

ACCELERATING SALES THROUGH CHANNEL MANAGEMENT



caseyniemann Founder of AgriSync and Microsoft Alumni

DISTRIBUTION & GROWTH

‘the battle between every startup and incumbent comes down to whether the startup gets distribution before the incumbent gets innovation’.

*According to Alex Rampell Andreessen
Horowitz*

FIRST CUSTOMERS

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MEET DAVID

4



DAVID BOUCHARD
Tri-County Equipment, Oregon

“I use it for understanding of a customer’s concerns. This helps me clearly and quickly know how to solve their problem.

The key benefits for me are; ability to understand what they are seeing, I also benefit from tracking my time spent, customer satisfaction level, and eliminating paperwork.

This system is very easy to use and actually nearly automatic.”





“ AgriSync’s user-friendly platform gives dealers the ability to quickly and accurately respond to a customer’s problem using real-time video support. The added bonus of tracking customer support time for billing purposes also provides dealers with a unique tool to enhance their profitability,”

— explains John Schmeiser, WEDA CEO.

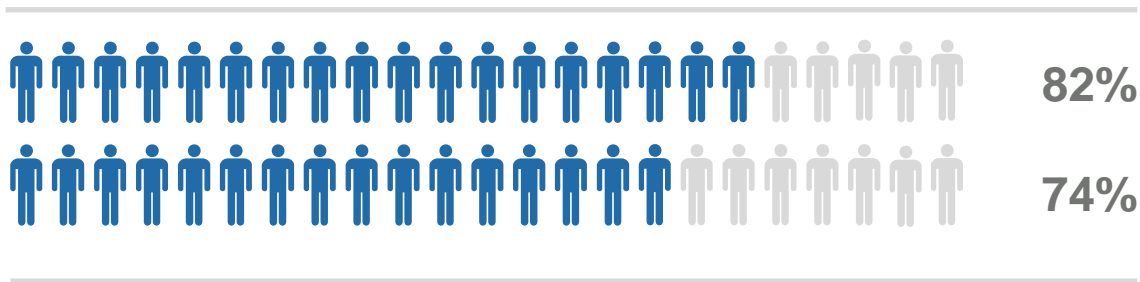


YOUR CUSTOMER AS AN AMBASSADOR

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Leverage the Power of Word-of-Mouth

82% of people seek recommendations, and 74% identify word-of-mouth as a key influencer in their purchasing decision.



Referrals are the Gold Standard

Research has repeatedly shown that referred customers close faster, buy more, and stay longer than non-referred customers.

ROI OF REFERRAL

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Pay Only for Conversions

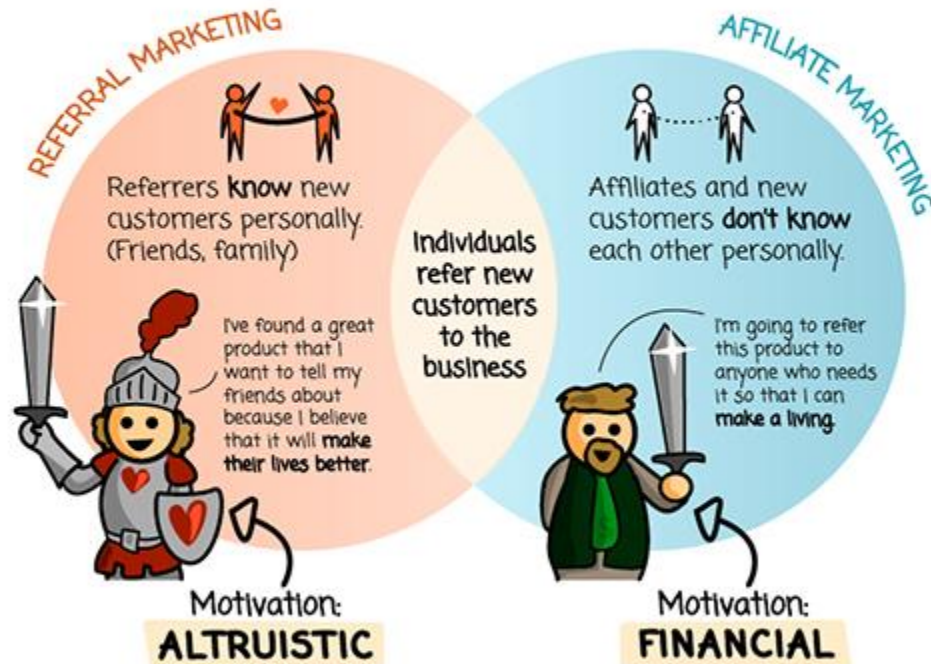
Compare

- ☐ Traditional Sales Force
- ☐ Agency Advertising
- ☐ Media Advertising
- ☐ Social Marketing



REFERRAL vs AFFILIATE MARKETING

WHAT'S THE DIFFERENCE?



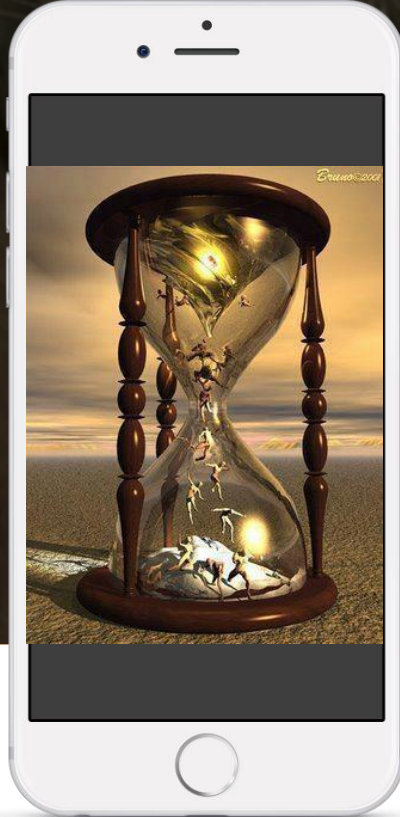
The motivations in Referral Marketing are **altruistic** while the ones in Affiliate Marketing are **financial**

RETURN ON YOUR TIME?

Direct Sales



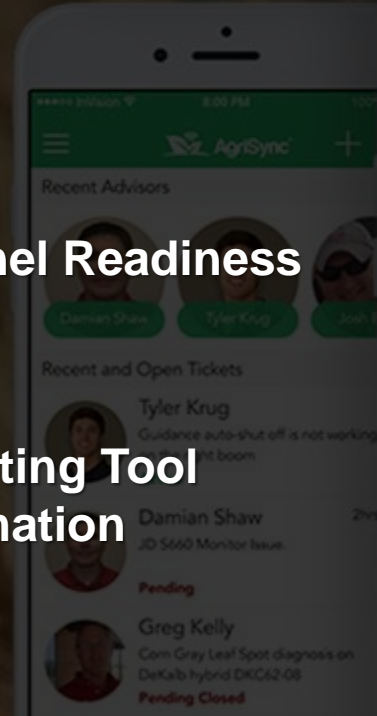
Content Marketing



Channel Readiness



Marketing Tool Automation



Taking your time doesn't scale

When you send a hand-written letter to your best friend on the occasion of her wedding, you don't rush the note.

When a long-term patient needs to hear your plan on how she will beat the cancer you just found, you don't rush the meeting.

When your best customer just discovered that his critical shipment is totally messed up, you don't rush the phone call.



TOOLS TO HELP YOU SCALE

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CRM/Marketing

HubSpot CRM | MailChimp



Referral Software

Ambassador | idevdirect



Social Tools

FB/Twitter | Hootsuite



Video Tools

Wistia | CloudApp

CHECK LIST

- ✓ Retention Strategy
- ✓ Network Effect
- ✓ Social Share
- ✓ Referral Capabilities
- ✓ Video Testimonial
- ✓ Website Testimonial
- ✓ Form Based Feedback
- ✓ Association Endorsement
- ✓ Content Driven Marketing
- ✓ Give/Get Discount

Western Equipment Dealers Assn. Endorses AgriSync

May 20, 2016 | Posted in Service and Support, Industry News

WEDA believes that AgriSync is a value-added service and a solution to the growing need for faster, more efficient customer service in the equipment dealership industry.

Invite friends and colleagues:



<https://www.useloom.com/?ref=...>

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A DAY IN THE LIFE OF

