

# TOP OF THE CLASS!

No talking at the back, now...

Everybody remembers that Peter Perfect kid, back at school, who did everything properly. His hand was always up first for every question, his tie was straight and he probably got great reports and better exam results than you.

Irritating, at the time, wasn't it? But the fact is that, once we're in business, pursuing whatever constitutes 'best practice' is a must.

Recognising this principle, we thought we'd share a success story from our top rated UK dealership, reinforcing two of the things we've spoken about previously in these pages.

D & J Papworth & Co, south of Peterborough, farm 800 acres including potatoes and combinable crops, as well as contracting for other farmers.

There were no Massey tractors on this farm until last summer. That's when Jonathan Papworth, fed up with frequent, varying outlays on repair for his ageing trio of Case and Deutz-Fahr machines, began "a long and thorough selection process" to buy a brand-new fleet.

The fact that Jonathan tried many of our rival brands before settling on a pair of 6475's and a 6480 is a tribute to Massey product quality and the professionalism of local dealer Chandlers. Salesman Andy Sherriff made full use of both AGCO's Manager product and the dealership's full-time demonstrator to clinch the sale.

"My neighbour had some good things to say about Massey", Jonathan tells us. "After my call, Andy wasted no time organising a demonstration by Robert Perry, who ensured all our operators got to see the tractors."

It was clearly a level playing field. "We looked at John Deere too, but following experience on a hire tractor last year, rejected them on grounds of high fuel consumption", he continues. "I've gone off Case. And I tried New Holland but I am not a fan."

So, our products were in a pretty good position. What really swung the deal was the Manager scheme. All three brand-new tractors are on a three-year Service and Repair package, which eliminates one major reason the last lot got chucked off the yard:

"I wanted to be able to fix the cost of ownership", explains Jonathan simply.

Local Sales MF Manager Steve Mills was delighted with Chandlers' conversion of a new customer. "Hopefully, Jonathan will be with Massey for the long term, especially given the peace of mind that has been built into his deal" he suggests.

"It's also a great illustration of the value of dedicated demonstration staff. There's so much to understand with today's machines. And, to be fair, dealer salespeople aren't guaranteed enough 'seat time' with customers to cover it all.



A truckload of quality - Chandlers lorry with all three tractors

"Robert made a great job of the demo phase of the sale and also of the subsequent product installation. This, seriously, has got to be the way to do it."

Gold stars all round...

## CHANDLERS ACHIEVES UK FIRST

Confirmation that this leading, Midlands-based dealership is genuinely setting standards for the industry arrived recently. John Nicholls, Manager, Dealer Development joined the queue to congratulate them on the formal award of their five-star Dealer Standards rating, as previewed in Red Line earlier in the year.



Andy Sherriff of Chandlers hands the keys to dealer Mr Jonathan Papworth

