



Historical Performance Data | where we've been

Tractors Purchased	Year 1 _____	Year 2 _____	Year 3 _____
Tractors Registered	Year 1 _____	Year 2 _____	Year 3 _____
Demos Completed	Year 1 _____	Year 2 _____	Year 3 _____

Performance Targets | where we're going

Purchased # _____ % _____ Register # _____ % _____ Demo # _____ % _____

Action Items | things we are going to do to help us get there

- | | |
|--|--|
| ☐ Create a Local Marketing Plan | ☐ Attend Sales Training |
| ☐ Complete a Showroom Enhancement | ☐ Increase Demo Loaner Program Use |
| ☐ Utilize the Assets Catalog for Local Marketing | ☐ Increase Bid Assist Program Use |
| ☐ Order a Poster Brochure Rack and Posters | ☐ Add or Increase Fleet Sale Program Use |
| ☐ Add Adjustable Floor Stands to Showroom | ☐ Introduce New Products Well |
| ☐ Update Exterior Branding | ☐ Find New Customers, Market and Sell to Them |
| ☐ Update Website Branding and Products | ☐ Re-engage Existing Customers and Sell to Them |
| ☐ Use Walker Ware to Engage Customers | ☐ Request, Analyze and Act on Local EDA Data |
| ☐ Use Co-op Dollars and File Claims for Local Marketing | ☐ Keep a GHS machine, a B and an H in Stock |

New Product Focus | new products mean new customers!

☐ _____ ☐ _____ ☐ _____ ☐ _____

Our Action Items: Local Marketing | raise brand awareness, turn strangers into leads

- 1) _____
- 2) _____
- 3) _____

Our Action Items: Generate Demo Leads, Do Great Demos | nurture leads, turn them into customers

- 1) _____
- 2) _____
- 3) _____

Dealership

Distributor Rep

Date
