



DALE CARNEGIE®  
TRAINING



## CUSTOMER SUCCESS STORY

### CUSTOMER

John Deere

### CORPORATE PROFILE

Headquarters  
Moline, IL

### Type of Business

Agriculture/Farming

### Number of Employees

46,000 worldwide

### Details

Founded in 1837, John Deere is a worldwide corporation manufacturing quality equipment and products that are renowned for their rugged reliability. In 2005, the worldwide net sales and revenues totaled \$21.931 billion.

*"The unique value of working with Carnegie is the level of customization that goes into the training. That's been very effective in terms of how personalized the learning experience is."*

**Brad Houge**  
Project Manager

*"As a rule, we normally sell about \$50,000 to \$75,000 worth of equipment during an Open House event. This year, we sold about \$350,000 worth of equipment in the same time span."*

**John Deere's  
Maine dealership**



JOHN DEERE

**"We normally sell about \$50K to \$75K worth of equipment...This year, we sold \$350K."**

- John Deere's Maine Dealership

John Deere is a worldwide corporation, doing business in over 160 countries and employing over 46,000 people. Being successful in business often means learning to adapt to change. In agriculture and farming, it's the key to survival.

Increased competition in the industry caused John Deere to move away from relying on its reputation and take on a nationwide training initiative in becoming more aggressive to increase their sales volume.

Dale Carnegie customized training solutions for each of John Deere's business units, augmenting the coursework with industry specific examples and case studies relevant to the issues that dealers were facing in the field.

By the end of the training, Deere's dealers come away with a changed attitude and a newfound belief in their own abilities. "I have been able to secure factory orders



where I had not been successful previously," comments Sheldon Geller, John Deere Marketing Manager.

By providing a venue to come together to discuss common issues and ways to improve sales, John Deere and Dale Carnegie Training worked together to help fortify the integrity of Deere's network, while at the same time strengthening its own bottom line. Dale Carnegie Training's work has been proven to produce immediate measurable outcomes for John Deere, while ensuring long-term results.

### CHALLENGE

With increased competition in the farming and agriculture industry, John Deere could no longer rely on its reputation to gain revenue, therefore the company decided that it was time to focus on improving the sales skills of employees so that they focused their selling techniques on the value of John Deere's products and services.

### SOLUTION

Dale Carnegie Training's global franchise network mirrored Deere's decentralized dealership model. Also, its localized learning capability supported the kind of specialized regional training that John Deere was looking for. The trainers, understanding the local agricultural conditions, worked alongside Deere's territory managers to identify region-specific sales challenges.

### RESULTS

At the end of the training, Deere's dealers came away with a newfound belief in their own abilities to communicate and sell. They are eager to share what they know and are better equipped to engage their customers through learning how to build successful relationships based on trust and respect.