



EUROPEAN DEALERS
APPRECIATE
THEIR TRACTOR OPERATORS

ENQUIRY 2013



THE SAME NUMBER OF COUNTRIES PARTICIPATING

- 2010 : 5 COUNTRIES
- 2011 : 7 COUNTRIES
- 2012 : 7 COUNTRIES
- 2013 : 7 COUNTRIES



~~8~~7 COUNTRIES



DENMARK



The NETHERLANDS



FRANCE



POLAND



GERMANY



SWITZERLAND



~~ITALY~~



UK

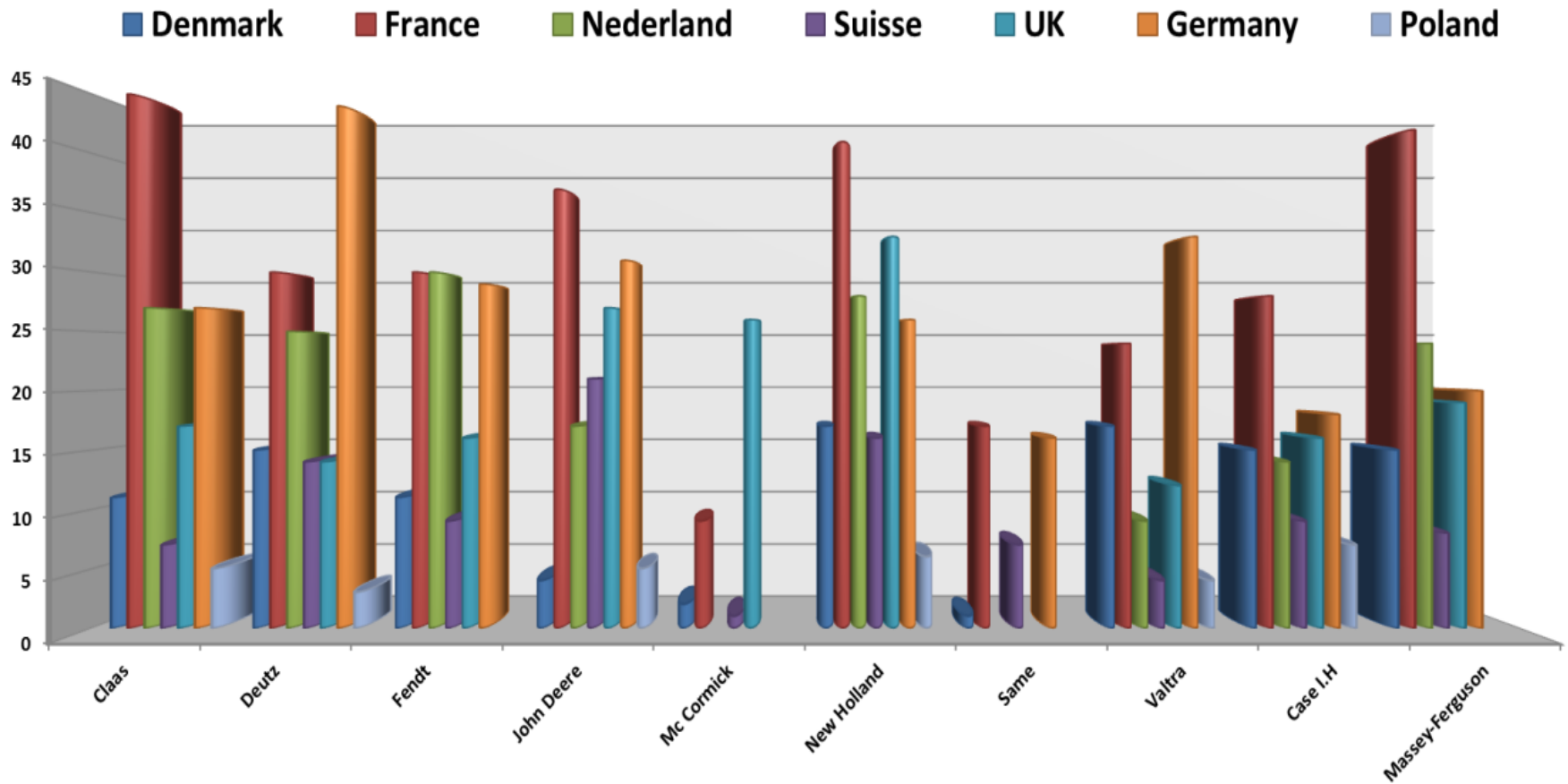
THE NUMBER OF ANSWERS BY COUNTRY



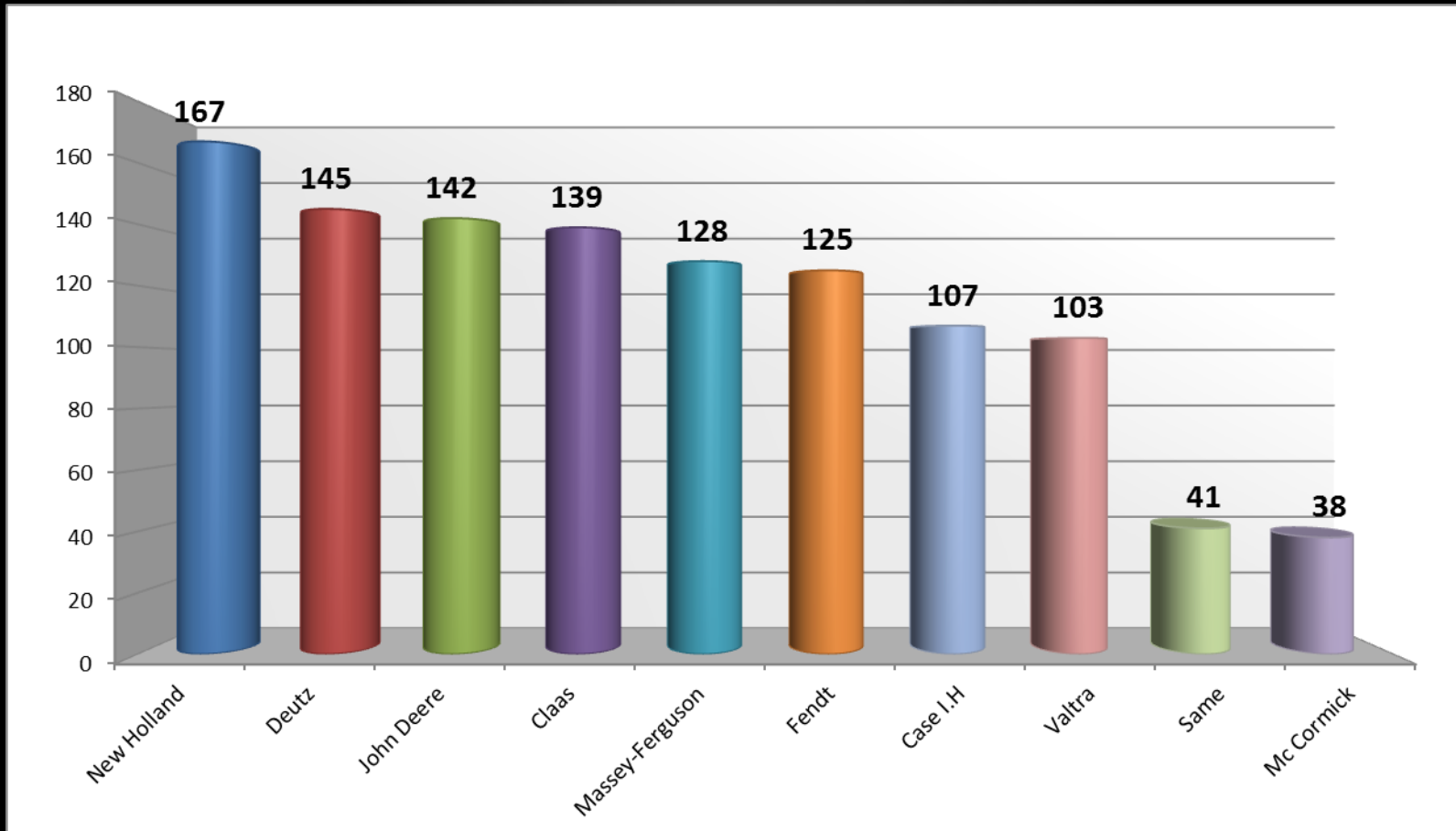
	2011	2012	2013
 • DENMARK	• 96	• 76	• 108
 • FRANCE	• 288	• 269	• 303
 • GERMANY	• 313	• 305	• 244
 • ITALY	• 58	• 0	• 0
 • POLAND	• 38	• 32	• 30
 • THE NETHERLANDS	• 163	• 168	• 174
 • SWITZERLAND	• 131	• 100	• 96
 • UNITED KINGDOM	• 0	• 145	• 180
	1087	1095	1135



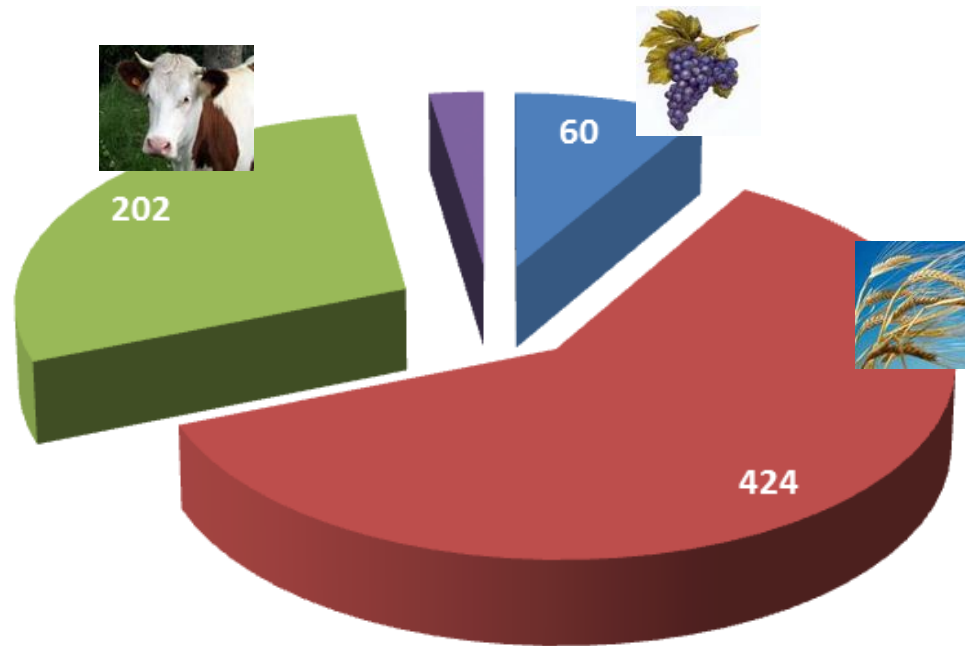
ANSWERS BY BRAND AND BY COUNTRY



NUMBER OF ANSWERS BY BRAND



ANSWERS BY PRODUCTIONS



■ Autre

■ Polyculture - Élevage

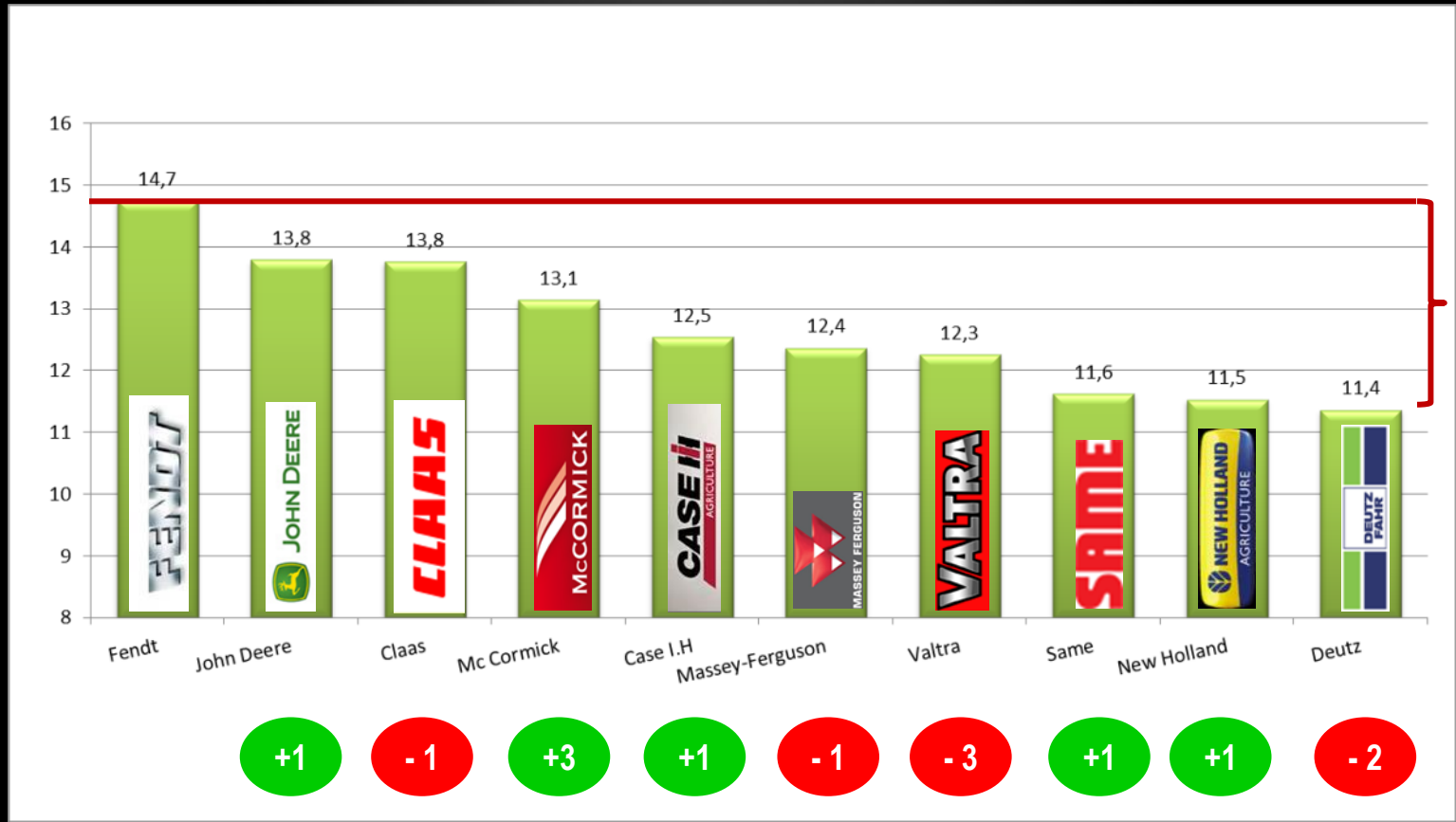
■ Céréales - Grandes cultures

■ Viticulture - Arboriculture

RESULTS

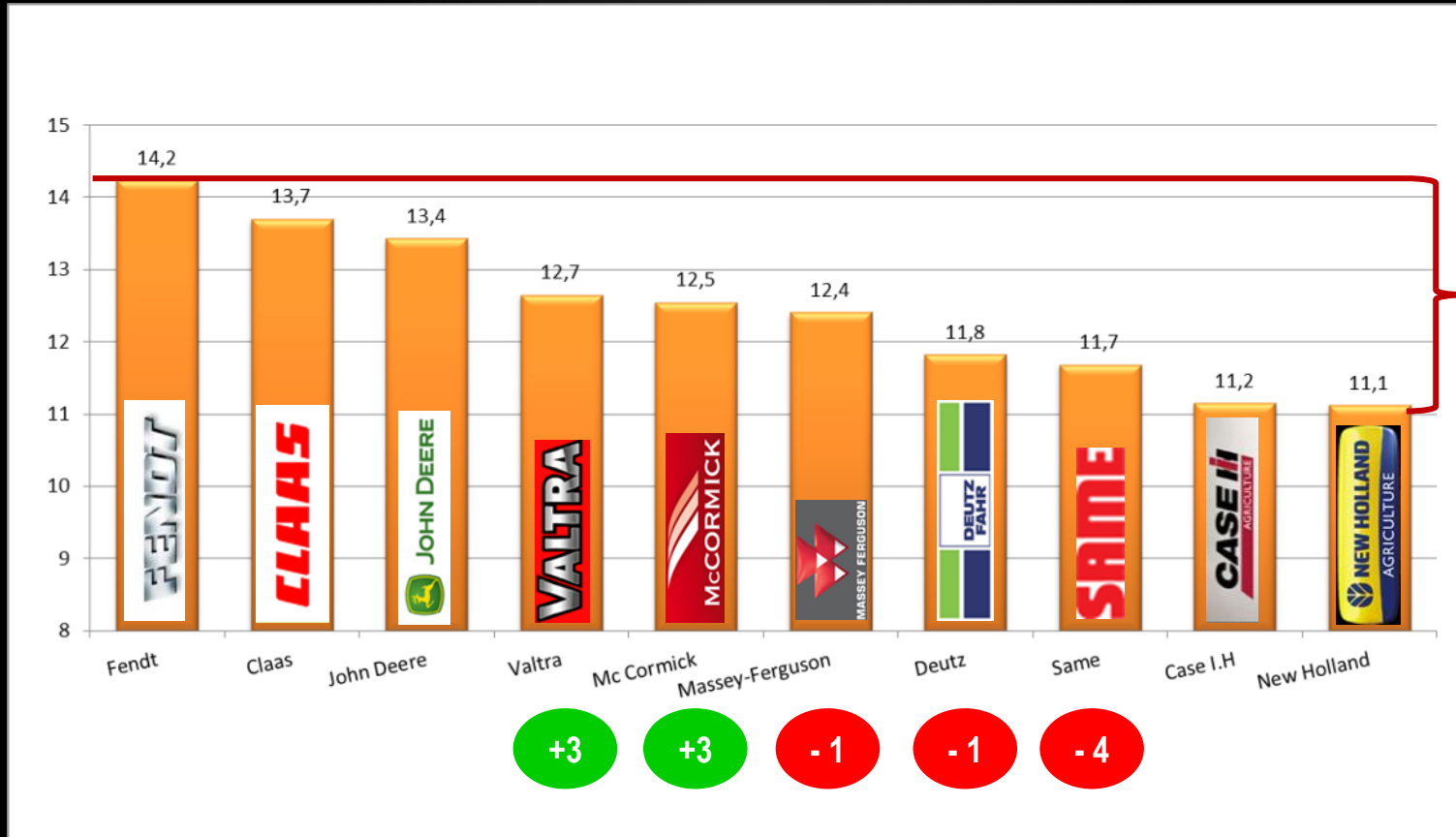


AFTER SALES SERVICE AND WARRANTY



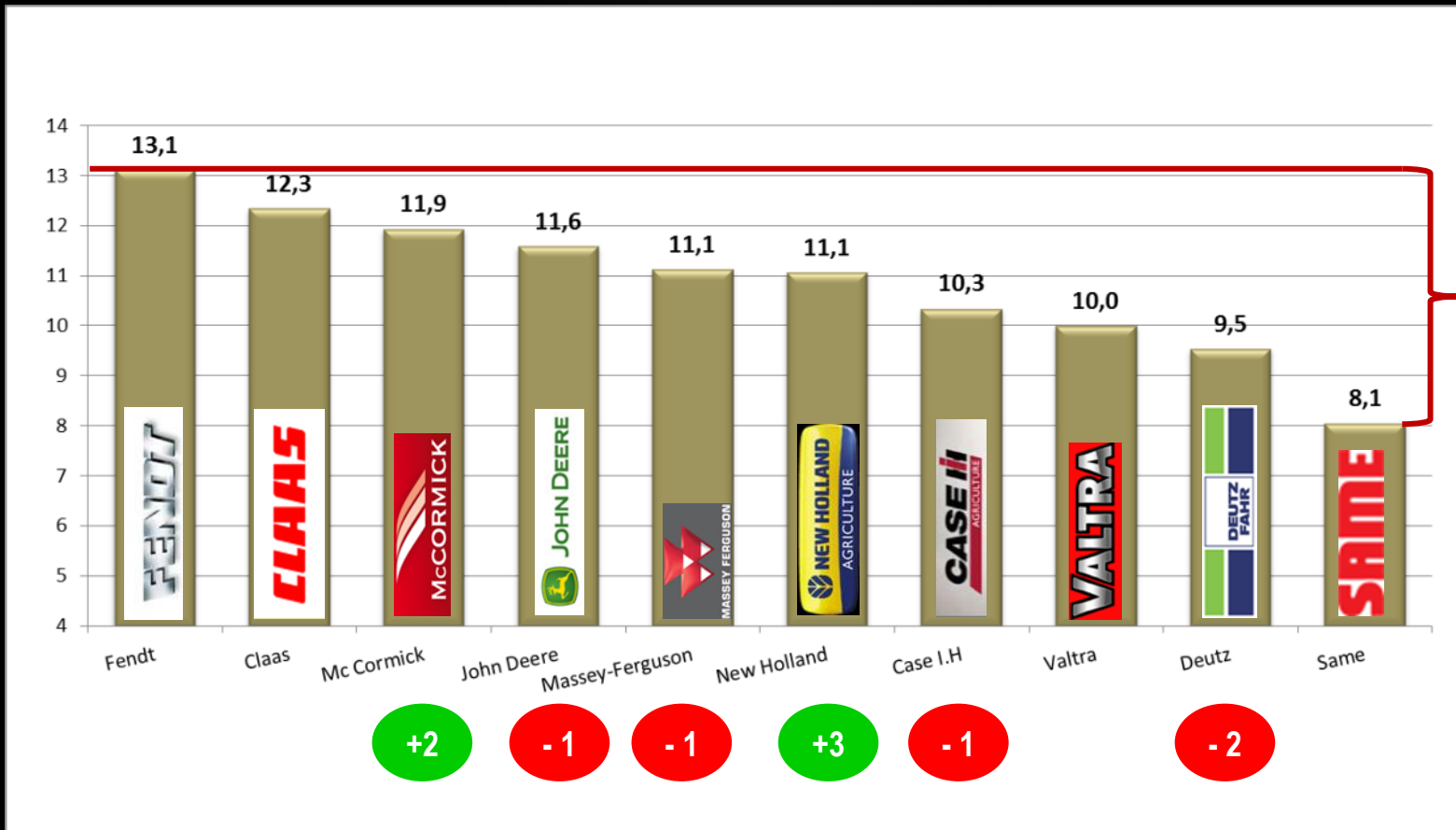
3.3

COMPUTER SERVICES



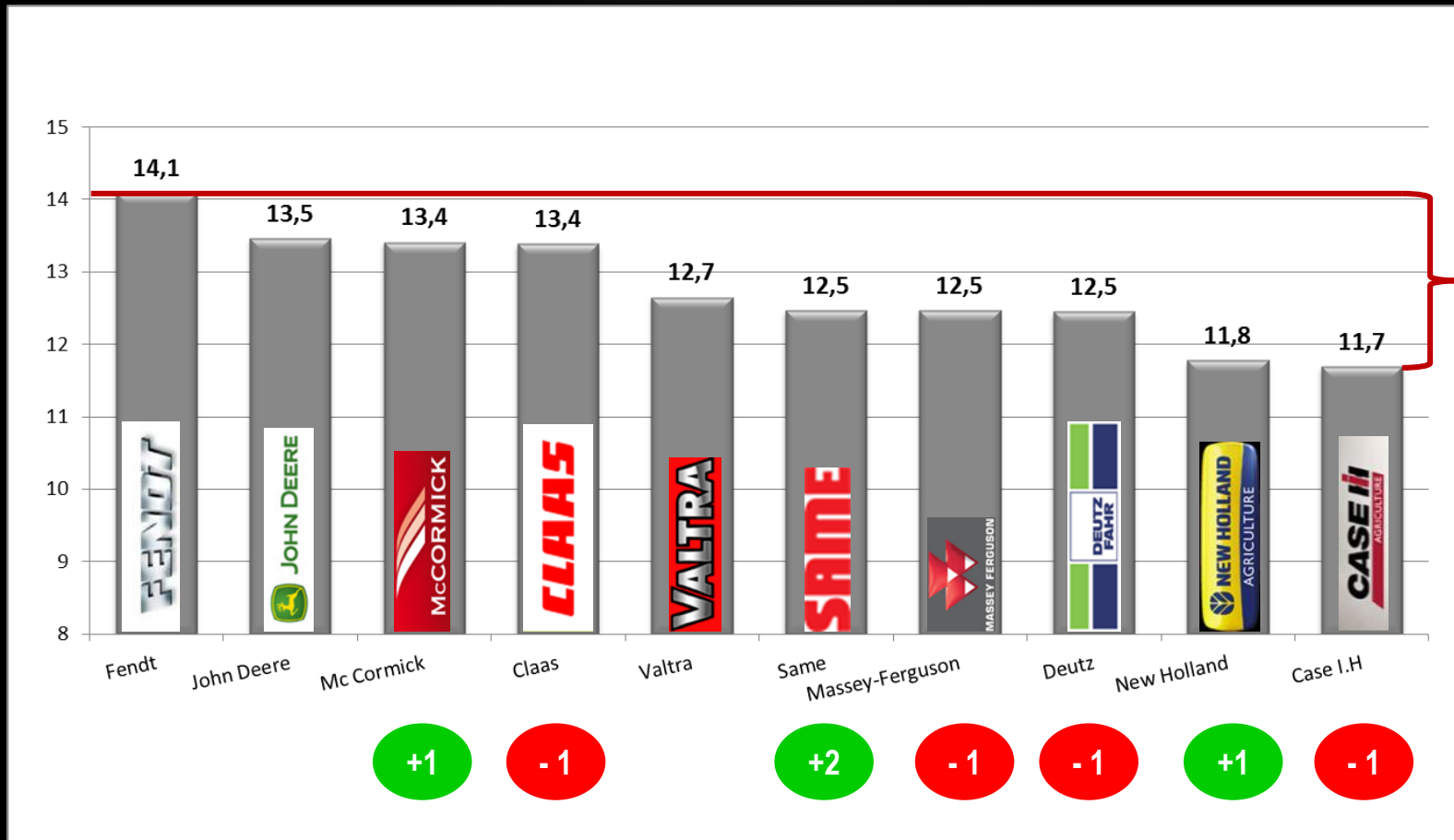
3.1

ADVERTISING AND PRODUCT SUPPORT



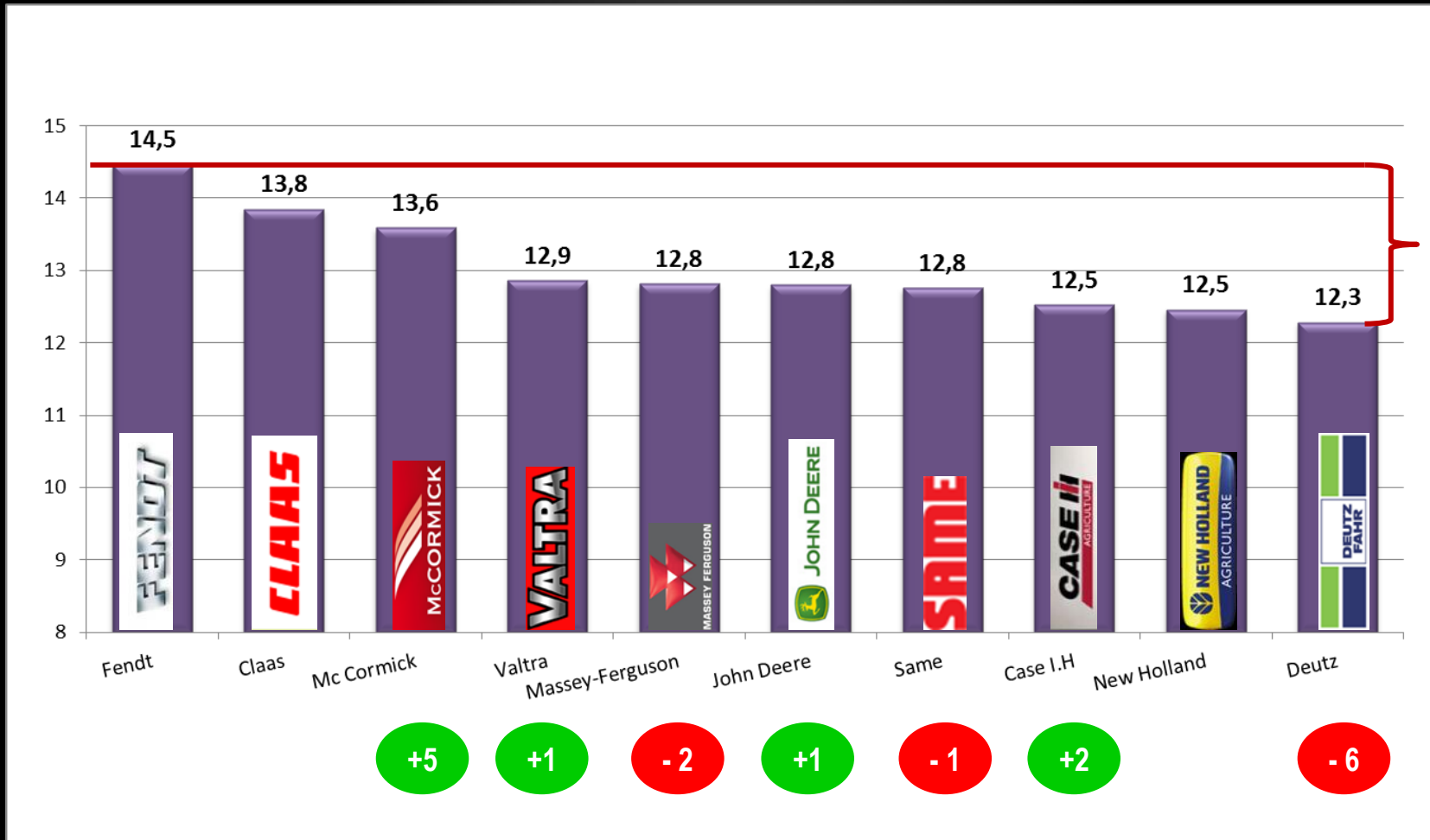
5

ADMINISTRATION - TERMS OF PAYMENT



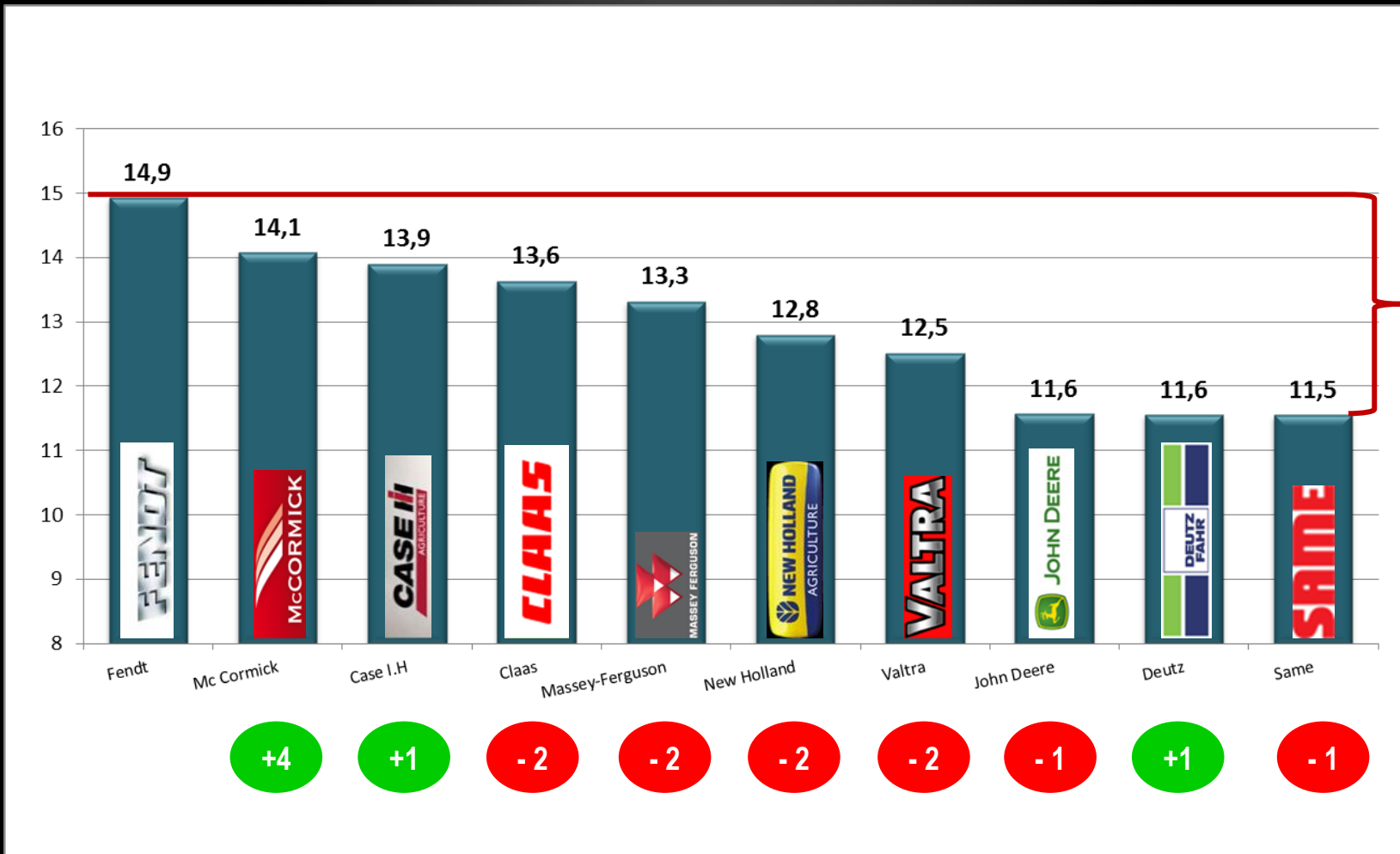
2.4

TRAINING

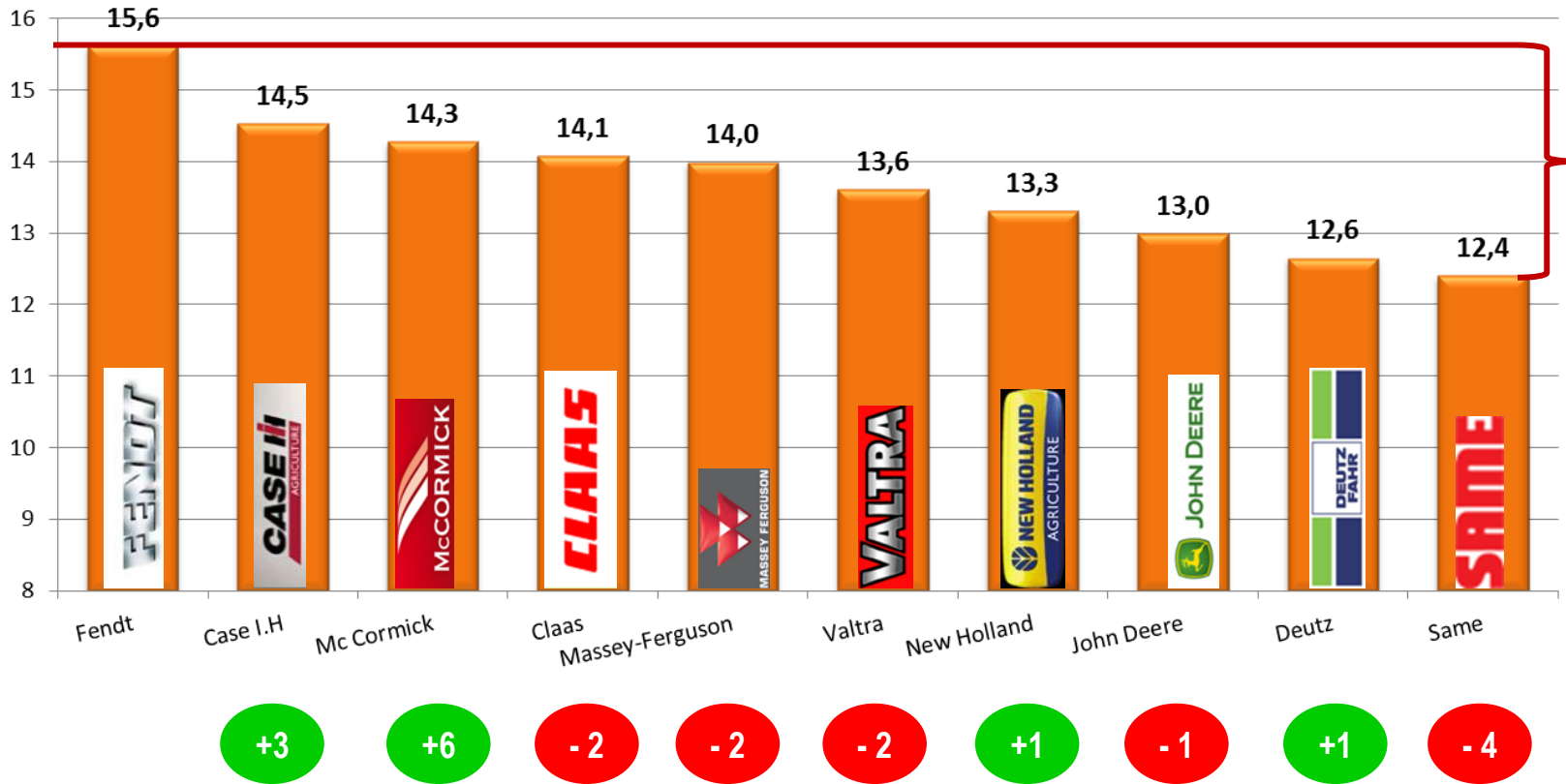


2,2

THE MANAGEMENT

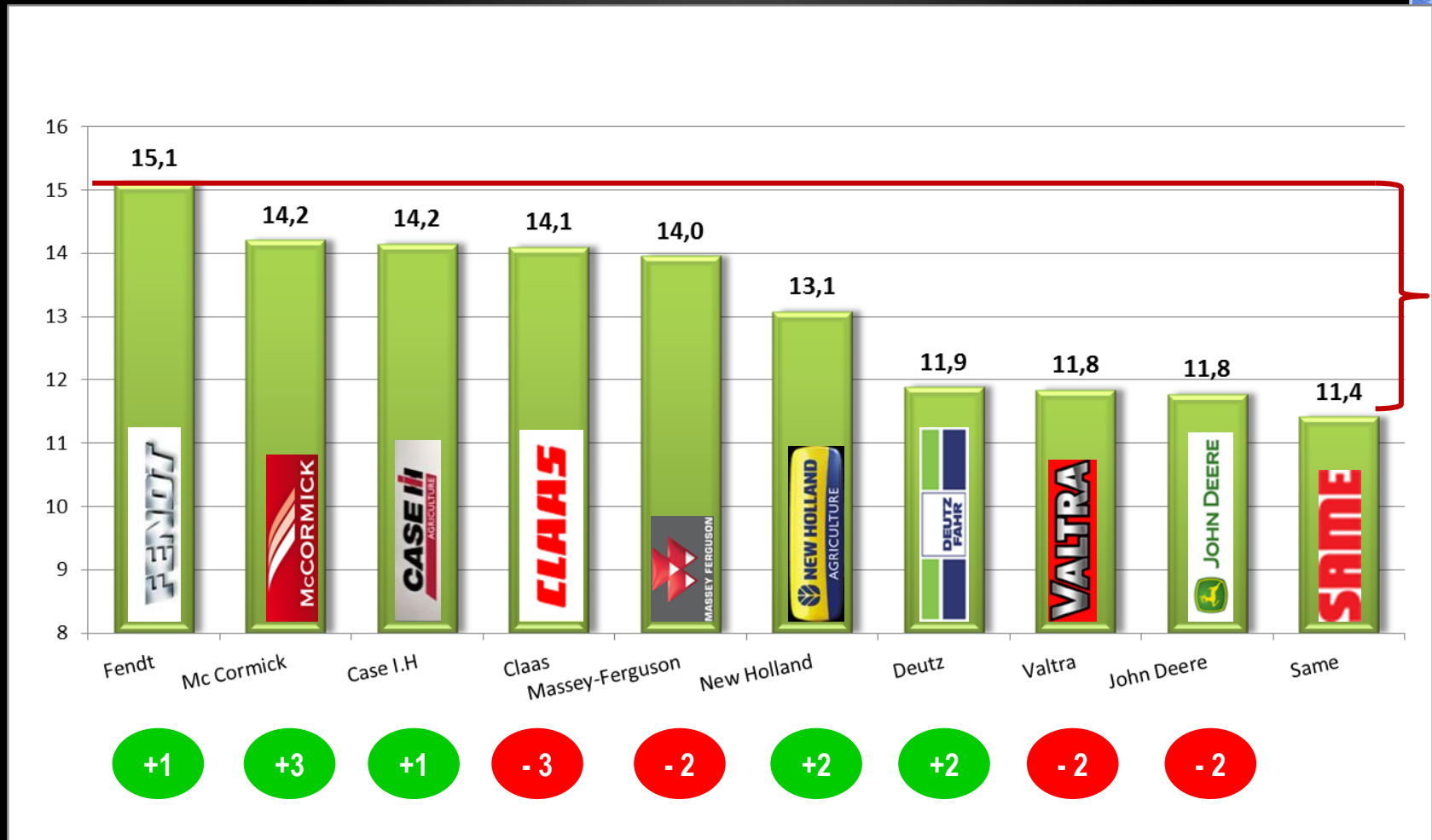


HONOURING COMMITMENTS



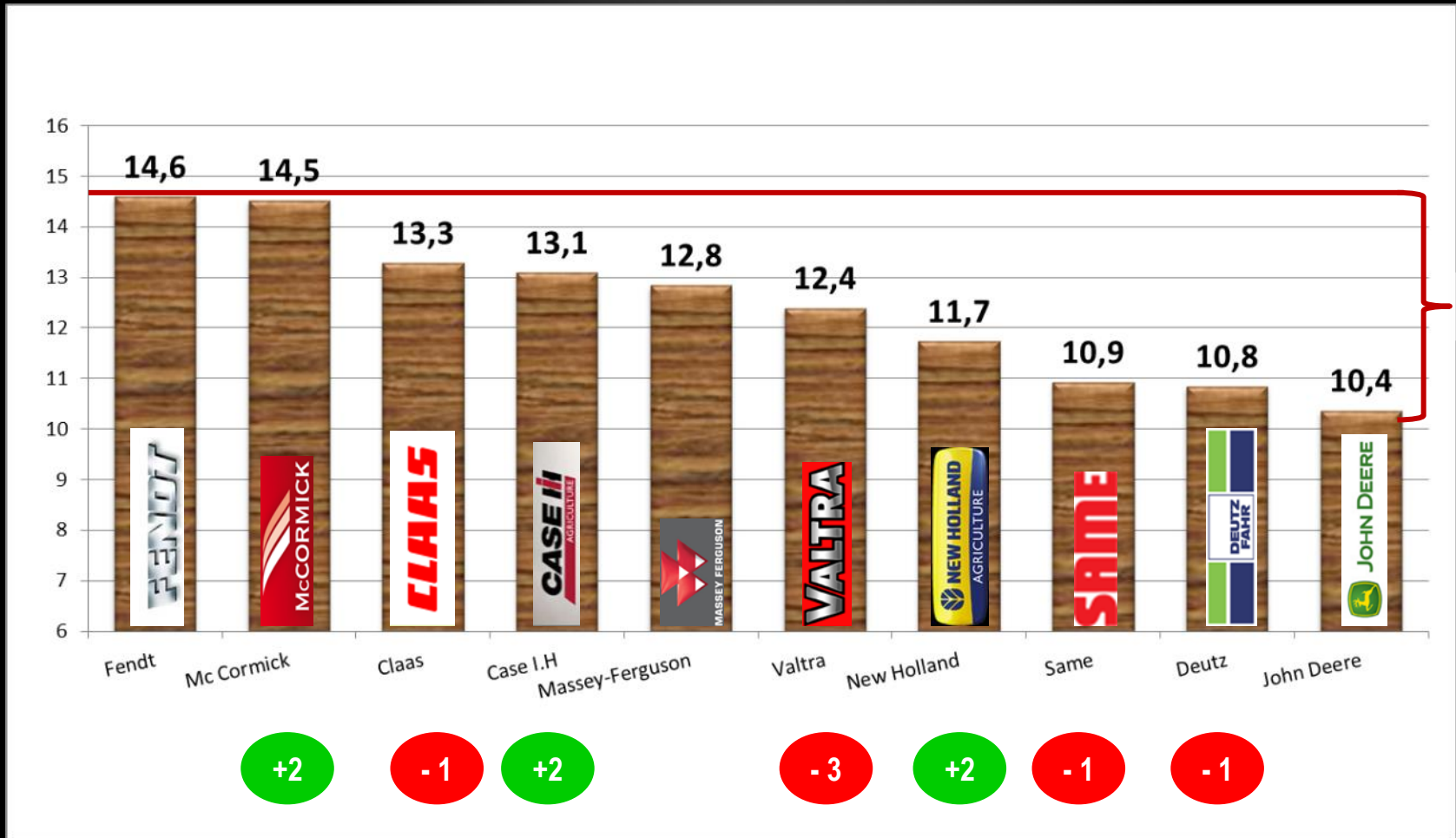
3.2

AVAILABILITY OF MANAGERS



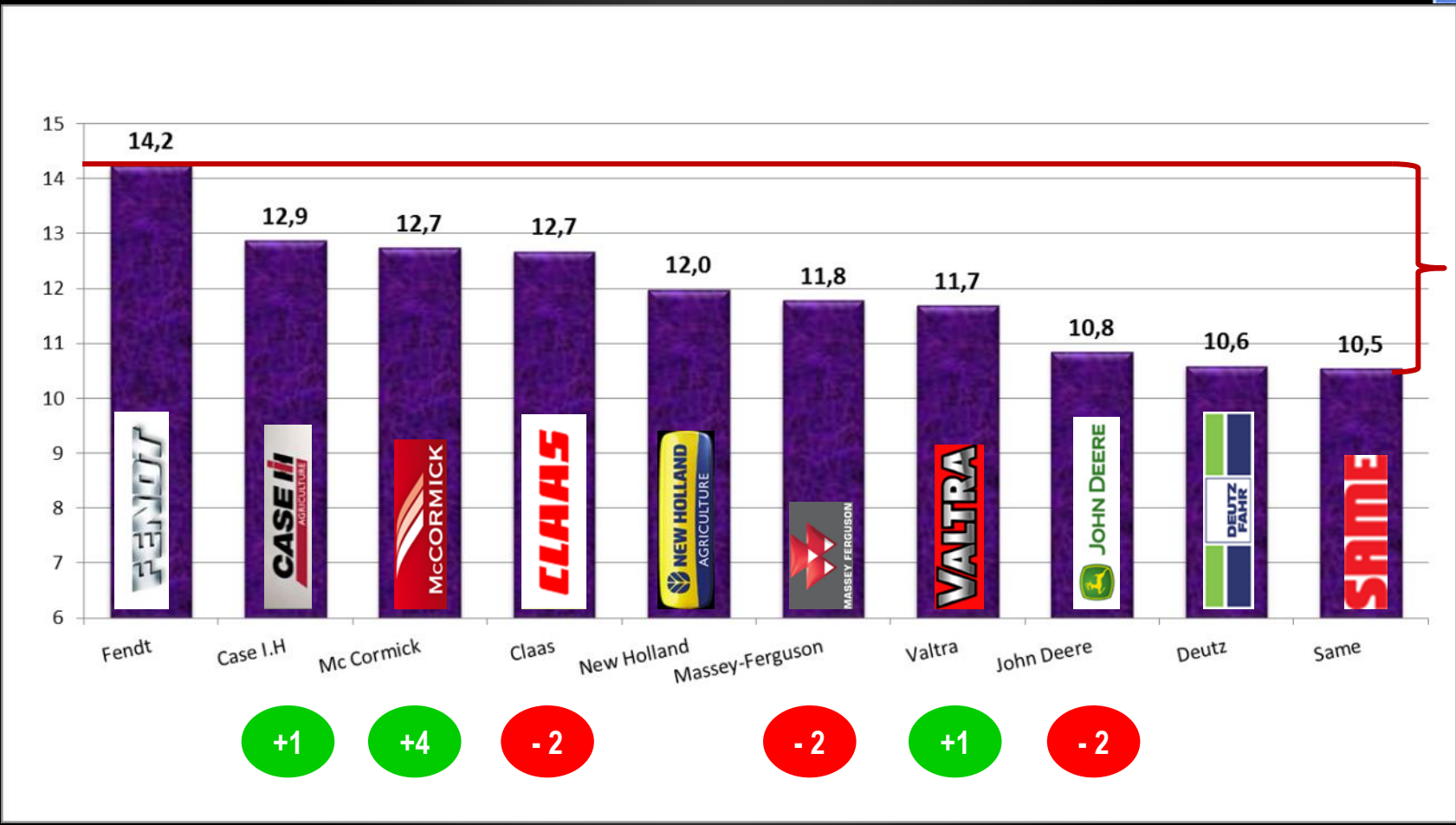
3,7

AUTHORITY IN SETTLING ARGUMENTS



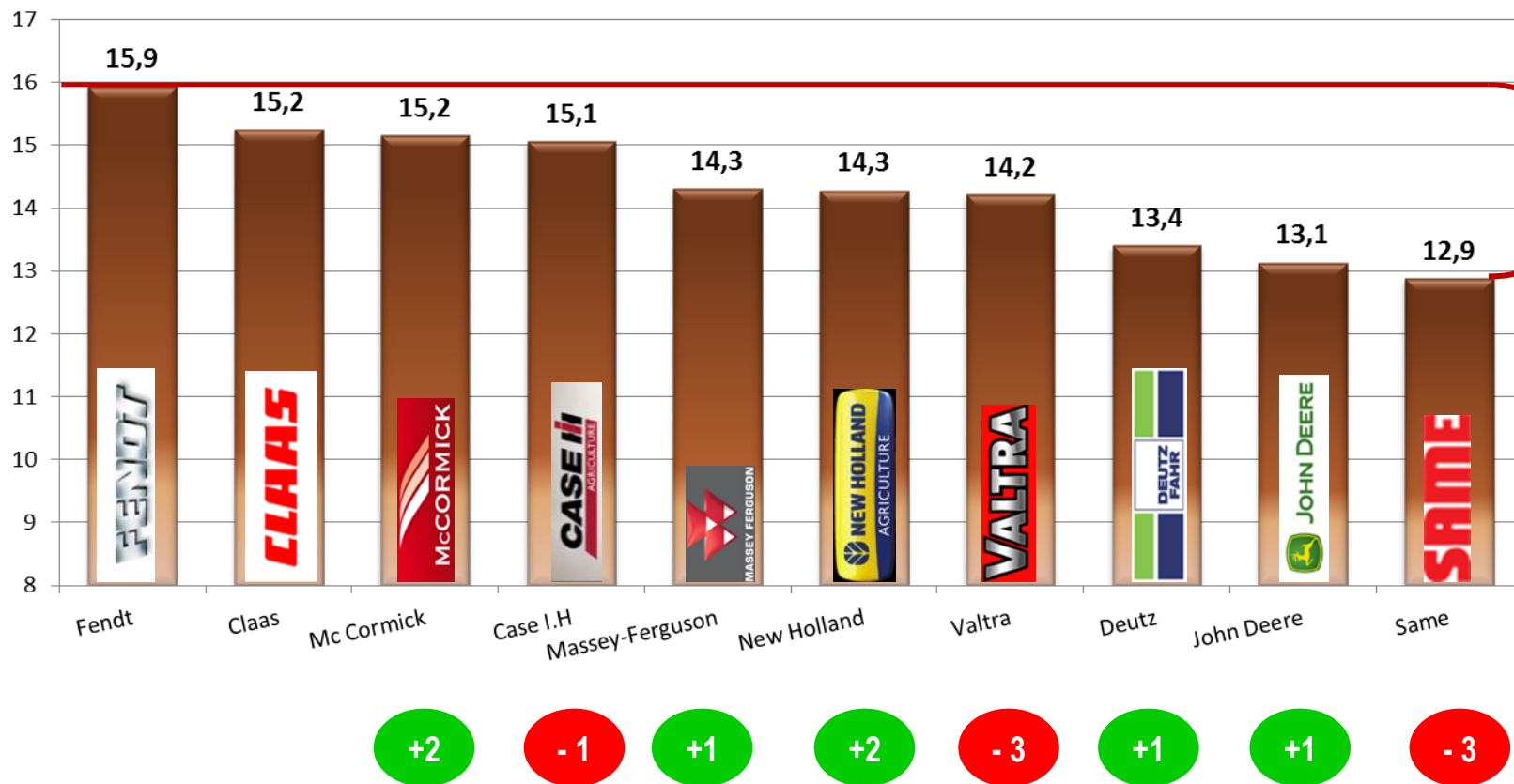
4,2

COMMUNICATION AND REALISM OF THE STRATEGY



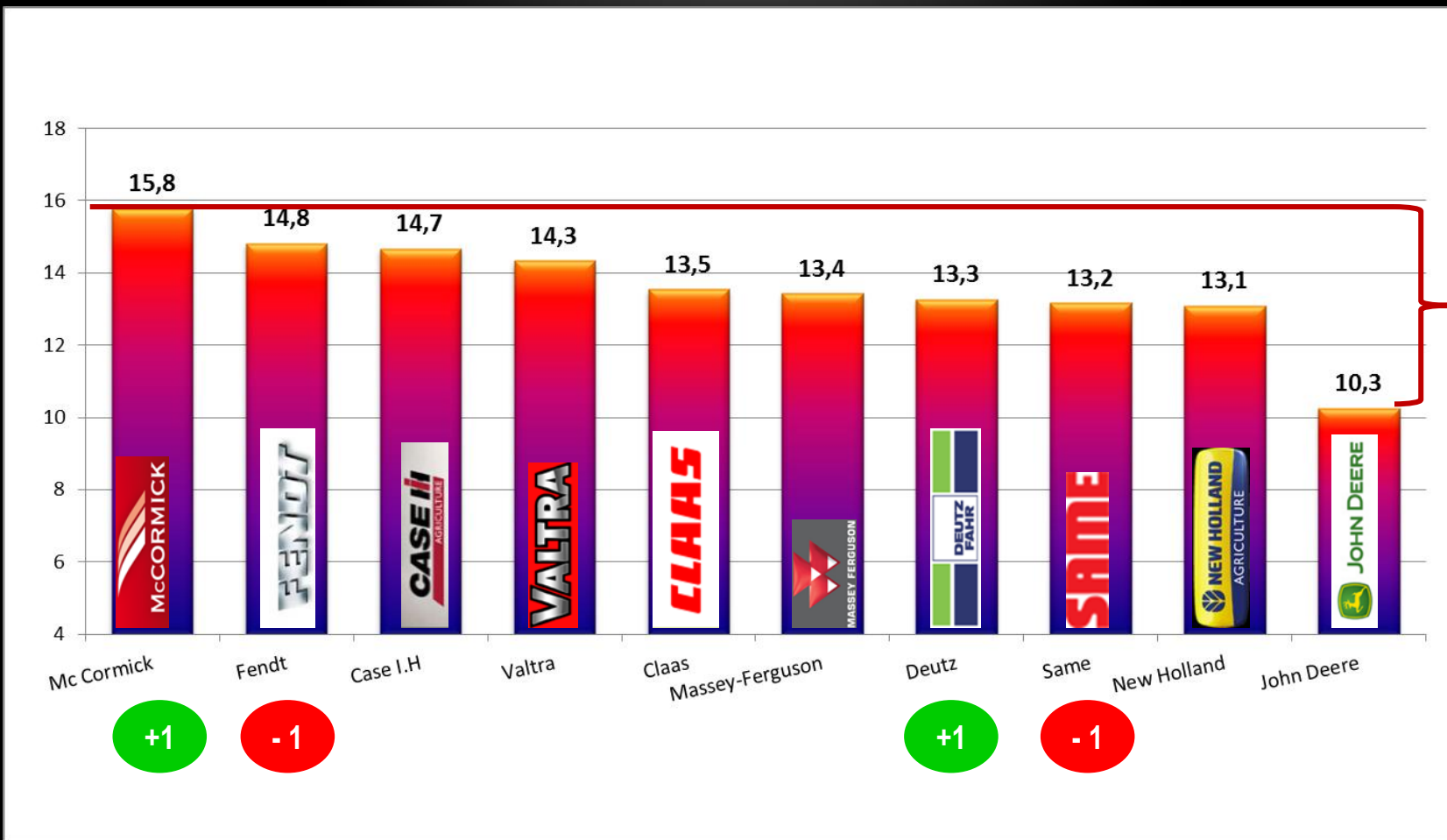
3,7

QUALITY OF THE RELATIONSHIP



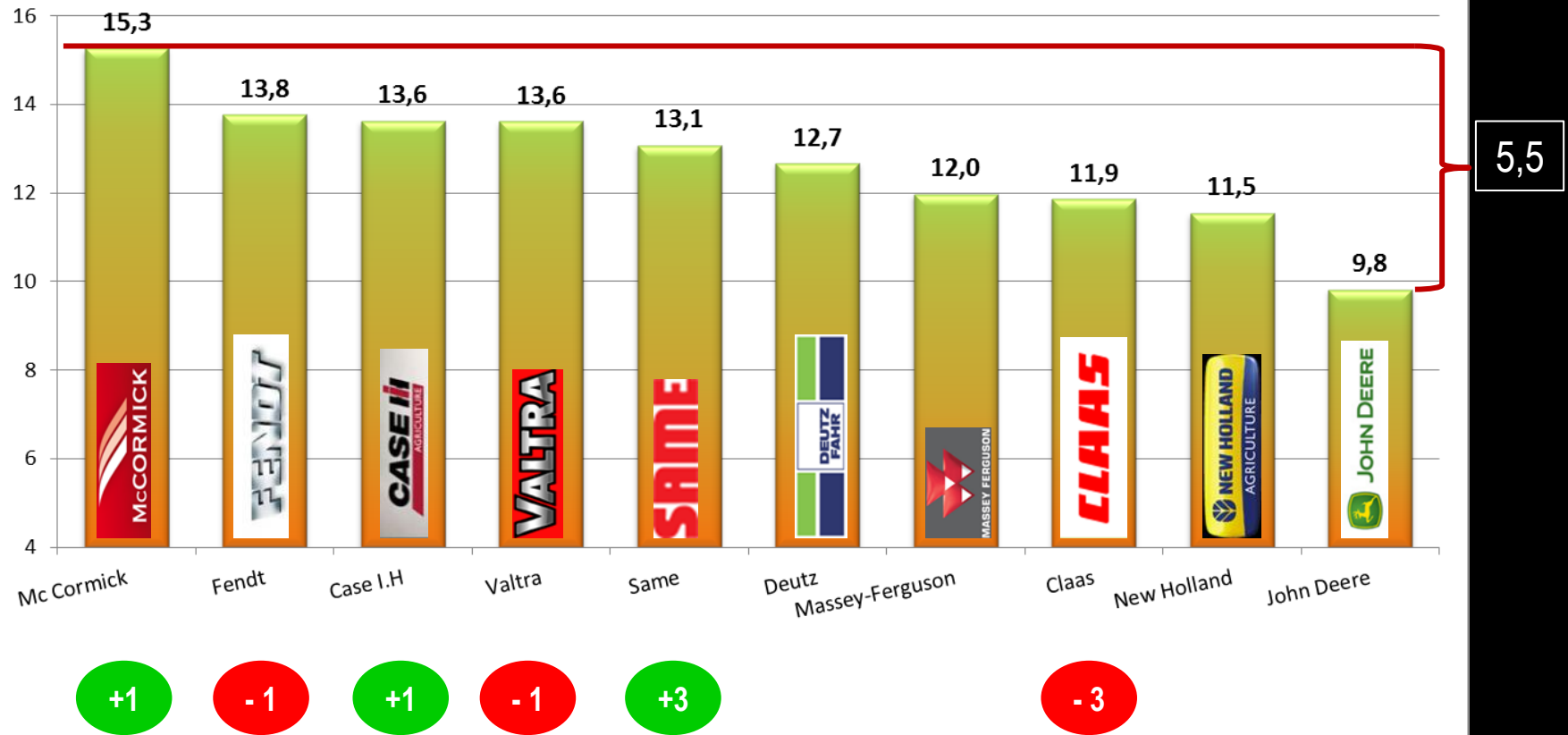
2,8

RESPECT OF YOUR AUTONOMY

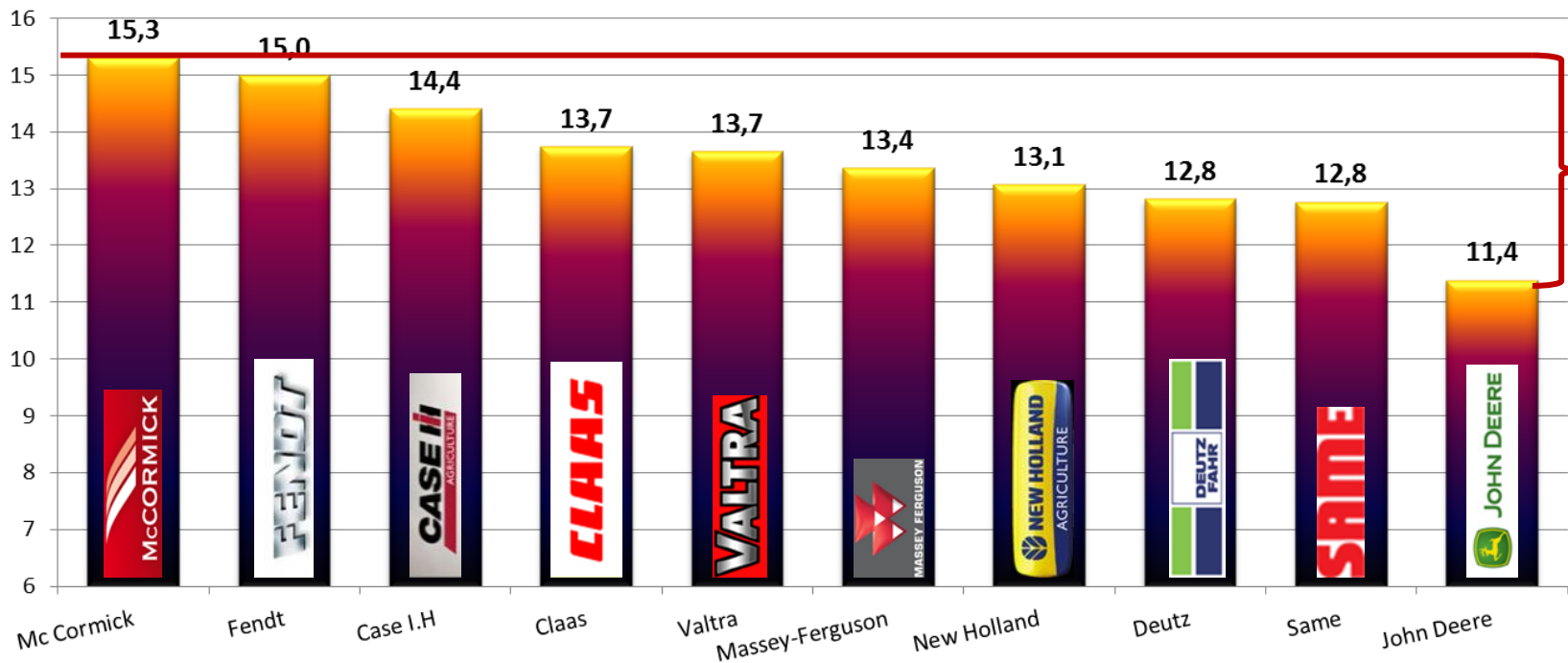


5,5

FLEXIBILITY OF NEGOTIATING SALES OBJECTIVES

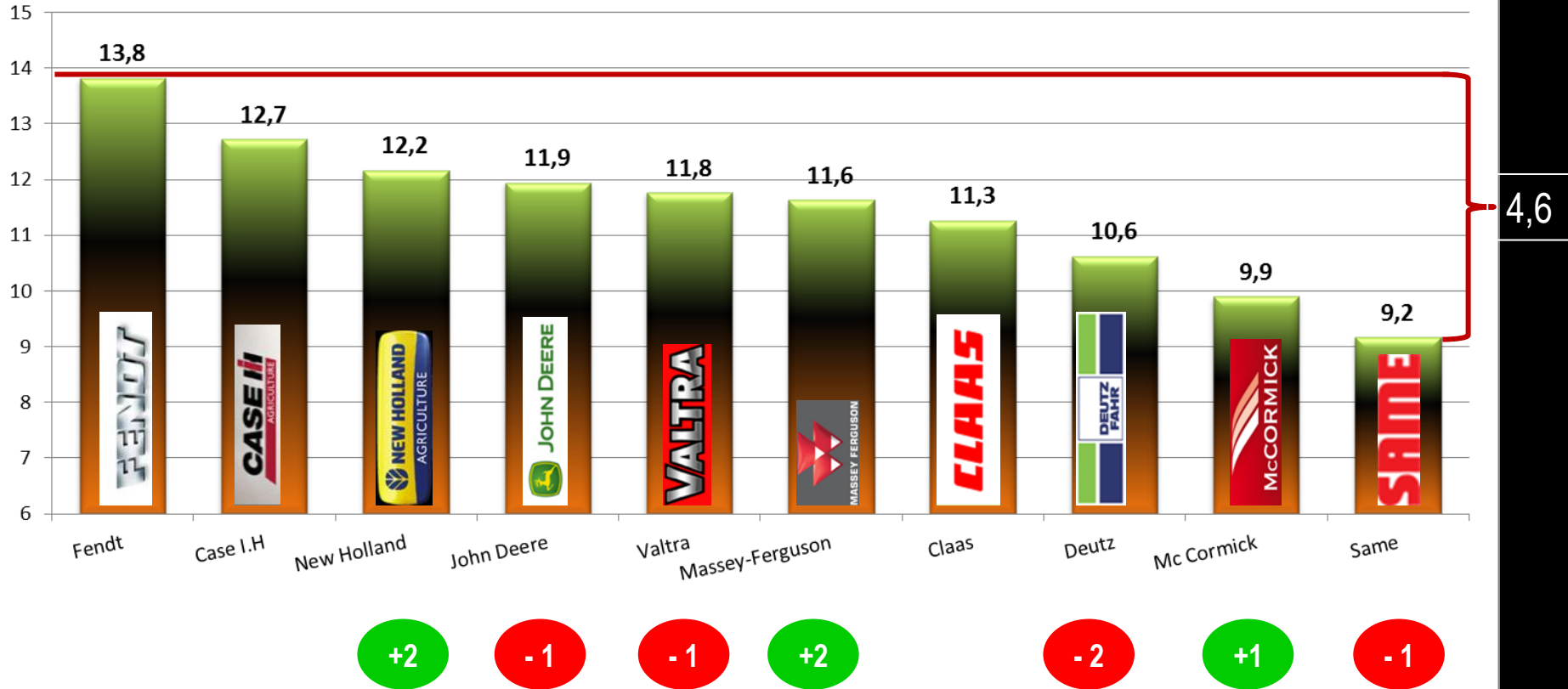


MANUFACTURER-DEALER RELATIONS

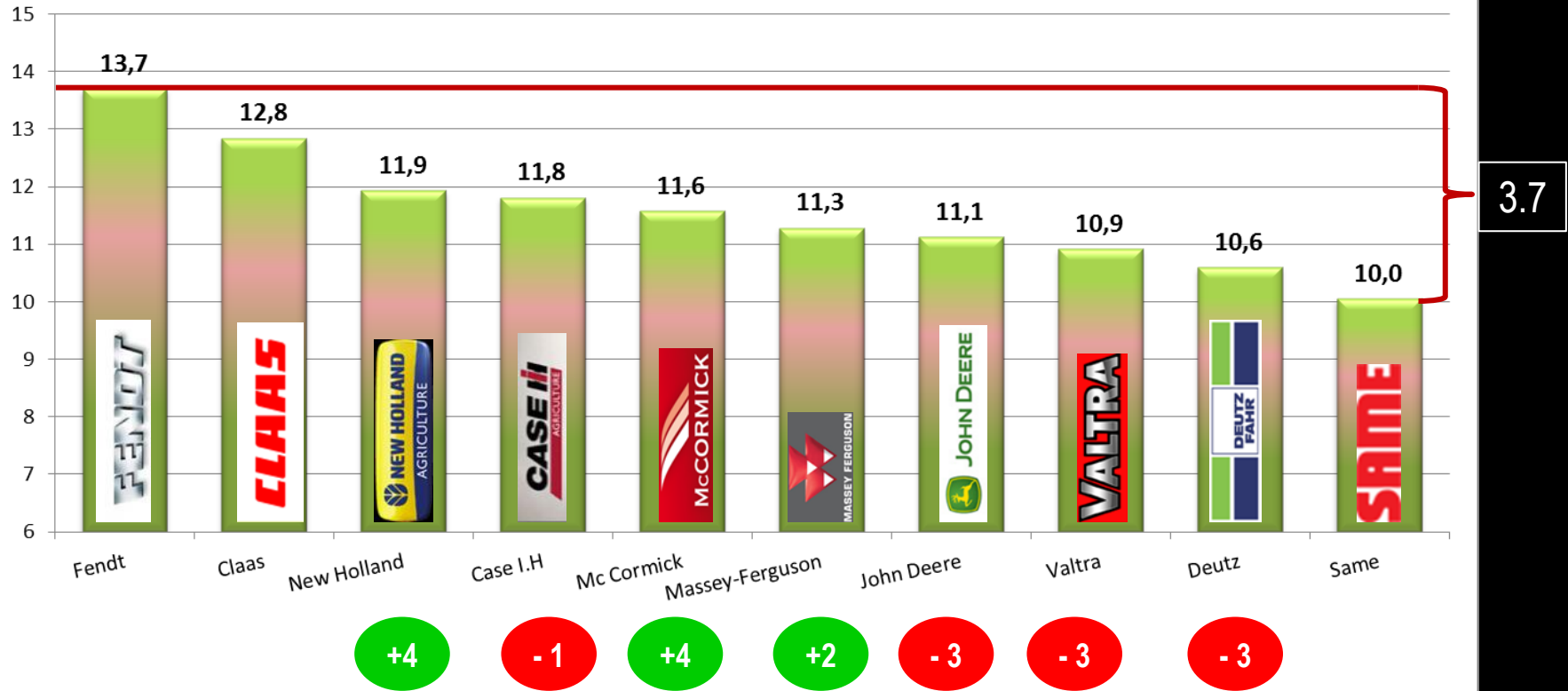


3,9

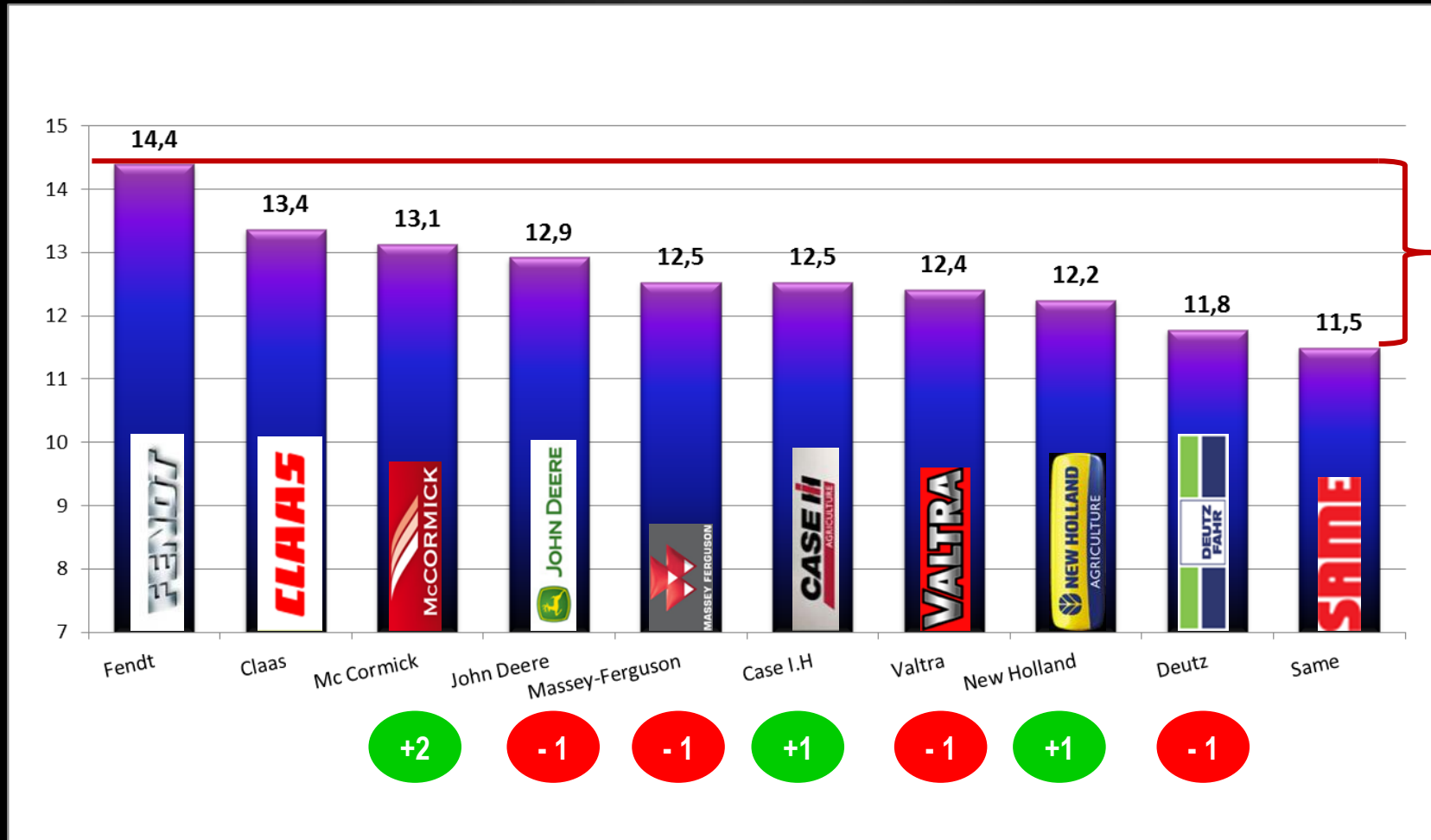
PROFITABILITY CONTRIBUTION



WILLINGNESS TO IMPROVE WEAK POINTS











BRAND OVERALL AVERAGE



2,9

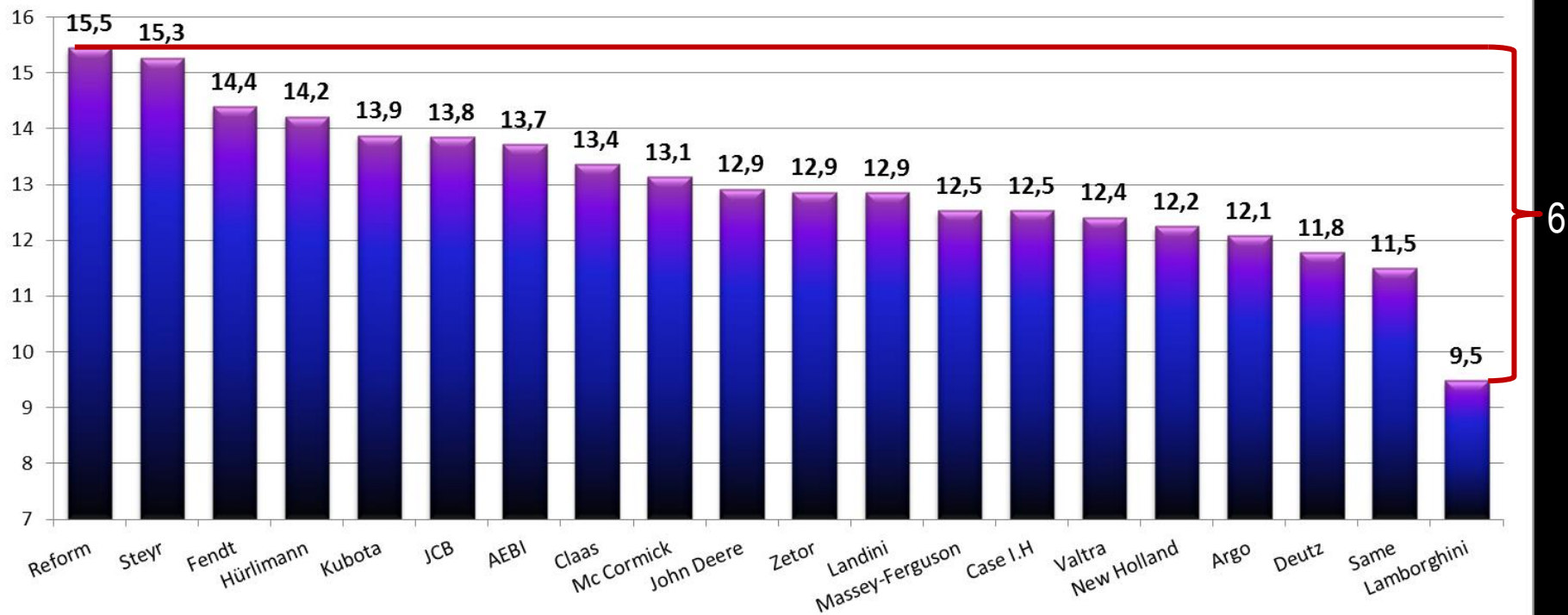
COMPARED RANKING

								
• CASE	▶ 4	▶ 7	▶ 7	▶ 4	▶ 6	▶ 1	▶ 5	▶ 6
• CLAAS	▶ 9	▶ 3	▶ 2	▶ 5	▶ 3	▶ 7	▶ 1	▶ 2
• DEUTZ	▶ 7	▶ 10	▶ 9	▶ 6	▶ 1	▶ 4	▶ 7	▶ 9
• FENDT	▶ 1	▶ 1	▶ 1	▶ 2		▶ 2	▶ 3	▶ 1
• JOHN DEERE	▶ 5	▶ 6	▶ 6	▶ 1	▶ 4	▶ 8	▶ 2	▶ 4
• MASSEY FER.	▶ 2	▶ 4	▶ 3	▶ 7		▶ 3	▶ 8	▶ 5
• Mc CORMICK	▶ 3	▶ 5				▶ 10	▶ 4	▶ 3
• NEW HOLLAND	▶ 8	▶ 8	▶ 8	▶ 3	▶ 2	▶ 5	▶ 9	▶ 8
• SAME	▶ 10	▶ 9	▶ 4			▶ 6		▶ 10
• VALTRA	▶ 6	▶ 2	▶ 5	▶ 8	▶ 5	▶ 9	▶ 6	▶ 7

COMPARED RANKING

								
1								
2								
3								
4								
5								
6								
7								
8								
9								
10								

THE RANKING OF ALL BRANDS



REMINDER OF THE DECISIONS OF THE CLIMMAR



- Each country decides what it publishes for its own results
- CLIMMAR does not publish countries results
- CLIMMAR publishes only overall results
- Brand results send to manufacturers
- Results given to the press : only the 24 items : no results about men



ENQUIRY 2014 :

WHAT WILL CLIMMAR DECIDE ?

FOR 2014



WHO WILL JOIN US ?

To increase the number of participating countries will
strengthen the credibility of the survey with the manufacturers !



**Thanks you for
your attention !**