

# Agricultural Sales Contest Information

## Agricultural Equipment - 4 Year Division

### **Scenario for Sales Contest:**

#### **General Overview:**

For this contest you will be acting as a sales representative for the local John Deere dealer, Valley Plains Equipment. Our farmer has stopped into the dealership and is looking for a new tractor. Below is his scenario please research on what is going to be the best tractor to fit the customer's needs. We have a new 7230R & new 8245R on the lot that the location manager said we need to move! Please research these tractors to find what is the best fit based on specs, performance, resale & price.

#### **Customer Profile:**

Hi, my name is John and I am in the market for a new Row Crop tractor. I farm 2500 acres of sugar beets, corn, wheat & soybeans. I am going to need at least 200 engine horsepower but not more than 250 hp. I am thinking I will only keep it for 2-3 years and upgrade to keep it under warranty and up-to-date with the latest Integrated Solution offerings for documentation and Autotrak features. The machine needs to be as lite as possible for spraying but yet large enough frame to pull 900-1000 bushels of corn in my BRENT 1082 grain cart in the fall.

--What do you have to offer and what do you think is the best tractor for my needs and best cost of ownership?

#### Here is list of other important items:

- I have a bad back from milking cows so I need the best riding cab and axle as possible!
- I use My John Deere Operations Center and want to send my spraying information wirelessly to "My John Deere". I have an extra receiver from my combine so I don't need a Star Fire 3000 receiver.
- I need to be able to take the duals off easily for spraying so front duals are not necessary but would be nice.
- I will also need the right size tires and axle spacing because I will use it on my Sugar Beet 12 row Defoliator.
- I don't have anything to trade.
- Cost of ownership is important.
- Need a transmission easy for my 12 year old son to run and hold the brake without pressing the clutch to evenly load trucks
- Looking for low interest for 3 years.

**Product Information:**

**Here is the information on the tractors:**

**2015 John Deere 8245R Row Crop Tractor set @ 88". Premium cab and lighting. Front and rear duals.**

**Has been on the lot for 300 days.**

**COST: (Break Even Price): \$250,000**

**Manager Said we need to make some margin! Sell for AT LEAST A 3% Gross Margin!**

**Current Finance Rates are posted on John Deere.com if there are any finance rates available. Std rate is 4.5%**

**Tractor is eligible for powerguard warranty**

**HERE ARE THE OPTIONS ON THE 8245R**

**Stock Unit Information Report**

**Make:** JOHN DEERE      **Model:** 8245R      **Year:** 2015      **Meter:** 0      **Usage:** R  
**Branch:** 64      **Manuf Ref #:** 08633933      **Inventory Status:**

**Received:** 6/26/2015  
**Sett. Ind:** P  
**Settlement No:** 00002658  
**Settlement Date:** 7/25/2015  
**Invoice Date:** 6/19/2015  
**Radio Code:**

	<u>List</u>	<u>Cost</u>
<b>Base Unit:</b>	\$240,000.00	\$170,000.00
<b>Attachments:</b>	\$0.00	\$0.00
<b>Options:</b>	\$80,000.00	\$60,000.00
<b>Add Ons:</b>	\$0.00	\$0.00
<b>After Sale:</b>		\$0.00
<b>Total Unit:</b>	\$320,000.00	\$230,000.00

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Item	Code	Detail
Base Unit	283191	8245R 245HP TRACTOR
Option	07A0RW0202	U.S.A. DESTINATION
Option	07A0RW0409	ENGLISH OP MANUAL & LABELS
Option	07A0RW0500	0500 NO PACKAGE
Option	07A0RW1550	IVT 42 KPH
Option	07A0RW1822	10IN COLOR TOUCH DISPLAY
Option	07A0RW1834	NO ACS STEERING
Option	07A0RW1835	NO SF RECEIVER
Option	07A0RW1845	NO AT ACTIVATION
Option	07A0RW188F	JDLINK ULT. PROMO 3YR W RDA
Option	07A0RW1946	SERVER 4600 PROCESSOR
Option	07A0RW2061	PREM CVIII W ACTIVE SEAT
Option	07A0RW2661	PREM RADIO-XM SA TELITE
Option	07A0RW2703	RHR LINEAR CTRL
Option	07A0RW3037	ENGINE-9.0L FT4
Option	07A0RW3260	85CC HYDRAULIC PUMP (60GPM)
Option	07A0RW3351	FIVE REMOTE CYLINDER CONTROL
Option	07A0RW3810	INDEPENDENT PTO-1000 RPM
Option	07A0RW4033	RS W/HITCH(CAT3/3N)14,000 LB
Option	07A0RW4322	DRAWBAR CAT4 HD SPT
Option	07A0RW5042	R.AX(120MM)118.5IN HDHUBS NA
Option	07A0RW5600	DUAL-380/90R54 152A8 R1W
Option	07A0RW5999	NO TIRE BRAND PREFERENCE
Option	07A0RW6062	ILS FA-W/O FRT BRAKES GRP48
Option	07A0RW6601	380/80R38 142A8 R1W, FDUALS
Option	07A0RW7206	PRM LED LIGHT PKG
Option	07A0RW8010	FRONT FENDERS (480MM)
Option	07A0RW8064	ETHERNET SWITCH R4
Option	07A0RW8210	LEATHER TRIM
Option	07A0RW8228	RH/LH ELECTR REM ADJ MIRRORS
Option	07A0RW8242	DUAL BEAM RADAR SENSOR
Option	07A0RW8251	ANTENNA F/BUSINESS BAND
Option	07A0RW8264	REFRIGERATOR
Option	07A0RW8300	COLD WEATHER PKG 110V
Option	07A0RW832G	AUX HYDRAULIC CONNECT 1/2 IN
Option	07A0RW878B	BATTERY DISCONNECT
Option	07A0RW8960	QUIK-TATCH WGT SUPT W/22 WGT
Option	07A0RW8976	2PR 450 I/S CAST DRV

\*\*\*\*\*Sub-Total\*\*\*\*\*

**Product Information:**

**Here is the information on the tractors:**

**2015 John Deere 7230R: On LOT FOR 300 DAYS – SET AT 120” just transferred in from another Store.**

**COST: (Break Even Price): \$200,000**

**Manager Said we need to make some margin! Sell for AT LEAST A 3% Gross Margin!**

**Current Finance Rates are posted on John Deere.com if any special rates available. Std rate is 4.5%**

**Tractor is eligible for powerguard warranty**

**HERE ARE THE OPTIONS ON THE 7230R**

**Make:** JOHN DEERE      **Model:** 7230R      **Year:** 2015      **Meter:** 167      **Usage:** S  
**Branch:** 64      **Manuf Ref #:** 08613572      **Inventory Status:** In Stock

**Received:** 4/6/2015  
**Sett. Ind:** S  
**Settlement No:** 00009346  
**Settlement Date:** 4/13/2015  
**Invoice Date:** 3/31/2015  
**Radio Code:**

	List	Cost
<b>Base Unit:</b>	\$188,000.00	\$150,000.00
<b>Attachments:</b>	\$0.00	\$0.00
<b>Options:</b>	\$62,500.00	\$50,000.00
<b>Add Ons:</b>	\$0.00	\$0.00
<b>After Sale:</b>		\$0.00
<b>Total Unit:</b>	\$250,500.00	\$200,000.00

Item	Code	Detail
Base Unit	280078	23SPD/MFWD/380/90R54DLS/5SCV/540/540F/1000
Option	05V0RW0202	U.S.A. DESTINATION
Option	05V0RW0409	ENGLISH OP MANUAL & LABELS
Option	05V0RW0500	0500 NO PACKAGE
Option	05V0RW1493	23SPD PST (40K)
Option	05V0RW1822	10IN COLOR TOUCH DISPLAY
Option	05V0RW1834	LESS ACTIVE COMMAND STEERING
Option	05V0RW1837	SF1 RECEIVER
Option	05V0RW1852	GEN 4 ACT.4600 PROC
Option	05V0RW188F	JDLINK ULT. PROMO 3YR W RDA
Option	05V0RW1946	SERVER 4600 PROCESSOR
Option	05V0RW2061	PREM CV III W/ACTIVE SEAT
Option	05V0RW2661	PREM RADIO-XM SATELITE
Option	05V0RW2701	RHR BUMP SFT CTRL
Option	05V0RW3033	ENGINE-6.8L FT4
Option	05V0RW3260	85CC HYDRAULIC PUMP (59GPM)
Option	05V0RW3351	FIVE REMOTE CYLINDER CONTROL
Option	05V0RW3830	PTO 540E/1000/1000E
Option	05V0RW4033	RS W/HITCH(CAT3/3N)12,400 LB
Option	05V0RW4323	DRAWBAR CAT3 HI VERT LOAD
Option	05V0RW5049	R.AX (100MM)118.5IN
Option	05V0RW5091	CAST WHLS W/SINGLE TAPER HUB
Option	05V0RW5600	DUAL-380/90R54 152A8 R1W
Option	05V0RW5999	NO TIRE BRAND PREFERENCE
Option	05V0RW6040	1300 MFWD FRT AXLE
Option	05V0RW6201	380/80R38 142A8 R1W, MFWD
Option	05V0RW7206	PRM LED LIGHT PKG
Option	05V0RW8010	FRONT FENDERS F/MFWD (480MM)
Option	05V0RW8064	ETHERNET SWITCH R4
Option	05V0RW8210	LEATHER TRIM
Option	05V0RW8228	RH/LH ELECTR REM ADJ MIRRORS
Option	05V0RW8251	ANTENNA F/BUSINESS BAND
Option	05V0RW8264	REFRIGERATOR
Option	05V0RW8302	ENG BLOCK HEATER-110V
Option	05V0RW8306	LARGE FUEL WATER SEPARATOR
Option	05V0RW832G	AUXILARY HYDRAULIC CONNECT
Option	05V0RW8936	16WGT&1PR 1400LB&1PR 165 LB