



**February 20-22, 2017
Dallas, Texas**

Session List by Functional Area (Dealer Names in **Bold**)

We have added a legend on some of the sessions to allow attendees the ability to select the sessions best suited for them. We are using common college course numbers:

- 101 – Meant for people who have not used the product or brand new to it and want to learn more
- 201 – Using the product regularly but not at an advanced level
- 301 – Using the product at an advanced level and looking to dig deeper

Leadership	Instructors (BOLD indicates a dealer)
Ag & Turf Leadership Update	Malcolm Rhodes, Bryn Dolesh, John Campbell
C&F Leadership Update	Mark Germain
Dealer Leadership - Dealer Solutions Session	Mark Theuerkauf, Chris Young, Josh Bestold, Kyle Jungers and Chad Miller
Data Security in Today's Insecure Environment	James Johnson, Carl Kubalsky
Paperless? Why Would I?	Trista Barnes
What Not to Miss (Guided Tour)	Chris Kargl
Effective Management and Leadership	Instructors
Change Management	Linda Wilson
Emotional Intelligence	Muno, Summers & Associates – Jeff Summers
Employee Engagement	Satisfyd - Ryan Condon
Employment Development	Laura Getty
Generations in the Workplace	Laura Getty
Rewards and Recognition	MotivAction - Greg Mazucco
Roundtable: HR Department of One	Laura Getty
Roundtable: Performance Management	Laura Getty
Roundtable: Retention Strategies	Laura Getty
The Candidate Experience	Laura Getty
Workforce Planning	Laura Getty
General	Instructors
Electronic Signature with DocuSign® at Your Dealership	Will Fossey and DocuSign® Representative
JDAim: Winning Customers with Information	David Swisher
Paperless? Where Do I Begin?	Trista Barnes
Showroom Solutions: Next level Showroom - 101	Todd Myers, Kelli Sullens
Solutions to Win with Showroom Marketing – 301	Todd Myers, Kelli Sullens
Support Center...A New WebHelpR	Timea Holmes, Nicole McDowell
Unlock The Power of RDB EQUIP™ Data	Nevin Kroeker
Yes, Improved Communication can Improve Your Bottom Line	Steve Maher

IT	Instructors
Centralizing Management of IT Resources	David Haughey, Scott Stallman, Kevin Corr, Jim Jackson
How to setup Intranet / SharePoint in the Dealership	Scott Simmer
Mobile Device Management	Kevin Corr, Tim Waeyaert
Network Performance Optimization	Tim Waeyaert, Jim Jackson, Scott Stallman,
Security Roundtable	Scott Stallman, James Johnson, Jim Jackson
Windows® Server 2012 RemoteApp vs. Citrix®	Adam Stack, David Beeson, Eric Pitts
Windows® Server 2016 & Dealer Solutions Application Infrastructure Licensing & Lifecycle	Adam Stack, Eric Pitts
Financial	Instructors
EQUIP™ Month End / Year End Processing	Chris Roulet, Trista Barnes
Filing Your Own 1099 MISC Forms - Refresher	Julie Delp
Financial Basics	Trista Barnes
Financial Roundtable - 201	Chris Roulet, Trista Barnes, Julie Delp
Financial Roundtable - 301	Chris Roulet, Trista Barnes, Julie Delp
Out of Balance? How do I fix it?	Abby Widel
What's New in Cash Management?	Julie Delp
Parts	Instructors
Barcode 2.0	Kevin Budreau, Rick Evans, Mike Corcoran, Sandy Montgomery, Ryan Carney
Parts Barcode 2.0 Roundtable	Mike Corcoran, Rick Evans, Sandy Montgomery Ryan Carney, Kevin Budreau
Dealer and Customer Online Portal Strategy	Kevin Budreau, Robert Lelonek
EQUIP™ Parts Best Practices	Rick Evans, Ryan Carney, Shawn Motzer, Don Haggmark, Jeremy Conde
EQUIP™ Parts Tips and Tricks	Don Haggmark, Jeremy Conde
Introduction to JDPrism	Justin Watson, Erika Kovach
JDPrism Optimization	Justin Watson, Erika Kovach
Parts ADVISOR™: The Future of Parts Information...Delivered	John Walters
Parts Pricing Admin	Ryan Carney
Parts System Roadmap	Ryan Carney, Megan Geyer, Jochen Wagner, Denise Moore
Sales	Instructors
A&T MachineFinder Pro™: Improving Efficiency Workshop	Mark Clark, Brian Loveless, Bryan Johnson
C&F CRM Key Account Sales Management	Kathleen Roberts
C&F JDQuote2 Overview	Terry Christopher, Will Fossey, Laura Hogrefe
C&F JDQuote2 User Group	Terry Christopher, Will Fossey, Laura Hogrefe
C&F Sales Tool Roundtable for non-EQUIP™ dealers	Will Fossey, Travis Kellenberger
Ceres™ Roundtable	Cameron Minnaert, Holly Richardson, Robin Nelson, Laura Hogrefe
Creating Installment and Lease Finance Offers to your Customers is Easier	Will Fossey, Travis Kellenberger
Dealer Inventory Tracking	Denise Rusk, Kevin Budreau

Sales	Instructors
EQUIP™ Sales - Get the Facts about Sales	Janet Schmidt, Laurie Ochs
EQUIP™ Sales Roundtable	Marcia King, Deb Bisch, DeAnn Jensen
John Deere Financial - A Resource to Help You Sell Equipment	Kayla Negrete, Lolina Pena, Laura Hogrefe, Travis Kellenberger
John Deere Sales Center Introduction and Overview	Tom Schutte, Mark Fusco, Yudith Mead, Blake Barnes, Bill Howe
Sales Admin Best Practice	DeAnn Jensen, Deb Bisch
Sales/Rental JDF Settlements	DeAnn Jensen, Deb Bisch , Annette Stierwalt, Aubree Bethel.
Rental	Instructors
EQUIP™ Rental 101 - Basic Training	Marcia King, Tracey Rupe, Kelly Naffziger
EQUIP™ Rental 201 - Rental Reality	Marcia King, Tracey Rupe, Kelly Naffziger
EQUIP™ Rental Roundtable	Marcia King, Tracey Rupe, Kelly Naffziger
Service	Instructors
C&F - Delivering John Deere Ultimate Uptime with Service Admin Portal	Bryan Tallyn, Jeremy Nelson
Case & Contact Management System (CCMS) – Keys to Winning with Customers	Steve Ambrozi, John Walters
Centralized Management for your Mobile Fleet	Jeff Koerperick, Mike Shannon
Centralized Dealer Operations 301 Workshop	Adam Talbot, Jeff Koerperick, Mike Shannon
John Deere Connected Support and Machine Health	Brandon Wyant, Jim Wagner
John Deere Warranty System (JDWS)	Julie Findlay, Jessica Coari
Learn to Drive Service ADVISOR™ 5	Todd Clearman, Delfino Lopez
Proactive Customer Support	Ken Bratsch, Nicholas Godwin, Travis Wilson
Queries and Tables for Custom Service Reporting	Rick Cipriano, Brett Dewey
Service Admin Portal/ Solutions Agreement Roundtable	Brian Coffman, Travis Schieltz, Travis Wilson
Service Operations Roadmap	Adam Talbot, Ken Bratsch
Service Operations Roundtable	Brett Dewey, Rick Cipriano
ISG	Instructors
John Deere Precision Ag Solutions	Taryn Thompson, Bridgit Keller
Let's Stay Connected! Why dealers who keep machines connected make more money	Paul Garcia, Kim Briggs
Mixed Fleets? EVERY customer has one, but how can I help?	Randy Kasparbauer, Tammo Wagner, Ed Olson
Vendor Sessions	Instructors
AT&T FlexWare: Next Generation Virtualized Networking	AT&T
Conducting Effective UCC Searches	Corporation Service Company
CRM Simplified and Handle 2.0	CustomerTRAX Handle
C.R.O.P.S. Advanced Integration Features - 301	Jason Ballard
DealerCustomerPortal.com (DCP) User Group Q&A Session - 201	Tagen Tipton, Robert Lelonek

Vendor Sessions	Instructors
Dealer Panel: Digital Marketing in Action	Geometry Global
Facility Design, Renovation & Construction	Davidson/HASTCO
Fiduciary Duties	Tax Favored Benefits
Five Reasons You Are Ruining Your Social Media Presence and Might Not Realize It	Fastline Media Group - Alanna Bouhl
Flourishing, Functioning or Flailing?	K-Coe
Has your Buy-Sell Agreement been stress tested for today's volatile environment?	K-Coe
Mapping the Customer Journey in you Dealership	SATISFYD
Maximize Uptime and Increase Customer Loyalty with the Intelligent Alert Triage Center (IATC)!	Foresight® Intelligence - Dale Hanna
Microsoft® Office 365™ - Getting the Most Out of Your Investment	Matt Kersting
Overcoming Challenges in the Dealership	Paul Clark
Performa Enterprise™ User Group Open Discussion - 201	Scott Simmer, Eric Ware
Reducing IT Headaches with Dealer CROPS. - 201	Sedona - Jason Ballard
Sandhills Cloud	Tractorhouse®
The Digital Almanac: Predictions and Challenges in 2017	Team SI – Tim Whitley
Transform your Business into a High-Performance Company	Foresight® Intelligence - Dale Hanna
Use Real-Time Industry Equipment Pricing Data and Farmer Demographic Information to Sell Equipment Faster	Machinery Pete

Leadership Sessions

A&T Leadership Update

Dealer Owners and Senior Managers will hear about key Ag & Turf Division strategies and initiatives related to the Solutions To Win you will see at JDUG 2017. In this session we will look over the horizon to make sure Dealers can plan for strategic investments in systems that will enable execution of critical success factors while continuing to make core processes more efficient and effective. The session will include an opportunity for Dealers to ask questions of a leadership panel representing the Ag & Turf Division as well as Dealer Solutions - JDIS.

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C&F Leadership Update

In this session we will review the C&F Division's strategy and vision. We will be sharing insights into the ways John Deere is enabling technology to support operational efficiencies and delivering improved results. This session is open to **all C&F JDUG attendees** and a Q&A with Channel IT Leadership and Division Leadership will be included to discuss the Solutions to Win.

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Dealer Leadership - Dealer Solutions Session

This session is intended for the Ag & Turf and C&F Dealer Principal, CEO or General Manager. The session will include a brief overview of the Dealer Solutions - JDIS 'roadmap' of the many Solutions to Win at a strategic level designed to provide dealer leadership with a general understanding of our 24-36 month direction. In addition, leadership from the equipment divisions, Global Information Technology and Channel Information Technology groups will host a panel discussion and Q&A.

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Data Security in Today's Insecure Environment

Is your customer information at risk? Can your critical business information be exposed? Let's make sure you have security to protect your Solutions to Win. In this session dealer leadership will gain a clear understanding of the risks and potential liabilities associated with data breaches, hacking, identity theft, etc. To secure a win we will discuss ways to mitigate that risk. The following topics will be covered:

- Learn about common risks that Dealers may encounter in the data security area.
- Learn about ways to mitigate these risks.
- Learn how other Dealers are already taking action to mitigate these risks.

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Leadership Sessions

Paperless? Why Would I?

Why would I even think about becoming a paperless dealership? As dealer principals and leaders you need to understand the benefits to your dealership in order to head down this road. Find out from a dealer what the impact on their dealership has been since they made the journey to paperless. As they leveraged the many Solutions to Win, they will discuss the changes in their processes, their culture, their customer experience and the impact to their bottom line.

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What Not to Miss (Guided Tour)

Beat the rush! Dealer Principals/Owners/CEOs, come and enjoy private time in a small group to get an overview of key "Solutions to Win". We are tweaking this session from last year and will provide a more focused tour. We will start with a high overview in the classroom and immediately follow with a guided tour of targeted key vendors at their booth. Here, they will give you must hear information on their application, including:

- Parts ADVISOR™
- Service Admin Portal
- Service ADVISOR™
- Service Delivery

We will also have a visit with our Innovations group from John Deere to see what technologies they are exploring today that present potential Solutions to Win in the future.

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Effective Management and Leadership

Change Management

Learn how to successfully manage change within your organization with this winning solution. The only constant is change, yet change is among the most difficult of processes for us to embrace. Learn about the nature of change, how to adapt to change, and how to lead others through the process of change.

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Emotional Intelligence

Think of the very **best person** you've ever been around. Now think of the **most difficult person** you've ever been around. The difference between these two people is the degree of Emotional Intelligence these people have. Imagine what your organization would be like if more people had the degree of Emotional Intelligence of your best person?

A leader's Emotional Intelligence is shown by research to be the single biggest factor in driving employee engagement. With this system you can show the needle moving in developing your employees Emotional Intelligence Abilities and increasing Employee Engagement. Come and see how the **solutions** of this program can help you, your people and ultimately your dealership **win!** In this class you will have the opportunity to experience Emotional Intelligence.

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Employee Engagement

Are your employees engaged? Join this session and learn how to plan an employee survey and develop an action plan to address survey results.

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Employment Development

Employee development has become critical to retaining your top performers. Every generation wants to grow both personally and professionally through experiences gained through their employment. In this class, you will learn how to implement Solutions to Win by creating individual development plans, a mentoring program, and experiences necessary for top performers to grow.

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Generations in the Workplace

There are up to five different generations in the workplace today. Each generation has different characteristics and motivators that have been shaped by defining moments in their era. Understanding how generations complement each other and are a Solution to Win through successful inter-generational relationships. In this class, you will learn about generational characteristics, motivators and how to complement each other's strengths. .

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Effective Management and Leadership

Rewards and Recognition

Recognition of a job well done is fundamental to employees feeling valued. Without recognition, employees are less engaged, committed and loyal to your organization. After attending this class, you will understand the importance of employee recognition and have a Solution to Win with the tools provided through JD Rewards.

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Roundtable: HR Department of One

While there are many HR professionals working for dealerships today, there is often only one full-time employee dedicated to fulfilling all of the responsibilities and obligations of Human Resources initiatives and strategies for the dealership. How do you manage as an HR department of one? What is your Solution to Win as a one-person HR department? How do you do it all? You will discuss with other HR professionals in a roundtable setting.

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Roundtable: Performance Management

The philosophy around performance management is changing. Are you aware of the latest trends in performance management? What are you doing at your dealership related to performance management? Come to share best practices and questions.

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Roundtable: Retention Strategies

Employee turnover is costly to your dealership in terms of sourcing and training new employees, which leads to gaps in the ability to provide outstanding customer solutions. How do you keep your top performers? What are the strategies you are using to keep your employees engaged and committed to your company, long-term? Come prepared to share ideas around what you are doing at your organization

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The Candidate Experience

Take a look at your dealership through the candidate's eyes. Creating a great candidate experience is important not only for recruiting potential employees but keeping newly hired employees engaged and committed to their new job at your dealership. In this session you will learn how to make a great impression from the first contact through their first few months of employment to create a Solution to Win in the war for talent.

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Workforce Planning

When you are busy in the day-to-day operations at your dealership, planning for new positions, retirements and other open positions often doesn't get the much-needed attention it deserves. In this class you will learn how to look at your organization through your people, and take a strategy back to your dealership to develop a robust workforce plan to address future needs.

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General Sessions

Electronic Signature with DocuSign at Your Dealership

Are you struggling with manual processes to gather signatures for documents required at your dealership? Do you have trouble getting the documents completed accurately and in a timely manner? Do your customers question why they sign some Deere documents electronically and have to sign dealership documents on paper? DocuSign for dealership documents is now available. Come to this session to learn more about how to get started and implement this Solution to Win!

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JDAim: Winning Customers with Information

Explore how JDAim can provide actionable information for your dealership through different forms of sales leads and equipment ownership. In this class we will walk through how to retrieve sales leads from customer surveys, shows and events, and predictive purchase expectation. We will also review how to retrieve machine information for John Deere and non-John Deere equipment owners for target marketing purposes.

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Paperless? Where do I begin?

Is your dealership considering going paperless? As organization leaders it's crucial to understand the details involved for your dealership when deciding to make this decision. Learn directly from a dealer what the impact on their dealership has been since they made the journey to paperless. As they leveraged the many Solutions to Win, they will discuss their process for selecting their vendor, the IT functions, choosing which function areas to make paperless, how they updated their processes, the roadblocks associated, and the success from their transition.

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Showroom Solutions: Next level Showroom - 101

As our customers evolve, so do their shopping habits. These changes require us to tailor our showrooms to our area of responsibility and customer base, meet customer's retail expectations and further communicate at the point of purchase. Learn how to update your showroom layout, incorporate value stories into your space and increase sales in this class. (Please bring your laptop, this is a working session).

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Solutions to Win with Showroom Marketing – 301

Join us to discuss solutions to increase your profitability with showroom marketing. In this class you will learn how to market your showroom, build a showroom marketing calendar, and how to measure marketing successes with NEW *EQUIP*[™] capabilities. This class is intended to help dealers understand marketing messaging for the showroom and provides you with tools for execution. In addition we will share measurement best practices and analysis techniques. (Please bring your laptop, this is a working session)

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General Sessions

Support Center...A New WebHelpR

You asked, and we listened. It's new, it's better and it's here! Support Center is the industry leading tool to help you find your Solutions to Win! In this session you will learn how to maximize productivity in your dealership by searching our knowledge database and manage your tickets electronically. Let us show you how to get the most out of this new tool. You don't want to miss it!

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Unlock the Power of RDB *EQUIP*™ Data

Unlocking the power of *EQUIP* RDB is a solution that will make your business more productive and efficient which is always a win! In this class we will learn how to find the data you're looking for, review some of the most common Tables in *EQUIP*, pull some of that data into Excel® and transform it into a valuable report.

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Yes, Improved Communication *can* Improve Your Bottom Line

Do you ever feel like you are only getting part of the story? You're not alone. This session will focus on tips and new tools to optimize Dealer Solutions to Dealer communications. Learn how to optimize your email system. Explore new options for receiving Dealer Solutions- JDIS to Dealer alerts directly to a mobile device. Plus, introducing a new dealer-to-dealer information sharing forum to help you work with each other for Solutions to Win!

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IT Sessions

Centralizing Management of IT Resources

Are you spending your time in one location managing your IT resources? This session is a roundtable discussion for dealers to share ideas on best practices in use today to manage IT resources remotely. Topics could include: networks, devices, endpoints, servers and clients. Come share and come learn!

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How to setup Intranet /SharePoint® in the Dealership

Are you trying to maintain or build a new SharePoint site? In this class, we'll discuss basic setup and general tips on creating a dealership intranet and SharePoint site using Office 365. We'll also talk about how a dealership can use SharePoint to develop an intranet site to share information with employees for winning solutions.

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IT Sessions

Mobile Device Management – What’s in your dealership?

Is managing your mobile devices becoming overwhelming? In this session we will cover some mobile device management Solutions to Win. We will cover topics that include types of mobile devices, software management tools and dealership policies/processes to manage this growing segment of technology.

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Network Performance Optimization

Want to optimize? Given the growing demand for online content, dealerships are relying more and more on the efficient use of limited bandwidth. This class will help IT personnel address and optimize the following areas: wireless networking, network monitoring, dual WAN, cellular connection redundancy, content filtering, bandwidth considerations, proper wiring, managed switches and more. Don't miss this opportunity to see what new tools and options are available.

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Security Roundtable

Make sure you're secure! This session is focused on dealers sharing ideas and best practices for things like patching, antivirus, system best configuration, imaging services from Insight®, employee management policies and more.

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Windows® Server 2012 RemoteApp vs. Citrix

Which is best for your environment? This session is about helping onsite dealerships choose between Citrix® and Microsoft® RemoteApp. The class will also introduce basic administration and setup of RemoteApp environments. This class will include topics on how RemoteApp will integrate with DS-JDIS applications: *EQUIP™* and Service Delivery.

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Windows Server 2016 & Dealer Solutions Application Infrastructure Licensing & Lifecycle

Let's make sure we get a winning solution! This session is an update on Dealer Solutions - JDIS infrastructure changes to licensing and lifecycle roadmaps. We will discuss the roadmaps for Citrix® & Microsoft RemoteApp. We will also review the impact Windows Server 2016 licensing has on existing 2012 R2 environments.

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Financial Sessions

EQUIP™ Month End / Year end Processing

Month end processing happens every month, but are you making the most of it? What about year end? Do you remember the steps? Are you familiar with the updates to the JDIS manual? This roundtable session will supply you with Solutions to Win by sharing tips & tricks for these crucial accounting functions. Learn and share ways to become more effective and efficient with your month end and year end processing.

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Filing Your Own 1099 MISC Forms - Refresher

Got 1099's? This class will be a refresher from the 2016 JDUG class 'How to File Your Own 1099 MISC Forms'. If you are wanting to learn how to file your own 1099 MISC forms by using *EQUIP™*, or if you are wanting a refresher course to cover what you learned last year and implemented, we will cover the process, but also open the class for questions. By sharing best practices and knowledge, we will deliver solutions to Win so you can save money and file your own 1099 MISC forms.

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Financial Basics

Are you new to your dealership or finance? This class will highlight basic financial tasks, reports, and processes for your new role. Leave with a winning feeling that all basic financial objectives are being covered at your dealership.

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Financial Roundtable - 201

Does working together with dealers on *EQUIP™* sound like the right move? Does bringing your skills and capitalizing on the best practices of other dealers sound smart? Do you want to learn additional *EQUIP* capabilities, Standard Operating Procedures (SOP's), and share the best technical and practical procedures dealerships and JDIS leadership has to offer? Come to the Financial Roundtable intermediate session and participate in an open forum discussion with other dealers like you that are looking for Solutions to Win. During this session, the *EQUIP* Finance/Admin Roadmap will also be presented. This review will include a very high level overview of the last year's development plus a look at what to expect in upcoming releases.

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Financial Sessions

Financial Roundtable 301

Do you want to hear how other dealers are managing their tasks in the business system? Are you interested in an open interaction with other professionals about best practices and what other dealers are doing that works for them? Come to the advanced Financial Roundtable session as we all share our winning solutions. During this session, the *EQUIP* Finance/Admin Roadmap will also be presented. This review will include a very high level overview of the last year's development plus a look at what to expect in upcoming releases.

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Out of Balance? How do I fix it?

Save your dealership money and time by learning how to fix Out of Balance issues yourself. Dealer Solutions - JDIS personnel will present tools and resources available to all dealers that allow them to troubleshoot problems on their own. Leave this session knowing how to beat those pesky out-of-balance issues.

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What's New in Cash Management?

Are you looking for a cleaner bank reconciliation? Come see what has changed in the Cash Management, GL Check Entry and Customer Receipt Entry (Misc.) programs and how it will help you to record your cash transactions in the proper month as well as create reports to support your reconciliation process. These enhancements will provide you with Solutions to Win and save you time in your bank statement reconciliation process.

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Parts Sessions

Barcode 2.0

Another Solution to Win...Barcode 2.0! Learn more about the evolution to the Android Operating System (OS). We will discuss the Parts Barcode strategy, including information on new hardware options, transition and upgrade plans from Windows Mobile OS, new system features, and planned enhancements. This class is essential for any dealer currently leveraging barcode or those considering implementing a new barcode system.

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Parts Barcode 2.0 Roundtable

Barcode - Another Solution to Win! This session will be an open forum discussion on Barcode. Come and meet with the experts to discuss multiple topics. The conversation will include dealer enhancement requests, best practice sharing, process optimization questions, strategy, and transition and upgrade plans. This class is essential for any dealer currently leveraging barcode or those considering implementing a new barcode system.

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Dealer and Customer Online Portal Strategy

This session focuses on the vision and strategy for the John Deere online dealer portal. We will discuss the solution currently available and how it complements the long term vision of providing a customer portal for parts and service sales and customer/dealer interactions. Additionally, we will review high level project plans, action plans for development, and recommended dealer next steps for this key customer facing tool. A portal Solution to Win for dealers and customers.

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EQUIP™ Parts Best Practices

Do it well...or do it better? This class is designed for Parts Managers and Part Sales Professionals to share best practice processes related to parts sales and inventory management. Sample topics will include: processing Online parts orders; warranty parts; parts pricing; and a scrapping policy. Do it better...do it to win!

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EQUIP™ Parts Tips and Tricks

Want to learn some time saving Tips from the people that use them? Learn how to save time on things like surplus returns and maintaining reorder indicators with Group file maintenance. Input vendor price books into *EQUIP* and find out what tables and fields are available in query for your own custom reports. Also how to setup corporate stocking to increase the customer satisfaction.

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Parts Sessions

Introduction to JDPrism

Got inventory? JDPrism is a winning solution for managing your parts inventory. This class will introduce all the features of JDPrism and how it interacts with your Dealer Business System, giving you complete understanding of parts replenishment!

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JDPrism Optimization

Do you want to better leverage JDPrism? This class is designed for dealers currently using JDPrism for their parts replenishment, and want to win in the parts business. The solution is to learn how to optimize features of JDPrism by incorporating best practices into daily use.

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Parts ADVISOR™: The Future of Parts Information ... *Delivered*

If you could be more efficient finding parts for customers, would you be interested? If you had a parts delivery application accessible wherever you travel, would you use it? The future is here! Introducing Parts ADVISOR™, a web-based application delivering weekly updates to keep the most current parts information at your fingertips. Parts ADVISOR replaces PM Pro and JDPC, will integrate with your dealer business system and will prove to be your parts information delivery application of choice.

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Parts Pricing Admin

Need to improve your Parts Pricing strategies? This class is designed for Parts Managers and Part Sales Professionals to discuss and share questions regarding how the new Parts Pricing functionality fits into your parts pricing strategy. We will discuss questions and share best practices in the utilization of the *EQUIP™* business system to increase parts sales and improve inventory management and enable you to win.

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Parts System Roadmap

Success in parts requires a seamless end-to-end ecosystem to be efficient, responsive and take care of the customer. This class will tie the Future Roadmaps of the Key Parts system together to lay out how the Parts business will evolve over the next 2-3 years.

Systems of focus will include:

- Parts within Dealer Business Systems (*EQUIP™*)
- Deere Stocking and Ordering systems (JDPrism)
- Parts Information Systems (Parts ADVISOR™)
- Parts Marketing Systems (PartsEXPERT™ and JDParts™).

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Sales Sessions

Ag &Turf MachineFinder™ Pro: Improving Efficiency Workshop

Let's get efficient! This session will provide the Ag &Turf Dealer with the capabilities to improve their overall used equipment evaluation and inventory management processes through the effective use of MachineFinder Pro. It will be an interactive class providing the dealer with evaluation tips and tricks and first peeks at new features to help the dealer fine tune your used inventory management and marketing processes. You won't want to miss it!

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C&F CRM Key Account Sales Management

Are you leveraging your CRM Solution to WIN in this challenging economy? In this class attendees will learn the steps to execute a key account management strategy, develop enterprise plans to improve sales results and support the John Deere Signature Process. An integrated solution to help you win!

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C&F JDQuote2 Overview

Let's quote it, let's sell it! C&F attendees will learn how JDQuote2, Service Admin Portal, MachineFinder™ Pro and JDF integration can lead to improved efficiency, sales professionalism, and a consistent dealership branding message. Quote more equipment, evaluate trades quickly, minimize data re-entry for many steps of the sales process, "sell the house" and promote your dealership by fully adopting these tools! Many changes, enhancements, and updates have been made to the application specific to C&F dealership needs, including rental features and will support the new Order Management/Sales Center solution.

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C&F JDQuote2 User Group

Let's leverage each other! This is a dealer best practice session with the primary focus of enhancing dealer capabilities and usage of the JDQuote2 Sales Process Tool. We will review recent application enhancements along with the future development roadmap.

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C&F Sales Tool Roundtable for non-EQUIP™ dealers

Do you want to better sales tools that are integrated with your non-EQUIP business system? Come hear about all of the applications and technologies Deere has available for C&F dealers today. Most of these tools can be or already are integrated with your non-EQUIP business system. Understand the strategy behind each tool and how each piece of software impacts your business. Get a better understanding on what is available today and insight to what you need to do to prepare for the future. This discussion and presentation will be focusing on dealers using something besides the EQUIP business system.

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Sales Sessions

Ceres™ Roundtable

We have Solutions to Win with the Ceres Credit Delivery System. Learn the latest functionality, tips & tricks and what is on the horizon in this Ceres roundtable session. There will be opportunity for open discussion & questions.

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Creating Installment and Lease Finance Offers to your Customers is Easier

Significant improvements have been made to assist dealers to create finance offers to present to customers. Learn how to use the new JDQuote2 Finance Tab to view and select finance incentives for installment and lease finance offers. Determining the residual value for lease finance offers can now be done automatically rather than spending time to manually determine it. See what's been done and what the future holds for this Solution to Win!

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Dealer Inventory Tracking

DIT – Another Solution to Win! Learn more about the evolution of the DIT “APP” available for both Apple® and Android™ operating systems. We will discuss the new features and improvements recently added in addition to shared dealer best practices. This class is essential for any dealer currently wanting to improve inventory management, tracking, and reduce the current manual efforts needed to verify inventory.

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EQUIP™ Sales - Get the Facts about Sales

Are you interested in finding Solutions to Win in Sales? If you are, then this is the class for you. This class is designed for Sales Managers and Sales Processors to improve their overall use of the Sales Module. We will cover Group Receipting, JDQuote2 retrieval in MUSE and selling Agreements thru *EQUIP™*.

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EQUIP™ Sales Roundtable

Are you interested in working together with other Sales Managers and Sales Personnel to find Solutions to Win? If so, then come to the Sales Roundtable session and participate in an open forum discussion where together we will discuss best practices and tips and tricks to enhance your Sales experience.

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John Deere Financial - A Resource to Help You Sell Equipment

We can help! Learn what resources, reports, and tools are available to your dealership from JDF to help you manage your business and support the sale of equipment, parts and service. Let's close the deal and win!

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Sales Sessions

John Deere Sales Center Introduction and Overview

You've heard about it and now it's closer than ever before...what can we do to prepare? In this course, you will gain a broader understanding of what the enterprise Order Management initiative is and what it will mean to your organization. We will cover the functions you can anticipate in John Deere Sales Center, the current tools that will be incorporated, the implementation timeline and most importantly – what you can do to start getting ready for this exciting implementation to ensure your organization is ready to embrace a future Solution to Win!

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Sales Admin Best Practices

There's no better way to become more effective in your company than to share with others in your role! Come and learn as we all share our best practices from all topics Sales Admin related! Bring what you do best and ask questions of others on things you could improve on

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Sales / Rental JDF Settlements

There's nothing like a good settlement. Come learn tips and tricks to effective and accurate settlements. Get your settlement questions answered by a John Deere Settlement Auditor.

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Rental Sessions

EQUIP™ Rental 101 - Basic Training

Are you running a Rental system and not using *EQUIP™*? Step up to Basic Training and explore the Solution to Win! This class is for dealerships new to *EQUIP* and Ag & Turf dealers who are not currently using Rental Contract Management. Working together we will provide you with an overview of what the Rental Module can do for your dealership, including effective use of company resources, rental inventory tracking and time management, and how to effectively depreciate your equipment. It will include a brief overview of the system set-up and of how to complete a simple rental contract.

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EQUIP™ Rental 201 - Rental Reality

Are you interested in improving your overall use of the Rental Module? If so, then this class is for you. We will cover recent enhancements and best practices. Sample topics will include: Rental Auto Billing, Re-Rent, defect fixes and enhancements.

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Rental Sessions

EQUIP™ Rental Roundtable

Are you interested in finding Solutions to Win in Rental? Do you want to learn how other Rental Dealers are utilizing best practices? If so, then come to the Rental Roundtable session and participate in an open forum discussion with other dealers like you.

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Service Sessions

C&F - Delivering John Deere Ultimate Uptime with Service Admin Portal

Do you wonder what others are doing to execute John Deere Ultimate Uptime using Service Admin Portal, or the challenges they've encountered and overcome in supporting its implementation? Leveraging John Deere Ultimate Uptime to deliver distinct customer support value has become increasingly important in staying ahead in today's competitive marketplace. Join your peers to collaborate on best practices for using Service Admin Portal and its integrated solutions to deliver Ultimate Uptime and grow your business.

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Case & Contact Management System (CCMS): Keys to Winning with Customers

What's the best way to gain customers or improve customer partnerships?

It sounds so simple: deliver support to them that differentiates the John Deere brand and your dealership from competitors. Join the CCMS team to understand how the changes from DTAC 3.2 to CCMS can be a differentiator, how you and your team can be more efficient in using the application, and how you can use it as a solution to win!

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Centralized Management for your Mobile Fleet

Do you want to keep your operations running smooth and on time? This session will introduce the usage and integration of winning service tools that will help you manage your mobile fleet from a central location. Learn how you can optimize your operations by leveraging the integrated solution of: Service Delivery, Transport management System, GPS Tracking, and eLog. Truly, a Solution to Win!

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Centralized Dealer Operations 301 Workshop

This workshop will provide best practices on usage and integration of mobile service tools. We will discuss how to centralize dealership mobile operations using integrated solutions: eLog, Transport Management System (TMS), GPS Tracking, and Service Delivery. We will also review any questions/discussion captured in the Service Operations Roundtable. Come learn the best practices to enable your dealership to win.

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Service Sessions

John Deere Connected Support and Machine Health

Have you wondered how you can leverage connectivity to the machines to proactively support customers? We will review the Connected Support Strategy and how dealers can operationalize using connectivity to provide proactive support. We will also take an in depth review of the tools currently available to the dealers to provide this support and how to incorporate the use of them into their dealer process. Lastly, we will share with the dealers, actions being taken by the company to operationalize the use of this data within Deere and at the Dealer. This includes discussing and sharing the best practices identified by dealers that have begun implementing a machine monitoring center. You'll see how to leverage Solutions to Win with Connected Support and Machine Health.

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John Deere Warranty System (JDWS)

Streamlining warranty is a win for everyone. During this class students will learn the major functions of the newly redesigned John Deere Warranty System, how to navigate the system, and how to setup the system to work best for them. Come learn more about the new warranty system and tips that will help us all win.

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Learn to Drive Service ADVISOR™ 5

Today's customer expects high-level customer service, requiring Service Departments to be alert and responsive like never before. To strengthen customer relationships, dealer personnel must be able to take full advantage of the tools at their disposal. Join the Service ADVISOR team as we help you learn to drive the Service ADVISOR 5 application and utilize it as a solution to win!

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Proactive Customer Support

Are you planning for a better customer experience? This class will provide best practices and winning solutions for dealer questions on the usage and integrations between Service Admin Portal, Inspections, Standard Job Pricing, Machine Health Monitoring and Expert Alerts. Let's create uptime and a Solution to Win!

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Service Sessions

Queries and Tables for Custom Service Reporting

We want to show you the possibilities with Service Delivery data and discuss what information your Service Department needs in order to produce a winning edge on the competition. The class will be an interactive session where we show you what kind of data is available in Service Delivery while gathering feedback on which additional reports may benefit your Service Department. With the assistance of a few seasoned veterans, currently creating their own custom reports, we expect significant discussion around what we all can use to improve our Service operations. There will also be discussion around which standard reports we are currently developing for use in the Service Delivery application.

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Service Admin Portal/ Solutions Agreement Roundtable

Ready to share? This roundtable will provide a forum to discuss best practices and Solutions to Win. Dealers will share best practices between Inspections, Standard Job Pricing, Service Admin, Machine Health Monitoring and Expert Alerts. We will have time to address your list of questions and follow-up from the proactive Customer Support class.

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Service Operations Roadmap

Let's all head there together! This roadmap session is for all Service and Service Support attendees to gain a high-level overview of all Service tools available. We will show how these integrated solutions will deliver success in supporting customers. We will also help you determine which classes are best for you to attend. You will see brief roadmaps from each of our apps and upcoming changes including, Service Delivery, Mobile tools, Service Admin Portal and other Enterprise Service areas (DTAC, Warranty, Service ADVISOR™, etc.). Come, make sure you're on the right path to win.

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Service Operations Roundtable

Seize this one-time opportunity to share ideas and learn from other dealers' experiences. Open discussion on how dealers use current and emerging technologies to differentiate their service departments from the competition. Topics will include but not be limited to:

- *EQUIP*™ Service
- JDLink™
- John Deere Mobile Apps
- MyJohnDeere.com
- Remote Display Access
- Remote Machine Programming (SDS website)
- Service Admin Portal
- Service ADVISOR™ Remote
- Service Delivery and GPS tracking

Bring your list of questions, there will be ample time during the session for you to ask questions on any service related topic.

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ISG Sessions

John Deere Precision Ag Solutions

As an industry trend, Ag & Turf equipment is shifting from being bigger, faster and stronger to becoming smarter, easier and more precise. The conversation with customers has therefore shifted from what the machine can pull to what outcomes the machine and its connected components can provide.

In this class, learn how John Deere Precision Ag is leading the way to delivering the outcomes the modern farmer is looking for, from precision farming technology to data solutions to advanced dealer services and how your dealership must evolve and involve everyone to enable a world class customer experience. Another way to provide winning solutions.

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Let's Stay Connected! Why dealers who keep machines connected make more money

Our machines are talking, are you and your customers listening? JDLink™ telematics and JDLink™ Dashboard combine to help you find value for your customers and your dealership. You will learn how machine and maintenance data are used to drive decisions and maximize profits. Tap into the unrealized potential of Maintenance Manager and its mobile companion app, MyMaintenance to bring missing revenue into your dealership.

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Mixed Fleets? EVERY customer has one, but how can I help?

Come learn about a winning solution for enabling mixed fleet monitoring. John Deere has partnered with industry leading service providers who can help you wire up those non-Deere machines or the older Deere machines; whatever! You can then leverage the partner tools and their integrations back to John Deere to provide service and maintenance support, proactive fleet monitoring, custom telematics solutions... The possibilities are nearly endless and we'll get you started in this class.

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Vendor Sessions

AT&T FlexWare: Next Generation Virtualized Networking

The world of data networking is changing. The expanding availability of high-speed broadband services and the proliferation of hybrid networking technologies (IWAN, VeloCloud™, Meraki, etc.) are challenging the traditional data networking models. At the same time, Software Defined Networking and Network Functions on Demand are revolutionizing the industry from the inside out. AT&T is at the forefront of that revolution. AT&T is leading the industry on adoption of these technologies and in executing them in our own network as the means to a more flexible, software-based, lower cost network infrastructure.

- Our goal is to have 75% of our network capabilities virtualized by 2020, and have already achieved 30% of that goal at the end of 2016.
- But what does all this mean for end-users like John Deere dealers? AT&T FlexWare is a suite of devices and capabilities that will drive the benefits of virtualization all the way to our customer's premises.
- FlexWare is capable of supporting a wide variety of network configurations and access types, driving lower overall costs and providing the flexibility to adapt to specific dealer networking needs.

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Conducting Effective UCC Searches

Those who search UCC records bear the burden not only of finding all the relevant records, but they must also correctly interpret the search results. Any error or omission in that process can prove costly for those who rely on the search results. This program helps UCC searchers manage their risk by providing best practices for conducting searches, interpreting search results and identifying traps for the unwary.

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CRM Simplified and Handle 2.0

Learn how to simplify your CRM implementation. Join us to discuss how many dealers are simplifying their Handle installation to gain results. We will share success stories, tips, and simple changes you can make to gain further adoption. Additionally, we will be providing a demonstration of Handle 2.0 you won't want to miss. This will include CRM and new process template manager, Admin Tools, and a new Portal for you to access the projects we are working on.

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C.R.O.P.S. Advanced Integration Features - 301

Delve deeper into the proactive remote monitoring solution called C.R.O.P.S (Computer Remote Operations Protection Service) and find out how features such as vPro, User Backup, Webroot and Mobile Device Management can enhance IT capabilities within your dealership.

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Vendor Sessions

DealerCustomerPortal.com (DCP) User Group Q&A Session - 201

Join other dealers that have incorporated this web based customer service tool, DealerCustomerPortal.com, and strengthened their customer relationships. Dealers will help review, identify and prioritize future changes to DCP. Dealers will also have an opportunity to share with each other their tips and tricks.

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Dealer Panel: Digital Marketing in Action

Geometry Global will host a panel discussion with successful dealers to showcase how to build a digital marketing program from the ground up. Topics will include mobile websites, social media, lead management, geotargeting, retargeting and search marketing. Dealers – along with digital experts - will show you how to prioritize digital solutions and maximize your marketing investments.

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Facility Design, Renovation & Construction

Learn and discuss basic principles for remodels, expansions, and new location construction through the experience of the HASTCO/Davidson Team. If you are considering facility improvements now or in the future, this session will help you determine a strategic plan of action. Topics will include proper site selection, building methods, layout of facilities for operations and what you should expect from your design and build team during the process.

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Fiduciary Duties

We will explore 401(k) plan fiduciary duties and responsibilities in a variety of settings. What should be 'normal' concerns? Responsibilities during a merger or acquisition.... The impact of the DOL rule.

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Five Reasons You're Ruining Your Social Media Presence and Might Not Realize It

Five ways to ruin your social media presence delves into the common misconceptions of how companies want to use social media and gives you five ways to truly experience the benefits of social media. As Senior Digital Marketing Specialist for Fastline Media Group, Alanna Bouhl has been responsible for developing and managing Fastline's presence across all networks of social media including Facebook, Twitter, Instagram and WordPress and growing the number of followers to over 260,000 with unparalleled engagement. Duties include research, conversation monitoring, optimization, content development and management. Alanna has extensive experience with training and education of social media and especially within the Agriculture industry.

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Vendor Sessions

Flourishing, Functioning or Flailing?

You made it through the last few years of industry turmoil... but now what? How can you move your dealership away from just functioning, or even flailing, towards an organization that is flourishing?

Planning is always better than reacting in an industry as volatile and capital-intensive as the equipment dealership industry. The last couple of years have shown that the costs of being passive can pile up quickly. Our dealership team will share with you specific tips in planning that have actually been implemented with their dealership clients. Planning areas will include:

- Strategic Planning : Proactively managing the Organization you are becoming
- Understanding Opportunities
- Effective Goal Setting and Accountability Models
- Managing the expectations of your Shareholders and Leadership Team

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Has your Buy-Sell Agreement been stress tested for today's volatile environment?

If you are in business as a dealership, it should be a safe assumption that you have a Buy-Sell Agreement. But, has your Buy-Sell Agreement been stress-tested as much as your dealership has in the last few years? In this session, expert consultants in the equipment dealership industry will share their insights in assisting dealerships to update their agreements to reflect the times, deal with current succession needs, and plan for the future. Not to be confused with a seminar on the legal-ese of an agreement, this session will dive into the following related topics:

- Succession Planning
- Estate Planning – tax law changes and their impact
- Valuation and monetizing your investment
- Owner involvement vs absentee owner
- Retirement and transitions and the impact on cash flow
- Best practices - Non-compete and Employment Agreements, Life Insurance, Distributions

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Vendor Sessions

Mapping the Customer Journey in you Dealership

The key to improving customer experience and gaining opportunities lies in understanding your customers' entire experience with your dealership. HBR's, "The Truth About the Customer Experience", states that organizations who manage the entire experience have enhanced customer satisfaction, reduced churn, increased revenue and greater employee satisfaction. But how do you manage the entire experience for your customers?

- Journey mapping. By constructing a customer experience journey map, your dealership can map the entire experience, identify opportunities, find solutions and make changes to improve your customers' experience.
- During this class, you will uncover key customer touchpoints within your dealership, learn journey mapping best practices and create your own journey map.

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Maximize Uptime and Increase Customer Loyalty with the Intelligent Alert Triage Center (IATC)!

IATC powered by Foresight® Intelligence makes managing your alerts, well manageable. Consolidate all of your alerts and machine health data into a single, organized dashboard. Each alert is prioritized according to severity making it easy to determine critical issues:

- The integrated ticketing and workflow system then facilitates the maintenance process by allowing users to create and edit tickets all within the same system.
- Cut down on diagnostic time by leveraging IATC's shared knowledgebase which collects solutions, including labor and parts requirements, to help complete service calls with fewer diagnostic visits, arming your team with the recommended parts even before the first trip.
- Improved customer service gives your organization a sustainable competitive advantage that's good for both your customers and your bottom-line. Foresight Dashboard is not required for this product.

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Microsoft® Office 365™ – Getting the Most Out of Your Investment

Join us to discuss the value and benefits of Office 365™ that you may not be realizing. We will review the full capabilities of the Office 365 E3 and E1 subscriptions to help you unlock additional value. There are many new features and capabilities that have been added to the service since Dealer Solutions - JDIS rolled out Office 365 two years ago which you may not be taking advantage of. We want to make sure you are getting the most value out of your subscription.

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Vendor Sessions

Overcoming Challenges in the Dealership

Dealerships continue to have the challenge of increasing sales and customer base. This becomes especially difficult as dealerships grow in size. Old technology and ideals will not help you arrest your time and effort robbers in today's place of business. We will discuss solutions that will help organize your efforts, centralize your processes and information, as well as manage time within your dealership. We will identify where to find tools and help on implementation of these solutions.

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Performa Enterprise™ User Group Open Discussion – 201

This class is for dealers that already are using Performa Enterprise. Sedona will review items from the latest release of Performa Enterprise, such as Purchase to Pay and enhanced scanning. Dealers will help review, identify and prioritize future changes to the Performa Enterprise product. Dealers will also have an opportunity to share with each other their tips and tricks.

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Reducing IT Headaches with Dealer C.R.O.P.S. - 201

This class is designed for IT Managers/Administrators who want to know more about C.R.O.P.S. Learn about proactive desktop & server management, pc security, network monitoring, mobile device security, content filtering, managed patching, automated scripting, advanced reporting, and more all in one solution called C.R.O.P.S.

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Sandhills Cloud

Take a look at the mobile friendly inventory management system from Sandhills Publishing® to help market and track machinery throughout its lifecycle within your dealership. This presentation will cover Market Trend Analysis, retail, rental and lease markets as well as wholesale and auction channels.

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The Digital Almanac: Predictions and Challenges in 2017

Renowned digital innovator and CEO from Team SI and a category expert from Google™ will provide an overview of digital marketing tools, platforms, goals, trends and techniques that can take sales to a new level in 2017. Take control of the challenges your equipment dealership(s) is up against. Having a website just to "have a website" is no longer key. The key is to treat it as you would your physical location(s). Your online store should convert visitors just like your trusted employees do. Having a platform that allows you to market into the future will have you stand out among your competition.

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Vendor Sessions

Transform your Business into a High-Performance Company

Learn how you can align your people, processes, and data to transform your team to a performance driven culture. Foresight® Intelligence generates real-time data and analytics to increase your bottom-line and boost proficiency across your sales, parts, and service teams. Listen to fellow dealers share how real-time, targeted metrics, provided by Foresight Intelligence helped them increase their departmental gross margins by up to 10%. These tools, when placed in the hands of technicians, service managers, parts managers and other personnel can maximize competitiveness across departments to drive revenue.

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Use Real-Time Industry Equipment Pricing Data and Farmer Demographic Information to Sell Equipment Faster

Learn how to gather supply and demand information and pricing data on your specific equipment based on location, farmers demand, average retail prices and real-time auction sales results. Use this information to maximize your dealerships revenue and move equipment at the highest margin. In addition, learn how access over 1.6M farmer profiles with over 100 points of data by targeting specific farmers based on their acreage, crop size, and other key characteristics.

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