

EDA Enhances Hutson's Sales and Marketing

Hutson



EDA

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To capture the experience of an EDA subscriber with the EDA platform, Randall-Reilly reached out to Hutson Inc. Tom Sutter, the vice president of sales, and Allen Besand, Hutson's marketing manager, provided both the sales aspect and marketing aspect of Hutson's EDA usage.



Hutson Inc.

Hutson is a 13-store John Deere dealership located in Kentucky, Southwestern Indiana, Southern Illinois, and Northwestern Tennessee. It is one of John Deere's largest contiguous dealers, operating out of 62 contiguous counties.

▶ **Tom Sutter: *Vice President of Sales***

Having worked at different locations in the past, Tom was affiliated with John Deere for over a decade before moving on to a different brand dealership. He spent 6 years at the dealership before becoming the vice president of sales at Hutson in 2015.

▶ **Allen Besand: *Marketing Manager***

Allen is the marketing manager for all of Hutson's advertising and locations. He has been with the company for 7 years.

Q

In May 2015, what led Hutson to become an EDA subscriber?

A

▶ **Tom:** I utilized EDA at a dealership in New York I was previously a part of, but didn't use it often. My counterpart up there was very successful in utilizing it on the construction side. So he showed me some of the things he was doing with EDA and that encouraged me to further explore the platform. So when I came to work for Hutson and saw they weren't using EDA, I thought it would benefit them. Hutson bought Radar Implement and a location in Indiana in 2014, a year before I came to work for them. So I knew EDA would be an excellent tool to use to find new customers in those new Areas of Responsibility.



Q

How has Hutson utilized EDA in Sales and Marketing?

Marketing

▶ **Allen:** In marketing, I've used EDA to build target lists mostly for direct mail campaigns. Whether we're targeting all combine customers, competitive owners of utility tractors, or some other equipment, I use EDA to pull a target list to use for those campaigns.

A

Sales

▶ **Tom:** We use it in a similar way on the sales side. We've been targeting product mixes for different customers. For example, if we're trying to target 8R tractors, which are our largest Mechanical Front Wheel Drive tractors, we look for customers who purchased tractors over a certain period of time. Let's say 2-4 years ago. So I'd want a 24-month span of tractors purchased, new and used, so we could target a lease—We've done some work on leases in the past where we utilized EDA lists—So I'd pull that list by county, divvy it out to the sales staff and our regional sales manager staff, and that would give us an all-make target list—keyword being all-make—that we could use to contact growers. We would then present a lease price on some units to those contacted and see where things go from there. That's where we were most successful. We did that with large MFWD tractors, combines, and sprayers.

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Q

Did each of those campaigns depend more on the 24-48 month time span or did they vary by equipment type?

A

► **Tom:** They varied by equipment type. So for example, with combines, we went back 1-3 years. For sprayers, 3-4 years. The aim was to create a trade cycle as a way to anticipate customer behavior. So we looked up anyone who had purchased each piece of equipment within a certain time frame and targeted those purchasers. We also targeted customers who had a payment due. We already know the Deere maturities, but do not have that information for competitive companies. EDA provides that. Through EDA, we have access to finance information. This allows us determine equity, and this makes way for a very targeted approach.

Q

What are some of Hutson's most recent successful campaigns where EDA played a part?

A

6R Program

► **Tom:** On the 6R program, we went into EDA and pulled a competitive list of anyone who purchased a 6R program. Because I wanted the list to be as accurate as possible, I had one of EDA's client success managers scrub the list a couple of different times. In January, once the list was divided by county, we gave the list to each of our regional sales managers. The regional sales managers divvied out the contacts on the list and assigned customers to each sales person. We calculated a lease program option and contacted every customer on that list. Our sales team had to report back to the regional sales manager on which of the contacts on their lists were active and which weren't. Through that contact list, we sold 44 tractors out of that program.

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Q

Did the information gathered by your sales reps help keep track of the results of the 6R program campaign?

A

▶ **Tom:** That's correct and when I say 44 tractors, that's how many we sold on the whole program. A lot of those were customers we already knew. So can I attribute all those sales to that EDA list? I can't, but I definitely know that more than 10 of them came from the list and were people we don't do a lot of business with.

And what does the revenue for a 6R look like?

▶ **Tom:** The smaller ones are around \$60,000 and the larger ones go up to \$100,000.



Q

What are some of Hutson's most recent successful campaigns where EDA played a part?

A

5E program

► **Allen:** With the 5E program, we built lists of competitive owners. So we looked at owners of Kubota, New Holland, Mahindra, or Case tractors within our geography. And we targeted them with a program that Deere put out for risk share going after all those competitive trades. The targeted equipment was utility tractors with 50 to 90 Horsepower, and we did a postcard mailer campaign specifically to each customer brand.

Was the creative different for each targeted competitor?

► **Allen:** Yes. Whether it was a Case competitive owner, a Kubota owner, or Mahindra, we had a different campaign for each of them.

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Q

What are some of Hutson's most recent successful campaigns where EDA played a part?

A

Winter Service mailer campaign

▶ **Allen:** For our winter service mailer, we gathered a list in EDA of everyone with agricultural equipment and merged it with a list from our own business system to avoid leaving anyone out. We also added the recipients of our big target mailer that goes after winter service inspections on combines, sprayers, planters, tractors in November. These were people who paid cash. The mailer is a 16-page booklet that has everything agriculture-related for the winter. Whether it's part specials, service specials, or pre-paid, the mailer provides a wide variety of information. So I used the EDA list to narrow down the customers we target with the booklet. We mailed it to about 6,000 people.

▶ **Tom:** But keep in mind, we also did over 2,000 inspections over the course of the winter. So that was a good success story.

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Q

In this campaign, did EDA help you identify customers who may not have been in your business system?

A

▶ **Allen:** I think so. There are people who bought John Deere combines in our AOR—whether through auctions or somewhere else—who showed up in EDA even if they bought the equipment from another dealer. This is why I wanted to merge your data with ours, to find prospects we might not have found otherwise. Especially people who don't already do business with us. We don't have a long history with some of our locations, for example, our Indiana stores or Hopkinsville, and those could have gotten lost in transition. So we want to be sure we aren't missing prospects.



Q

How do you use EDA to react to a slower market?

A

► **Tom:** We have to go to our customers. If we try to fit our customers into a store like we did back in 2014, our sales won't reach expected levels. So we have to go to our customers. Often times, our sales team doesn't take the time to plan their weeks in advance. Instead, they'd sit back and try to figure out what to do on the spot. Pulling lists from EDA gives them purpose. It gives them a reason to contact customers. And in a slow market, you need that. If we provide our sales team with a list and a program to offer customers, it gives them direction when traditionally, maybe in the last 4 to 5 years, they haven't had that.

Q

What will you use EDA for in the future?

A

► **Tom:** We'll definitely be working on combines here in the near future. So I can see us using EDA for more combine programming. That will be our next push. Allen and I also talked about doing some more utility tractor programs.



Q

What has your experience been working with our client success team?

A

► **Tom:** Just to start off, I actually hold you guys as the gold standard of customer service, believe it or not. As far as I'm concerned, I've dealt with some other vendors on software products and I've made the comment multiple times, "I wish you guys would treat your customers the way that EDA treats their customers." If I have questions or if I need help, EDA is willing to help. You're easy to get a hold of, and I typically don't have to leave messages to get a hold of somebody. I can get somebody right away. Even if I need help cleaning up a list there is never a question of whether or not that is included in my contract. It's "yes, I'll be glad to help you out." and cleaning up the data has been very helpful to me. Allen, perhaps you can comment on your experiences.

► **Allen:** I had some really good experiences with my client success rep. She was extremely helpful and I learned a lot about the system from her.