

DEVELOP WITH  
**DEERE**  
2018

# The Role of the JD Sales Channel

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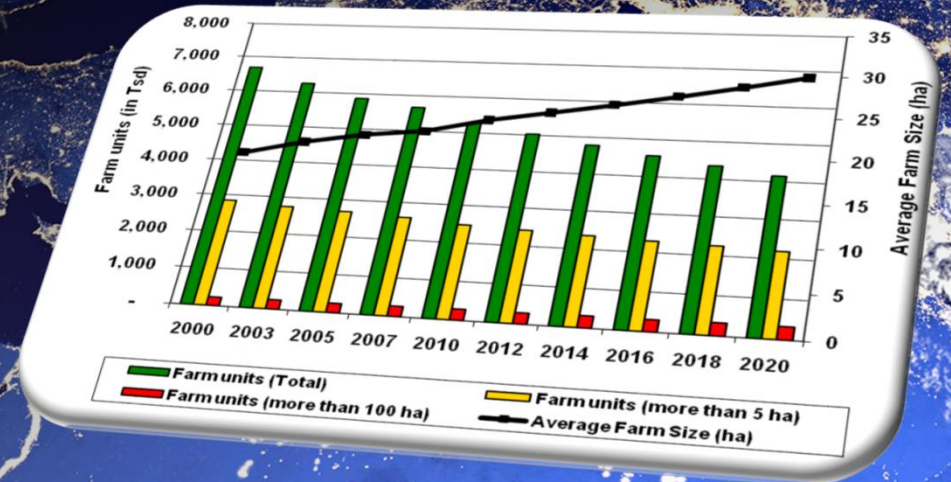
R2: Europe, CIS, North Africa, Near & Middle East





AS THE WORLD CHANGES ...

... FARM CONSOLIDATION CONTINUES





AS THE WORLD CHANGES ...

... FOCUS MOVES ON PRODUCTION SYSTEMS



# THE AGRICULTURAL PRODUCTION SYSTEM

Did I make the  
right decisions?





AS THE WORLD CHANGES ...

... DATA AND SERVICES GAIN IMPORTANCE







 **KRONE**





**Gunnar Nilsson**  
Maskin AB

ertil Hagberg



# OUR BUSINESS IN TRANSITION ENABLED THROUGH DIGITIZATION

CURRENT Customer Experience (machine-centric and mostly reactive)

John Deere  
Equipment Manufacturer



John Deere Dealer  
Repair & Maintenance





# OUR TRANSITION TO INTEGRATED SOLUTIONS

NEW Customer Experience (production-system centric and more proactive)

## John Deere Intelligent Equipment



## Intelligent Solutions



## John Deere Dealers NEW Services





# CONSEQUENCES FOR THE JOHN DEERE DEALER



Local Talent & Leadership



JOHN DEERE

Strong Brand Identity



FarmSight Dealer Services



JOHN DEERE



Broad Product Portfolio



Capacity



John Deere PrecisionAg



Specialization



# THE ROLE OF JD DEALERS SELLING DIGITAL SOLUTIONS

1. Creating Awareness and Generating Leads
2. Identifying the Customer's Problem
3. Creating the Solution  
(Machines/Hardware/Software/Service Package)
4. Selling the Solution  
(Machines/Hardware/Software/Service Package)

à Customers require sales support for complete solutions

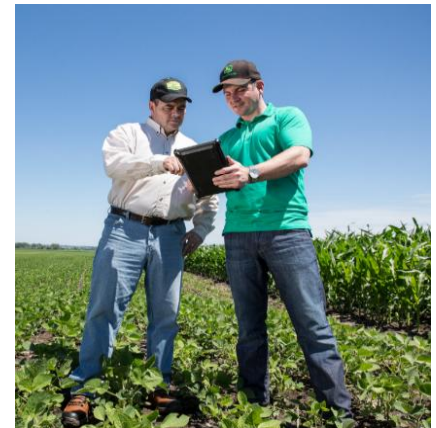




# THE ROLE OF JD DEALERS SUPPORTING DIGITAL SOLUTIONS

1. Delivering the solution (Machines, Hardware, Software)
2. Training operators (on the machine, in the office) – year after year
3. Initial setup support (loading setup data such as client, farm, field, boundaries, etc.)
4. Providing ongoing system updates and user training on the machine and in the office
5. Troubleshooting - one-stop-shop

à Customers require on-site support for complete solutions







**JOHN DEERE**