neglecting market share. On the contrary, their market share is as good as anybody within the industry. Providing superior service to the customer **after** the sale brings customers back time and time again. Here is an equipment dealer who understands what is meant by focused opportunity.

Farm equipment dealers check out your Cost of Doing Business Studies for 2009. I did this when I was preparing for my fall/winter convention and field programs. In 2009 your Service Gross Profit was 63% for all North American Dealers. Strangely enough, one area of North America had a "whopping" 74%, great news! All you other equipment dealers eat your hearts out. The bad news however, is that the typical North American farm equipment dealer only has a 7% service contribution to total sales. For some reason Farm Equipment Dealers are not getting the message that Willie Sutton gave 79 years ago when he told the reporter . . . hey stupid, that's where the money is!

Don't think for one moment that Farm Equipment Dealers are the only equipment dealers who neglect focusing on the opportunity of a lifetime . . . the "back-end" of their business!

There are numerous answers that all equipment dealers give as reasons for not focusing upon marketing service to their customers. They actually will tell you, if I get more service business then I will have to hire more technicians, and we all know just how hard that is to do. Not really, because a lot of equipment dealers decided if they had to lay off personnel

Continued . . .

The After Market Sales Force

by John Walker, President, After Market Services Consulting Co., Inc.

due to the business downturn, it would be their technicians, long before their highly valued equipment sales personnel were put out to pasture. Qualified technicians are out there, if you really, really want to find them.

I have heard this reply several times about focusing upon the dealership's service business: ***"I believe the business is there, but if I got it I would have to expand my shop size. I only have space enough now to handle make-ready and warranty, nothing else!"*** OK, think outside the box, you are looking at a product capable of producing 65% gross or higher! Buy some field service vans, go out to the customer, or pay for some unused space in a customer's shop to perform the work.

Then of course there is the "over-worked" classic: ***Hire Customer Service Representatives, why should I do that? I have equipment sales personnel charged with doing that job.*** Well dealers, you had better check out your industry CODBS, 7%, 8%, 9% or even 10% Service Contribution just doesn't cut it (period). The equipment industry that started all this 50 years ago, and still works at it has a service contribution of 21%. Can you imagine how much better off your business would be in today's market if those were your numbers?

Typically, equipment sales personnel don't want to sell parts and service, they believe it is beneath their status. They feel it is negative selling. They report that customers won't buy the dealership's service because the dealer's rates are too high! Besides, they just don't have the time to waste because they have to sell a very expensive piece of equipment (at unbelievable low margins) and besides, their customers' want to do their own service anyway. Now I will admit that in all my years working with dealers I have seen a few sales personnel who have been successful in this area, but not enough to push the figures of contribution to where they should be.

Boots on the Ground, Troops in the Trenches, Product Support Managers, Customer Service Representatives, Account Executives, Key Account Managers, whatever you care to call the position the only effective way we have seen to market and sell your dealership's service capability is to get out there and ***ask for the business***, before the sale, during the sale, and after the sale! Allow us to point out one more time; ***if your dealership gets the service business, it will also get the parts business!***

More dealers approach the guideline for parts sales than they do for labor sales. Typically, if you review numerous CODB Surveys, equipment dealers are mostly running below 8%

Service Contribution. Therefore, if they were to set a goal closer to 25% for your CSRs they would likely fail to achieve that particular goal. We advise dealers to work at achieving a ***challenging*** but a highly ***achievable*** goal and continue to work forward from that point. In other words become a believer a few percentage points at a time; ***eat the elephant one bite at a time!***

We have been accused of using ***"smoke & mirrors"*** (a political term) when we point out the guidelines and then tie those same guidelines to Absorption Rate, yet another financial number all equipment dealers want to achieve, but don't know how to do it. If you believe our numbers are smoke and mirrors, check out how well Caterpillar (dirt) does. A recent report (2009) by Morgan Stanley indicated that 40% of CATs' business was New & Used Equipment and that the remaining 60% was Parts & Service. CAT also does quite well with the margins produced by their Parts & Service and therefore, as one would expect, they have a highly acceptable Absorption Rate.

Special Offer to Readers: After Market Services has published a 63-page document on how to sell your dealership's service to the customers who have purchased their equipment from you, but are using a competitor, an independent or providing their own service through their own shop and with their own "hired hands." This manual retails for: \$49.95. There are two additional manuals entitled: *The Sales Call* and *Sales Psychology*, both retailing for \$10.95. All three of these manuals are written for the Equipment Dealers' Customer Support Sales Representative. Simply e-mail your request for these three manuals, stating your name, your dealership and your dealership's location, as well as your product line and your e-mail address, and the manuals will be sent to you along with an invoice in the amount of \$19.99, which you will pay after the materials have been received. If, after receiving the materials, you are not satisfied, simply e-mail us telling us of your dissatisfaction and withhold any payment whatsoever ... simple enough? Our email address is: amsconco@aol.com

For those Doubting Thomases out there I hope someday you will become Thomas the Believer! Read what Henry Ford had to say years ago ***"If you believe you can, then quite probably you will, if on the other hand you believe you can't then you are probably right about that also!"*** It is a little known fact but Henry Ford also failed three times in setting up a production line that worked, but that certainly did not stop him!



Greetings from

Greasy Girl

Getting Back to Basics

By Terri Stevens

Dear Friends,

Have you ever won anything? Well until September I hadn't either. Russ and I went to a training on Mahindra tractors. They told us they were going to be drawing for a free trip to Japan. I told Russ there is no reason for me to even put my name in because I have never won anything in my life. We began our trip home and about an hour into the drive the territory manager called and said I had won. I couldn't believe it and he assured me it was true and confirmed the departure date was October 3rd. For a minute imagine seeing someone who has won a trip on the Price Is Right in a Chevrolet Malibu. I jumped, I hollered, I screamed. Then Russ told me he didn't really want to go. He said he would have to use all his vacation and he didn't really want to go out of this country. I told him that wasn't an option because this is a once in a lifetime trip and you are going. He wondered how we could get away to go hunting if he used all of his vacation and I told him not to worry about it.

So on October 3rd we boarded a plane for Japan. It was a 14 hour flight over the ocean with an eighteen hour time change. We got there and were joined by 12 dealers and their spouses. We had a tour guide from Japan and so our trip began. First stop Tokyo airport ladies room. The Japanese lady coming out of the stall said Japanese tradition. I didn't know what that meant until I looked in and saw something that looked like a urinal flush with the ground. At that point I was wondering....what do I do with that? It was very funny and every time I had to make a stop at the ladies room there was some anxiety. I then learned that they have one western toilet (like we are used to) in most bathrooms.

The trip was wonderful and Russ probably had a better time than I did. It was so interesting to see the different lifestyles. There are many things to learn from the Japanese. They don't tip, they are very clean, they waste nothing, they are very polite and courteous, they treat everyone with respect, they have no idea about super size at fast food restaurants, they sleep in twin beds, they eat lots of raw fish (I did not)....oh, and did I tell you about what they drink? Beer, wine, and saki. They have

Coke but it doesn't taste like our Coke.

About the funniest thing that happened was our last night. We were on a dinner cruise and when we got on board they had a beautiful arrangement of raw fish for us to dive into. Russ was sitting by the window and he had eaten enough raw fish to not really want anymore. So he would put a piece of fish up to his mouth and then he would throw it out the window. We looked up after he had thrown about 5 pieces of fish out the window and the seagulls were swarming the boat. He decided that perhaps that wasn't too good of an idea. So then they started frying fish and bringing it out. I was THRILLED until I found out the first course was eel! No thanks again.

By the time the trip was over we had made friends all across the US and had memories to last a lifetime. I think Russ and I both learned it is good for us to get out of our comfort zones and see how other people live. We were truly blessed by the opportunity of going to Japan. Two rednecks traveling across the ocean to another country. Who would have thought. But then who would have thought that we would have the friendship of all of you. What a blessing you all are to us and we are looking so forward to seeing each one of you in Florida.

One more thing -- Russ did get to go hunting. It wasn't on opening day and he chose not to drive the truck. We drove my Chevrolet Malibu. Guess what he got?... a 10 point buck that weighed 200 pounds...and he put it in the trunk of my car. Didn't I tell you he was a redneck!!!! Anyhow Russ got to go to Japan and get a buck. Life doesn't get much better than that.

See you in Florida,



Greasy

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S.61872 6 Volt
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Ford Headlamp Assembly Side Mount

S.66731 - RH
Replaces: 957E13002

S.66732 - LH
Replaces: 957E13003

Fits: Dexta, Fordson Major, Fordson Power Major



MF Worklight Kit (6") Chrome Ring Assembly Required

S.43377 6 Volt
S.43378 12 Volt

Replaces: 1750692M91
Fits: TE20, TEA20, TO20, TO30, (TO35 -> SN 161249 (TO35 SN 161250->), F40, MH50, MF50, MF65, MF85)



MF Headlight Kit (6") Primer Assembly Required

S.43370 - LH - 6 Volt
S.22342 - RH - 6 Volt
S.43371 - LH - 12 Volt
S.22343 - RH - 12 Volt

Replaces: 231495M91, 190740M91, 190741M91
Fits: TE20, TEA20, TO20, TO30, TO35



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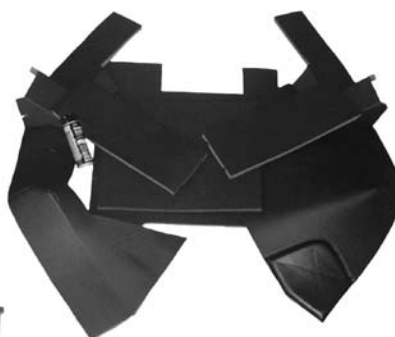
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