

# Northeast

# DEALER

The Newsletter of NORTHEAST EQUIPMENT DEALERS ASSOCIATION, INC.

## Will diesel give up its dominance?

**The future will likely see a variety of energy sources for agricultural implements as the number of options increase**

**By Glacier FarmMedia, Scott Garvey**

In a recent online discussion hosted by DLG (the German Agricultural Society), Professor Till Meinel, of the Cologne Institute of Construction Machinery and Agricultural Engineering in Germany, offered his thoughts on the future of power sources for farm equipment as the world looks beyond fossil fuels.

"I'm convinced," he said, "we will have a good mix of energy sources in the future, at least when it comes to ag technology, because farmers

do have quite a lot of possibilities to produce energy themselves and to use it to drive their machines and tractors. I don't see one monopoly energy source for all kinds of machinery for the future, because we already, today have exactly this development in the market.

Smaller tractors and interior machines are on the market fully 100 per cent electric. For bigger tractors and combine harvesters we definitely need different energy sources."

That prediction seems safe, because as he said, the situation is already developing. Equipment and automotive manufacturers are exploring new fuels and energy sources. And they've already commercialized some.

In 2022, New Holland introduced its first bio-methane powered tractor to the North American market, the T6.180, which it first showed at a trade show in Germany in 2019. It can run on either bio-methane

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*The Farmall 75C and New Holland T4 Electric battery-powered utility tractors are now available to order from dealers. | Case IH photo*

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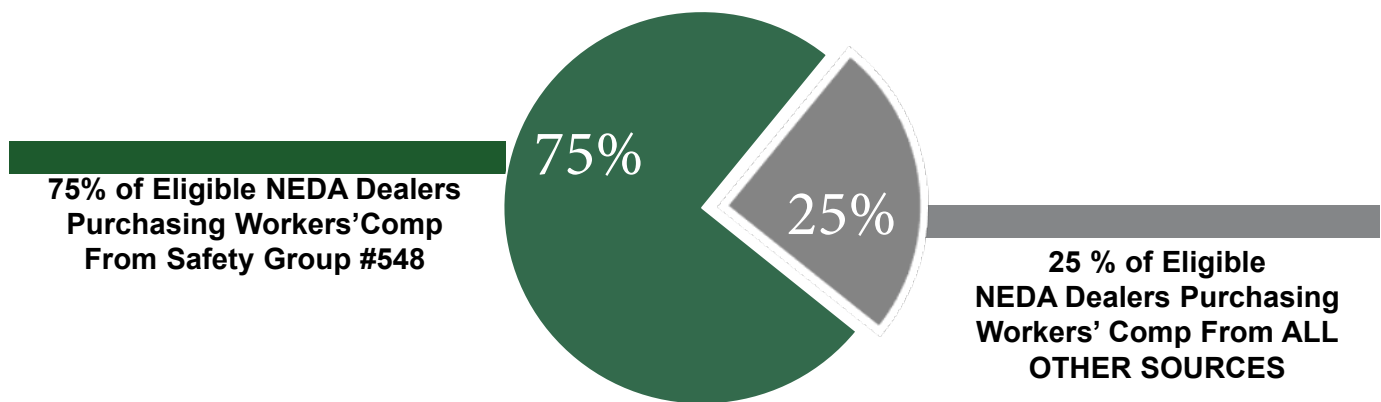
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2019-2020	35.0%
2018-2019	40.0%
2017-2018	40.0%
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# Observations from the **FIELD**

October was a busy month!

Within our workforce development work we had multiple meetings, phone calls, e-mails and other correspondence with staff from the USDA and the PA Departments of Agriculture, Labor, and Education, as well as fellow stakeholders both inside and outside of Agriculture. There are so many interconnected "pieces to the workforce puzzle" that may or may not (most often) communicate with each other, it is easy to see how employers, industry, educators, and the public become frustrated and/or overwhelmed. While each piece may have its own internal challenges, my experience has been that "all the pieces" would like to see the issue resolved sooner rather than later.

That's not to say that a single solution will solve the problem. More likely it will take multiple solutions backed by commitment, investment, flexibility, and participation from "all" concerned. The good news is that a majority of the "players" have begun laying the groundwork, building communication structures and pathways – listening to each other!

Dave and I were invited as guests to NAEDA's OPE Council meeting held prior to this year's Equip Exposition. I was pleased with the conversation and believe that OPE dealers will be happy to have access to professional development training opportunities focused specifically on their needs and trends unique to the outdoor power equipment industry. If you'd like to learn more about the OPE council, please visit <https://www.naeda.com/ope-dealer-council/>.

As I thought about the council meeting and discussions and walked around the expo hall and outside demonstration area, there seemed to be several trends in play within the OPE equipment marketplace with electrification (batteries) and autonomous equipment (particularly mowers, both battery and gas powered) taking top billing. I believe both trends will drive the future OPE marketplace. Assuming I am correct, I want to encourage dealers to be proactive. Think about and engage with their customers and manufacturers and begin to proactively plan and identify the infrastructure (to include service, parts and specialize support staff and skills/competencies), marketing/sales strategies/pathways which will best enable your dealerships to take full advantage of the trends (opportunities).

I was also able to participate in a Right-to-Repair round table discussion organized by the publishers of Power Equipment Trade Magazine. We had a lively discussion, focused on the potential impact of proposed legislation, such as requiring OEMs to sell parts and specialty tools directly to consumers at dealer cost, customer modification of equipment, and disinformation campaigns. Bottomline, while dealers and manufacturers fully support a customer's ability to repair equipment, we cannot support the ability to modify nor would the sale of parts at dealer cost directly to consumers be in the best interests of dealers, the industry, the environment, or the economy. Active participation in legislative and educational efforts (the public, legislators, the press, and social media) is key to ensuring fair and reasonable legislation. Engaging OPE dealers expands our voice and ability to advocate on your behalf.

I am increasingly hearing dealers, regardless of their market "niche", express  
*continued on page 4*



**TIM WENTZ**  
Field Director / Legislative  
Committee Chairman  
717-576-6794

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## 11th Annual Holiday Lighted Tractor Parade in Greenwich to Bring Cheer this November

*This annual kick-off to the holiday season has become one of the largest events in Washington County and, unofficially, the largest parade of its kind in the country*



*This annual kick-off to the holiday season has become one of the largest events in Washington County and, unofficially, the largest parade of its kind in the country. (Photo by Eric Jenks)*

GREENWICH, NY — The Greater Greenwich Chamber of Commerce 11th Annual Holiday Lighted Tractor Parade, presented by Capital Tractor and TD Bank, is set for Saturday, November 18, 2023 at 6:00pm in the historic Village of Greenwich, New York.

This annual kick-off to the holiday season, faithfully supported by the community and Greenwich Chamber members since 2013, has become one of the largest events in Washington County and, unofficially, the largest parade of its kind in the country. It is estimated that 10,000 people attended the parade in 2022 to view over 70 tractors and displays travel through the heart of the village.

Grand Marshalls for the 2023 Tractor Parade are Bob and Dick Nettle of Nettle Bros. Meats in Greenwich. The Nessles are celebrating 50 years in business and have become a household name for meat in southern Washington County. The Greenwich Chamber is proud to have Bob and Dick Nettle be honored during the Tractor Parade.

Generously supporting the parade are Capital Tractor and TD Bank as title sponsors, Black Dog Designs, The Fort Miller Group, Greenwich Ford, The Greenwich Journal and Salem Press, Odd Duck Farm, Pro-Dive Pools, and the Village of Greenwich as diamond sponsors, and CDPHP and Wallie's of Greenwich as platinum sponsors.

New this year is online registration for parade entries. Visit [GreenwichTractorParade.com](http://GreenwichTractorParade.com) to register a parade entry or print the participant packet to mail or drop-off at the Greenwich Chamber office.

[Click](#) to read entire article

► Posted online **Morning AgClips** | 10.19.23

## Observations *continued from page 3*

concerns centered around excess inventory, floorplan expenses, and manufacturer pressure to both increase market share performance and "purify" their dealerships. Add in an election cycle (and the associated negative ads), two wars, and a global economy challenged to fully employ young men 18-30 above 25% (<https://data.oecd.org/unemp/unemployment-rate-by-age-group.htm>) and "we" could have some significant challenges ahead of us in the near future.

Please take some time (sooner rather than later) to gather verified data, consult with your team, manufacturers, finance partners, and consultants and build a plan (or two) that will ensure that your dealership is in the best position to turn future challenges and trends into profit opportunities.

**"If everyone is moving forward together, then success takes care of itself."**

– Henry Ford

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# WORKFORCE DEVELOPMENT UPDATE

As I mentioned in my observations report, October was a busy month!

I'd like to focus a bit more on NEDA's work focused on building pathways for communication and cooperative leadership between dealers, the public, industry, and governmental agencies (particularly their leadership and policy makers) and more specifically how dealers can help NEDA advocate on your behalf.

As I continue to peel back the layers, it's becoming clear that workforce development is far more complicated than most are willing to admit. It can be easy to blame others, repeat the same old sound bites and tropes ("**Signs**" is a song

by the Canadian rock group [Five Man Electrical Band](#) – hint "long-haired freaky people need not apply" comes to mind), and blame "others" as the cause of all the world's ills, particularly in today's media/social media environment. Rather than joining the "chorus", I'd like to encourage dealers and our industry partners to forgo the blame game and focus on how we can cooperatively focus our attention on both meeting today's challenges and, more importantly, building an infrastructure able to identify and build out the resources necessary to train current and future staff with the tools and competencies that they will need to fulfill the future needs and challenges of tomorrow's equipment dealers.

As I think about what tools and competencies might be, let's take a minute and examine recent trends within the equipment marketplace. Based on what I saw at Equip Exposition, I think it's reasonable to say that OEMs are focused on bringing an increasing volume of Autonomous, "AI" controlled, electric and battery power (to include alternative fuels) equipment to the AG, OPE, Construction, and Material handling market segments for a multitude of reasons. If that trend continues and accelerates, what impact will those technologies have on our dealerships? Will we be able to use the same marketing model? Will we need additional support staff? Will we be able to maintain the same margins? Who will our competition be? What and how many parts will we need? What skills will our service staff need? Where will dealers find skills validation tools, applicable curriculum, professional development resources and providers able to deliver flexible and cost-effective access to quality education?

I'm sure there are lots of other questions to be asked and answered. Please know that your association is working hard to engage with the industry, educators, Departments of AG, Education, and Labor with the goal that all concerned can work to both ask the necessary questions and identify quality solutions.

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## NEDA Welcomes New President



*Dave Close presenting a gavel and mallet to incoming President Bryan Messick.*



*Dave Close presenting a plaque to our outgoing President John Komarisky*



*Dave Close presenting a plaque to Outgoing Director Ev Lamb for his years of service to NEDA.*



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# 4 WAYS TO FOCUS A TECH AUDIT

BY STEVE CUBBAGE

There is a tremendous amount of new technology available these days, and the list is constantly growing.

While technology access and options might be the greatest in the history of farming, implementing and benefiting from the deployment of such technology, in many cases, is an entirely different story.

Most traditional row-crop and livestock operations have limited resources to devote to this area, especially in the wake of rising costs of iron, inputs and interest. When resources and cash flow are running tight, investment in new technology is typically one of the first players to be cut from the team.

In today's farming environment, putting the capital into technology is paramount for the viability and growth of the business. To make sure you're getting the most bang for your buck, start with a technology audit before making decisions about how to maximize those resources.

The focus of a farm technology audit, and subsequent purchase plans, can be based on these four key areas:

## 1. Grow business revenue.

The first thing farmers think about when growing the farm is growing the number of acres or bushels. But today's technology also allows for ways to grow business revenues without expending a mountain of capital resources. For example, more comprehensive digital field and grain bin tracking technology allows for more targeted contracts based more on a crop's condition and digital data pedigree than solely its yield. There's also emerging sustainability markets where the revenue is totally decoupled from the crop itself. The catch-all of these new opportunities are impossible to scale without digitizing the farm from top to bottom.

## 2. Increase productivity.

Automating tasks and processes can help with costs and performance. Auto-steer is likely one of agriculture's

greatest examples of a technology that checked this box on a massive scale. In a Southern Agricultural Economics Association auto-steer impact study, the authors saw, in some cases, ROIs approaching nearly 25% productivity gains. As robotics and artificial intelligence advance, agriculture is ripe for leapfrog gains in this area.

## 3. Reduce costs.

Shrinking costs and reducing complexity can help even small and medium-sized farms enable growth. Hands down, automatic swath control and planter clutch technology have been two of precision agriculture's greatest ROI technologies. Even a decades-old Auburn University study reported input savings ranging between 1% and 12% per field. As even more targeted input technologies evolve and are brought to market, this will certainly be an area to keep your eye on.

## 4. Stabilize daily operation.

Technology has become the heartbeat of a modern farm. In fact, technology has become so embedded that in some cases it is absolutely critical to the daily operation of the business. For example, nearly 50% of acres planted to corn, soybeans, cotton and winter wheat are now managed with auto-steer and guidance systems. What happens if the GPS constellation failed or was jammed by a foreign hacker? On an individual farm, what happens when the electrical grid goes out and automated fans don't turn on for a grain bin full of wet grain or a chicken production facility.

Finding the right technology balance will be unique to your farm. Labor, equipment, land and your specific farming practices all play into what technology best serves your goals. If your biggest pain point is labor, start by increasing your focus on automation. For others, it might be the need to find ways to reduce inputs with auto-swath technology.

Read entire article [here](#).

► Posted online **AgWeb Farm Journal** | 10.19.23



*Labor, equipment, land and on-farm practices decide what technology serves your goals. (iStock/Lori Hays)*



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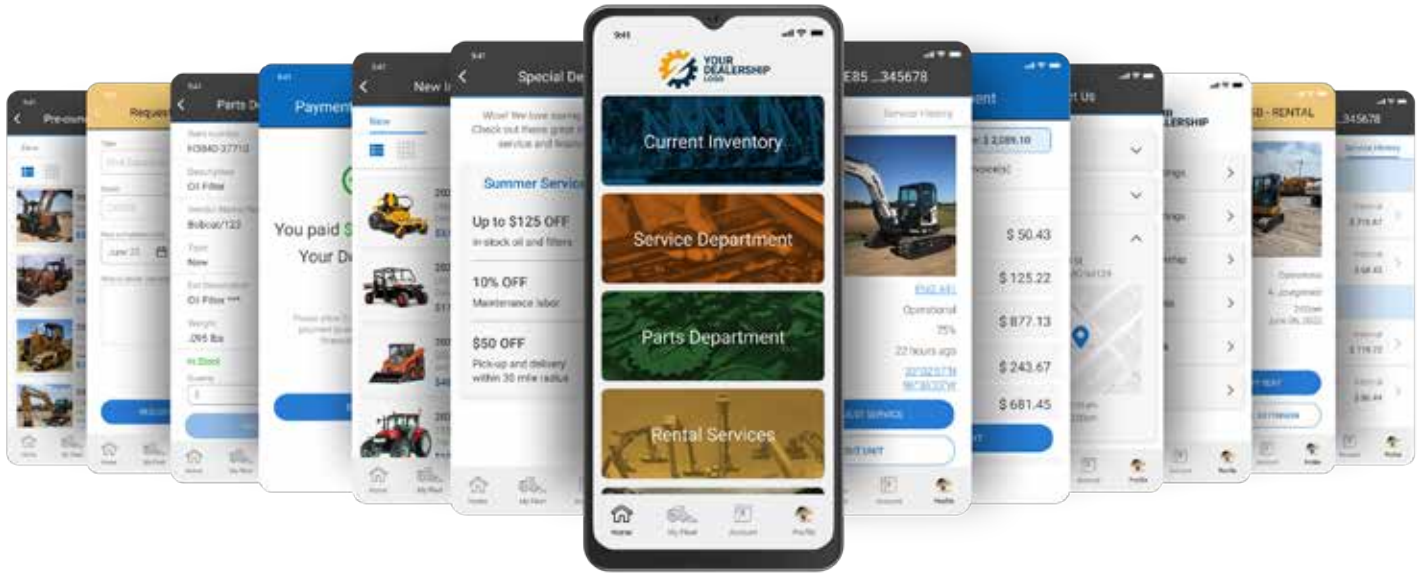
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# Will diesel give up its dominance?

continued from page 1

or compressed natural gas (CNG). Bio-methane can be created from on-farm waste.

New Holland said this tractor could cut operating costs by 30 percent, while still providing performance comparable to a conventional diesel engine. Compared to limits allowed under European Stage V emission regulations, the T6 Methane Power produces 98 percent less particulate matter, the company added. When running bio-methane, The T6.180 can provide a 10 to 15 percent reduction in CO2 for a negative emission profile.

The blue brand has talked a lot about its energy-independent farm concept over the past few years. It has a demonstration farm in Italy, which produces its own fuel from animal waste and creates an almost carbon neutral footprint.

In 2021, Carlo Lambro, New Holland's president, said: "We have pioneered sustainable, innovative solutions for some 14 years. We developed the Energy-Independent Farm model, showing how a closed-loop between agricultural production and energy generation can make farming CO2-neutral, or even carbon negative, with significant benefits for our customers."

In July of this year, New Holland opened another energy-independent experimental farm, this time in Brazil. It plans to use bio-methane from organic waste

as the main fuel for equipment. A T6.180 tractor will be central to that operation.

But the multi-fuel T6.180 is just one effort the company has made toward alternative fuels. In July, the T4 Electric made its debut in North America.

It is totally battery electric and works on a 400-volt system. It has the equivalent of 74 rated horsepower (65 power take-off), front-wheel assist and uses a 12 x 12 transmission.

When used with a loader, it has a forward-reverse power shuttle for ease of operation but without the bark of a diesel engine.

Run time is about four hours with a fast recharge feature.

"The T4 Electric Power's quiet electric motor is definitely a big advantage and important tool in noise sensitive areas," said Lena Bioni, product marketing manager for New Holland Agriculture North America.

Agco has widely publicized the ongoing development and testing of its e100 battery-electric Fendt tractor, which is comparable in size to the 75C. It's expected to debut soon.

Read entire article [here](#).

► Posted online **AgWeb Farm Journal** | 10.12.23

## COMPLIMENTARY WEBINAR

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# The Value of a Tax Minimization Analysis

By IAN C PERRY and ROMAN A. BASI

When selling a business, most business owners are curious as to how much cash they would walk away with. More specifically, what tax impact would they incur, and what would be the best structure and allocation to minimize the tax impact? How would one get the answer to all these questions? A Tax Minimization Analysis (TMA) is your one-stop shop for all the above. A TMA will analyze multiple factors that play a vital role in the outcome of selling a business.

A TMA, when executed properly, allows sellers to see the full financial breakdown on every level of mergers, acquisitions, and even business succession. Along with this, a TMA is a waterfall of the entire transaction to provide sellers with an accurate calculation that considers all transaction factors that may affect the amount of cash available at closing and post-closing. Our experienced group of professionals at The Center for Financial, Legal & Tax Planning, Inc., (The Center) believe that a TMA revolutionizes M&A transactions as sellers are granted the transparency they deserve and receive the information necessary for our team to best advocate for the best desired outcome.

An M&A transaction is often an overwhelming process. They have a multitude of variables that could drastically influence the outcome. These variables include but are certainly not limited to the overall structure of the transaction, the asset/stock basis of the selling company, ownership configurations, real estate involvement, multiple entity involvement, liabilities paid at closing, purchase price adjustments, earn-outs, consulting fees, recaptured depreciation, and the federal, state, and local tax impact. The sooner that all variables in the transaction are understood, the better suited your counsel will be to understand how to best combat or strategically fully use such variables possible. This is to ensure that you did not invest your life into a business to give thirty to fifty percent away in taxes when sold. The example below provides some insight into the value of a TMA.

While a TMA typically pays for itself through the minimization of tax savings, there is also a possibility that the findings in a TMA could pay for the merger and acquisition (M&A) team that you engage for the transaction. For example, let us say your business deals with complex licensing or regulation and the buyer is looking to pursue an asset sale for the benefits of immediate depreciation. With a TMA, your counsel would be able to analyze and determine which structure would best apply to this transaction, whether it be an asset, stock, or in this case a potential 338(h)(10) sale. Using a TMA, you can calculate the tax effect of each sale type (asset, stock, and 338(h)(10)) to determine what structure would be the most beneficial from a tax standpoint. Under this example, the TMA may determine that the 338(h)(10) will best overcome the complexities of assigning licenses or permits while also providing the paramount tax outcome for the seller and possibly the buyer.

The professionals at The Center have forty-plus years of M&A experience and realize the importance of analyzing every factor that plays a role in the outcome of a transaction. Furthermore, we use the TMA to evolve several factors as the transaction progresses to give the business owner full insight and transparency. This insight provides a sense of comfort to sellers and offers a strategic advantage in achieving the desired result. A successful TMA allows the client and counsel to engage in an open dialogue regarding goals and pursue the best possible transaction structure. If you are thinking about selling your business or in the process of selling your business, do not overlook the value of a TMA and reach out to [The Center](#) to analyze your transaction.

Ian C. Perry is a staff accountant for The Center for Financial, Legal, & Tax Planning, Inc.

Roman A. Basi is an expert on closely held enterprises. He is an attorney/CPA and the president of The Center for Financial, Legal, & Tax Planning, Inc.



The impact (value) of the association's legislative advocacy, work-force development, and Industry Relations work can easily be overlooked. Our efforts cannot be accomplished without significant financial investment, support, and grassroots participation. If we're to continue that work, we are going to need your help participating in and financially supporting our legislative work, association governance/direction, and program development. We need your help recruiting new members, participating in legislative visits, giving testimony, contributing financially to the legal/legislative fund, association governance/direction, and program development!

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# Equip Exposition Breaks Records With More Than 27,000 at Sold-Out Show



*Autonomous mower*



*Battery powered zero turn*



*Commercial battery powered mower/equipment manufacturer (left)*



*Electric push – popular with residential customers*



*Battery powered zero-turns on both the right and left*

LOUISVILLE, Ky. – With more than a million square feet of exhibits and 30 acres outside, Equip Exposition once again broke records in attendance and exhibit space sales. The award-winning trade show expanded its usual footprint at the Kentucky Exposition Center to add the West Wing this year due to space demands. The blockbuster trade show for the international landscape, outdoor living and outdoor power equipment industry takes place every October in the Derby City and brings more than \$21 million to Louisville.

“The 2023 show was our largest to date—in attendance, in booth sales, sponsorships, and in education sessions,” says Kris Kiser, President & CEO of the Outdoor Power Equipment Institute (OPEI), which owns Equip Exposition. “It shows you how much companies and manufacturers want to be part of Equip Exposition and showcase their products to landscapers, dealers, and the entire industry. It is THE place to be every October if you’re in this business.”

With co-location partner Hardscape North America, Equip Expo fully occupied the North, East and South halls of the KEC with newly added square footage in the West Wing.

Read entire article [here](#).

► Posted online **OPEI** | 10.25.23

All photos by Tim Wentz,  
NEDA Field Director / Legislative  
Committee Chairman



*Floor pic (new manufacturer on the left)*



*Fully autonomous battery and gas powered all terrain mowers were both widely displayed.*



*Another smaller fully autonomous (battery powered) mower*



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# Lawmaker Eyes Limits On Gas-Powered Lawn Care Equipment

BY JOHN WHITTAKER • [jwhittaker@post-journal.com](mailto:jwhittaker@post-journal.com)

**Lawn work in Pennsylvania could sound different in the future.**

House Rep. Melissa Shusterman, D-Paoli, is proposing a task force to develop a plan to phase out the use of gas-powered lawn and garden equipment in the commonwealth, including consideration of affordability and accessibility for disadvantaged communities and an incentive program to switch from gas- to battery-powered alternatives.

"Recognizing such a substantial contribution to pollution, more than 100 local governments in the United States have enacted at least partial bans on the use of gas-powered lawn equipment," Shusterman wrote in her legislative justification. "Similar proposals have been made in Pennsylvania's neighboring states of New Jersey, New York and Maryland. During a time when outdoor temperatures are reaching life-threatening levels, we must act with urgency to limit sources of significant pollution, such as gas-powered equipment."

Legislation has been proposed in New York during the past two legislative sessions, with the bills stalling out in committee. California law ordered regulators to ban the sale of new gas-powered equipment using small off-road engines, a broad category that includes generators, lawn equipment and pressure washers. The sale of new gas-powered lawn equipment will begin in 2024, though there has been pushback among landscapers who say they will have to increase their prices to purchase new, more expensive equipment. The law Newsom signed also orders regulators to offer rebates for people to change out their equipment, a move aimed at landscaping businesses that use the machines more often. The state budget included \$30 million to create incentive programs to encourage state residents to switch to battery- or electric-powered equipment.

On the flip side of the coin is Wisconsin, whose Senate gave final approval to legislation in June protecting access to gas-powered vehicles, snow blowers, lawnmowers and other machines. A decision on the bill has not been made by Gov. Tony Evers, though the Associated Press reported Evers said in April he didn't believe a ban on gas-powered



engines is needed for the state to slowly transition to electric vehicles, suggesting a ban on gas-powered lawn equipment may not be needed either.

New Jersey and Maryland also have bills pending before their state legislatures to ban gas-powered lawn equipment as have several large cities.

"During a time when outdoor temperatures are reaching life-threatening levels, we must act with urgency to limit sources

of significant pollution, such as gas-powered equipment," Shusterman wrote.

► Posted online [Times Observer](#) | 10.4.23

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# How to Guarantee Success in Sales

Sales success can be broken down to an almost mathematical equation that works every time. There is a direct correlation between work and results when it comes to sales success. If you do the proper amount of work in three key areas, you pretty much guarantee sales success. If you don't do the proper amount of work in those three areas, you will struggle and may fail completely.

Let's start with the key to sales success which is: Talking to enough of the right people the right way. If you talk to enough of the right people, in other words, people who want and need your product now, have the means to invest in it, and have the ability to make a buying decision, and you talk to them the right way, meaning you say the right things, you'll make the sales you need to make. In order for that to happen you have to put the proper amount of work into three key areas, one: number of contacts, two: sales skills, and three: product and industry knowledge.

While all these areas are important, the first one, number of contacts, is the most important. If you read my articles with any regularity or you've heard me speak, you've undoubtedly heard me say that 99.9% of the time when someone fails in sales, they fail due to a lack of activity; they didn't make enough contacts to get enough leads, to make enough sales, the other .1% of the time someone fails in sales, they got hit by a bus. Literally in my 36 years in sales, every time I've seen someone fail in sales it's been a failure of usually all three of the activities we're talking about here, but it's always, and primarily this first one, not making enough contacts.

Another saying of mine is 'Even a blind pig finds corn,' in other words, if you're out calling on enough people, you'll eventually bump into someone who says, "I need what you have" or, "I know someone who needs what you have." The bottom line on area number one is: you've got to make enough contacts, to get to enough people, to ultimately make enough sales.

The second area, sales skills, is the second most important. The reason the number of contacts is more important than sales skills is because someone with the greatest sales skills in the world who doesn't call on anyone, or very few people, will almost always make fewer sales than someone with average or bad sales skills calling on hundreds of people. When it comes to sales skills you have to do enough work in this area so that you know exactly what to say in each and every sales situation. You must then commit all that knowledge to memory so that the responses flow smoothly and easily on sales calls. It's simple,



BY JOHN CHAPIN

**There is a direct correlation between work and results when it comes to sales success. If you do the proper amount of work in three key areas, you pretty much guarantee sales success.**

provided a salesperson can get through the gatekeeper to the decision maker, get and keep the decision maker's attention, say what they need to say to set an appointment, effectively qualify the prospect, find wants, needs, desires, and problems, tailor that into an effective presentation and quote, answer any questions, overcome any objections, close the sale, keep the sale closed, and go on and build the long-term relationship, they're going to make some sales. These sales skills coupled with area number one, the proper amount of contacts, will lead to a good amount of sales.

Finally, we have the third area, which is knowing your industry and your product or service. This is the third most important area. The reason it's the third most important is because if you're not

calling on enough people and when you do call on people, you don't know what to say, all the technical knowledge in the world won't bail you out. That said, if you are making enough calls and you have the sales skills necessary, then you add that to strong technical skills, in other words, knowing your industry and product well and specifically why people should absolutely buy your product, your company, and you, now you'll be unstoppable.

If you are at least average in intelligence and people skills, your sales success will be virtually guaranteed by working hard, correctly, and enough in the three areas mentioned above. The biggest mistake I see salespeople make is that they avoid this work as much as possible. They look for shortcuts and ways to game the system. While it's one thing to work smart, and you should do that, the goal of their shortcuts is to avoid the work necessary for success while at the same time avoiding any discomfort that comes from rejection and putting themselves out there in the world. Avoiding the work I've outlined here leads to failure, doing this work leads to success. Sales is like jiu-jitsu, playing hockey, or anything else you want to get great at in life, you have to do the drills and put in the hours to get the results. You've got to do the necessary work to be successful.

John Chapin is a motivational sales speaker, coach, and trainer. For his free eBook: 30 Ideas to Double Sales and monthly article, or to have him speak at your next event, go

to [www.completeselling.com](http://www.completeselling.com) John has over 36 years of sales and sales management experience as a number one sales rep and is the author of the 2010 sales book of the year: *Sales Encyclopedia* (Axiom Book Awards). You can reprint provided you keep contact information in place. E-mail: [johnchapin@completeselling.com](mailto:johnchapin@completeselling.com).

# 8 Lessons Learned As a Farm Mechanic on a Sunny Fall Day

BY DAN ANDERSON

The customer admitted he knew there was a "small gully" hidden in the weeds of a waterway, but thought that "... if I hit it fast enough, I could sort of jump it."

The statute of limitations on this situation has expired, so here are 8 lessons learned on a sunny day in late October many years ago when a combine was stuck in a gully.

1. Sometimes you have to be blunt and say, "No, you're not going to finish this field today."
2. Some people obsess about salvaging a bent shield when they've got a broken axle.
3. Several different versions of how and why this happened will be offered by the customer as the repairs progress. The truth will be revealed ... eventually.
4. It saves time if the customer gets a tractor loader so he can move and level dirt so the mechanic isn't working in a flowing stream.
5. A soybean platform can support a combine with one wheel spinning in a gully channel.
6. A service truck for ag equipment can never have too many big wooden blocks or hydraulic jacks.
7. Some people would rather drive 100 miles and save money on used parts "that might fit" than drive 20 miles and pay for new parts that are a parts-number-match.
8. A spade is an essential tool on a service truck.

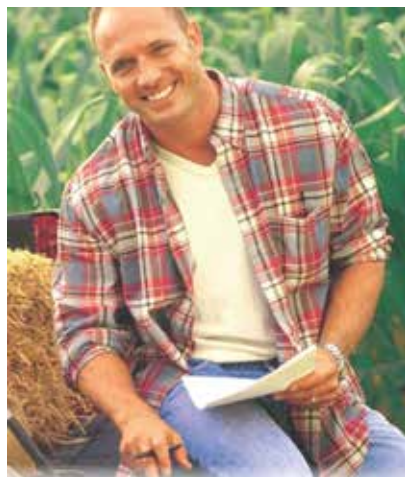
► Posted online **AgWeb FarmJournal** | 10.16.23

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*Thanks to the many members who participated in our survey this year, the report continues to take on new significance in assisting dealers.*



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## Autonomous Tractors Could Dramatically Change Farming

BY KATELYN WILSON

**CTV News Ottawa Multi-Skilled Journalist**

An Ontario farmer is taking the agriculture world by storm, turning the average tractor into a self-driving machine with the push of a button.

"It definitely is eye opening; it's very cutting edge," co-founder of GPS Ontario Jordan Wallace said.

The technology is Canada's first aftermarket autonomous kit and is currently available for two tractor models, the Kubota M5-111 and the Fendt 700 Vario Gen6.

"Once we specify what the machine perimeters are and set everything up, it knows what to do after that," Wallace said.

Wallace is a farmer and the founder of GPS Ontario. He's helping to advance the world of agriculture with breakthrough technology like this. For him, it's about efficiency, doing more with less.

"We farm with this every opportunity we can," said Wallace. "It allows the farmer to go out and do other tasks at the same time, maybe it's cutting hay and this tractor comes in and does the tedding or the raking. One person could manage five or six of these tractors at the same time and that's where we are going to start seeing a transition."

It comes at a critical time when labour shortages are making it difficult to find people to do the work.

"We have about 65,000 foreign workers coming into the country every year to help out, to help farmers, but it's increasingly becoming more difficult to recruit," said Sylvain Charlebois, with Agri-Food analytics lab at Dalhousie University.

With fewer workers and more demand for food, the idea is a small family using autonomous technology could run an entire farm.

"These vehicles could run for 40 hours at a time, they don't get tired, they don't need a break," Ottawa Smart Farm business development director Susanne Cork said. "They alleviate a lot of the challenges that we would face if we had to have a labour force to do all of this work."

At a cost of roughly \$90,000, Wallace said it practically pays for itself. He expects the self-driving machines to take over in the next five to 10 years.

► Posted online **Ottawa CTV News** | 10.11.23

# STEPS TO SUCCESS USING CHANGE MANAGEMENT

A look at the change management process and how landscape companies can use it to manage changes effectively.

All businesses go through changes during their existence. Managing these changes effectively has a major impact on the success or failure of an organization. About 70 percent of change efforts fail in business, so nailing this is vital to your company.

## What is “change management?”

Simply put, “change management” is the ability to execute needed changes in a way that your team actually implements the change. This article will discuss how to effectively lead through a change in your business. I’ve taken the framework published by John Kotter in the Harvard Business Review and adapted it for the green industry.

### Step 1: Identify the problem

Do not make change for change’s sake. Also, avoid changes for personal preferences (“I want it done my way!”). Instead, you must be solving a real problem facing your business. When roughly 70 percent of the people whose day-to-day workflow will be impacted by this change agree there’s a problem that must be solved, you’ve got the momentum you need to make change.

### Step 2: Assemble a “change team”

For changes to your business to “stick,” the solution must have input (if not outright authority) from those who deal with the problem every day. This means you must assemble a team of people in your company to tackle the problem.

This team should be composed of a mix of people from all levels: senior leaders give it authority, and midlevel managers and front-line workers ensure changes are practical. Pick midlevel managers and front-line workers who exert influence with others in the company. This team should be empowered to create a solution that’s viable and then execute on that solution companywide.

### Step 3: Create the vision

Once you have a solution, you need to begin crafting the communication around this change. This involves creating a clear, concise “vision statement.”

This statement should have four parts:

1. It identifies the problem.
2. It describes why it is a problem.
3. It outlines the solution.
4. It describes what the future looks like after the solution is implemented.

Share it with discreet employees and those outside the organization whom you trust to ensure you’ve got clarity on all four points. Once a majority of those you’ve shared it with agree it’s clear, you can roll it out.

Note for owners and the C-suite: You’ll be tempted to take over the “solution” and “vision statement” portions. Don’t. You’ll make things worse than if you had acted unilaterally to implement a change.

### Step 4: Communicate the vision

Communicate this ad nauseum. Memorize it yourself and have other senior leaders memorize it. Ask midlevel managers to do the same. Talk about it in company meetings, division meetings, one-on-one meetings and tailgate huddles. When you’re repeating it in your sleep, you’re probably communicating it enough.

### Step 5: Empower others to act

You created the change team with senior leaders and other influential people so that it would “stick” when you rolled out the change. Now, you need to let them implement the change.

If it’s a new process that’s needed, let them create it. If it’s new software, let them select the best option within the budget. If it’s equipment, let them do the research and select the best gear.

Hold everyone across the company accountable for following the change, even the high-performers who are resistant. This sends the message that you’re serious about it and everyone has to row in the same direction.

### Step 6: Engineer and celebrate short-term wins

Create milestones along the path to the new change that are achievable and practical. Make sure they are milestones you can reasonably hit within the first few weeks, and then celebrate these.

Continue to lay out this road map of “wins” deliberately and honestly celebrate the wins when milestones are achieved. This builds excitement and energy for the “change” and ensures the maximum number of people participate.

### Step 7: Streamline improvements

The goal here is to look for the maximum efficiency from the change without burning out the team. If it’s a process change, see if you can streamline a few steps. If it’s a new software, see if there are features that will further speed up the workflow. If it’s new equipment, make sure you’re aware of all the manufacturer’s specs so you can use it everywhere it’ll save man-hours.

Don’t tweak the “change” to death. You’ll wear out your team. You’re looking for efficiencies you can implement while people are still in a “change” mindset. You’re not trying to get blood from a stone.

### Step 8: The “change” becomes the “norm”

This is about enshrining the “change” in the day to day. Ensure processes are clearly documented, distributed and discussed. Update your onboarding process to reflect the “new” norm. Hold everyone accountable for following the updated standard operating procedures because this is simply “how we do business.”

Failure to follow through at this stage will result in a failed change initiative.

► Posted online [Green Industry Pros](#) | 9.26.23



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## New Dealer Brand Sunseeker Makes U.S. Debut

**Sunseeker**, a hardscaping and landscaping business specializing in robotic mowers, made their North American debut at Equip. In addition to introducing their brand to the North American market, Sunseeker debuted their newest and most technologically ambitious wireless robotic mower, the Platform X.

Platform X represents the pinnacle of Sunseeker's fleet, boasting cutting-edge technology. It incorporates three pivotal features, which will make this particular new product a must-have for lawn care: Real-time Kinematic (RTK) for precision boundary tracking within a remarkable 2 cm margin, Virtual Simultaneous Localization and Mapping (VSLAM), and an Artificial Intelligence Sense System (AISS).

These three seamlessly integrated technologies collaborate to enable multi-zone management, establish perimeter wirefree boundaries, and navigate around obstacles. RTK takes the lead as the primary function, handling the majority of tasks. However, in scenarios where Platform X encounters obstructive elements such as dense bushes that could potentially weaken the signal, disrupt connectivity, or induce disorientation, the VSLAM and AISS systems step in to ensure there are no issues with the Platform X completing its job.

Sunseeker has a solid reputation built on over 15 years of factory expertise, securing more than 300 product patents and a growing team of seasoned R&D professionals.

Read entire article [here](#).

► Published online

[Power Equipment Trade](#) | 9.7.23

## The HX Series Is Kioti's Most Powerful Tractor Yet

The HX9010C and HX1151C are capable of hitting up to 90 hp and 115 hp.

By Alex Gray

Kioti Tractor is introducing the HX series with two new tractors designed to be versatile workhorses around the farm.

Kioti builds nearly every component on its fleet of machines, and the new HX series are no different, intended for consistent quality across models.

"The new HX Series models demonstrate our commitment to delivering machines built with our customer needs top of mind," said Joel Hicks, associate product line manager of KIOTI Tractor. "When developing these machines, we built upon years of experience and customer feedback to deliver valuable features that deliver durability, efficiency, and comfort. The new HX tractors also provide the power needed to make quick work of tasks and are capable of meeting the needs of small and large farms, regardless of the variety of chores."

Read entire article [here](#) or visit [Kioti.com](#)

► Posted online [Successful Farming](#) | Updated 10.19.23



Photo: Kioti Tractor

## Clever McCormick Cab at Agritechnica

The Italian tractor maker will have a number of updates on show at Agritechnica next month, including the new X5 P3 Drive range, but the big news has to be the larger and roomier 'Clever Cab' that is going to make its way onto the X7 short wheelbase, X7.6 and X8 models.

Not only is there more headroom, it also gains an improved finish and improved ergonomics of the controls. The seat has 12cm of fore/aft travel too. A rail for mounting control boxes on the right has also been added while there are more connectivity options which can be accessed through the app.

To reduce the burden on the air-con system, and therefore save power, the cab glass has been changed. Sourced from glazing specialist Saint Gobain, this is said to reduce the external heat transfer by 2-6 deg. And it is not just a summer time benefit, it also helps keep the cab warm in winter. Other changes with the new operator accommodation include an improved LED package.

Read entire article [here](#).

► Published online [profi \[The Farm Machinery Magazine\]](#) |

10.12.23



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## Honda Introduces Prototype Electric Autonomous Work Mower at Equip Exposition 2023

**Honda** recently introduced the all-electric prototype Honda Autonomous Work Mower (AWM), the company's first battery-powered electric zero-turn riding (ZTR) mower aimed at boosting worksite efficiencies through autonomous solutions. The Honda AWM was featured at the Equip Exposition, Oct. 17-20, at the Kentucky Exposition Center in Louisville, Kentucky. Watch a demonstration of the Honda AWM at <https://honda.us/AutonomousWorkMower>.

The Autonomous Work Mower will learn the entire worksite, allowing for high-quality lawn striping and accuracy.

The prototype Honda Autonomous Work Mower combines industry leading cutting performance and operator comfort with high location accuracy and obstacle detection.

The prototype Honda Autonomous Work Mower (AWM) is the company's first battery-powered electric zero-turn riding mower. The AWM is designed to help improve the efficiency of lawn care and landscape maintenance companies while offering an eco-conscious solution with zero-emissions.

Read entire article [here](#).

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## New From Echo: DPE-2600 Edger

The new X Series DPE-2600 curved shaft edger combines power and torque with lightweight construction, allowing pros to carve through dense dirt and overgrown grass and weeds. This edger weighs only 14.1 lbs., including the batter. With the 2:1 gear case converting the high-speed motor to improved cutting power at the lower end, aluminum debris shield, and large skid plate, this edger is the perfect addition to every landscaping trailer. The DPE-2600 has the same shield assembly as the PE-2620 professional stick edger from Echo.

Visit [echo-usa.com](https://echo-usa.com).

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## Tri-State Bobcat, Farmer Go High-Tech With MaxControl

In today's world, technology surrounds us wherever we go. From cell phones that never seem to leave our side, to drones that save construction companies thousands of dollars annually on labor, everyone seems to be adopting technology in a new way. This holds true for Ryan Buck, a 5th-generation farmer and wheelchair-bound individual.

Tri-State Bobcat was able to replace Buck's inefficient track loader with a new Bobcat T595 compact track loader fitted with MaxControl remote operation. This gives Buck the independence he needs to continue growing his family's farm. He was recommended to Tri-State Bobcat by his brother, Adam, a long-time customer of Tri-State Bobcat and a local construction owner.

Adam knew that the salesman he had been working with for years, Mark LaVigne, would find the best options for his brother. LaVigne has been a compact equipment salesman for more than 20 years and is the loving father to a wheelchair-bound son. He built a great relationship with Ryan. As LaVigne was searching for the perfect option to meet Ryan's needs. Bobcat's MaxControl system stood out as a great option.

Bobcat MaxControl is the ultimate digital companion for professionals in construction, farming and home projects. This innovative platform simplifies equipment management with its user-friendly interface, allowing users to monitor and control their Bobcat machinery remotely.

With real-time data insights, customization options and seamless integration, MaxControl boosts efficiency, minimizes downtime and ensures optimal performance, making it an indispensable tool for a wide range of industries. Bobcat MaxControl isn't just a digital tool; it's a key to unlocking independence in your work. MaxControl empowers the user to efficiently complete tasks in a timely manner, without the assistance of others.

The MaxControl System was the solution to the challenges Ryan was facing on his farm. Suddenly, he had a full-sized remote-control track loader, unlocking endless possibilities. After a brief tutorial with LaVigne and the technicians at Tri-State Bobcat, Ryan effortlessly loaded his new track loader onto his trailer and took it to its new home.

Read entire article [here](#).

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