

Background

You and your team are a marketing sales group for Butler Caterpillar. For over six decades, Butler Machinery Company has been committed to offering the best in equipment solutions and dealer support. Founded in 1955 in Fargo, North Dakota, Butler Machinery Company is a third-generation family-owned full-service equipment dealer in North Dakota, South Dakota and Clay County, Minnesota. Butler Ag Equipment, a division of Butler Machinery, provides agriculture equipment and service in the Dakotas as well as areas of Nebraska and Sidney, Montana.

As a team, you need to create a sales and marketing strategy for the following customers to help expand the Butler Caterpillar tillage sales. This includes deciding which product best fits each customer type and how you are going to market this product. For the team activity you will have twenty minutes to prepare as a team, ten minutes to present, and five minutes for questions. From there you will go directly to individual sales rooms.

***Below Scenarios are for PRACTICE ONLY. These will not be used at district or state competitions**

Scenario #1

Customer #1 is in the market for a new piece of tillage equipment to help with residue break down while minimizing chances of erosion.

Scenario #2

Customer #2 is in the market for a new piece of tillage equipment for deeper fall tillage. This piece of equipment is to be used for corn stalk residue incorporation into their fields after harvest.