

5th of OCTOBER 2018, Prague

A joint journey with our Partners



JOHN DEERE

NOTHING RUNS LIKE A DEERE

INTRO

CSABA LEJKO

JOHN DEERE - Director Sales, Central Europe & NANME

- 23 years with John Deere

Nov 2017, CH	Director, Sales, CE and NANME
Sept 2014, CH	General Manager at JDIN
Nov 2012, CH	Regional Sales Manager JDIN (CE, WE, NAME)
Oct 2009, USA	Manager Global Combine Line Marketing
June 2007, CH	Regional Sales Manager JDIN (CIS)
May 2004, CH	Division Sales Manager CIS
Jun 2001, CH	District Sales Manager
March 1998, D	Business Development Manager CE and CIS
Oct 1995, D	Territory Manager, John Deere Export

Education and professional training:

1990-1995	Martin Luther University of Halle-Wittenberg, Germany Economics and Marketing of Agriculture (MBA)
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Languages:	English, German, Russian, Slovak/Czech, Hungarian
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Family Status:	Married, three children ages 13, 15, 18
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DEALER OF TOMORROW AGENDA

1 | Our Dealer of Tomorrow strategy

2 | New skills & profiles

3 | Recruit & retain talent

4 | Supporting our Channel



DID YOU KNOW...? CUSTOMER TRENDS

Sept 2017 On-line Customer Panel (321 Customers - FR, DE, SP, UK)

86%

Dealer is equal or more important than brand or product



97%

Daily access to internet mainly through Smartphones

96%

Honesty & professionalism.
Importance of relationship

Main Benefits from Large Dealers

Better Service & Parts availability

64%

More professional Employees

55%

More Resources for Customer Support

50%

71%

Prefer Face-to-face interaction but open to remote / digital media

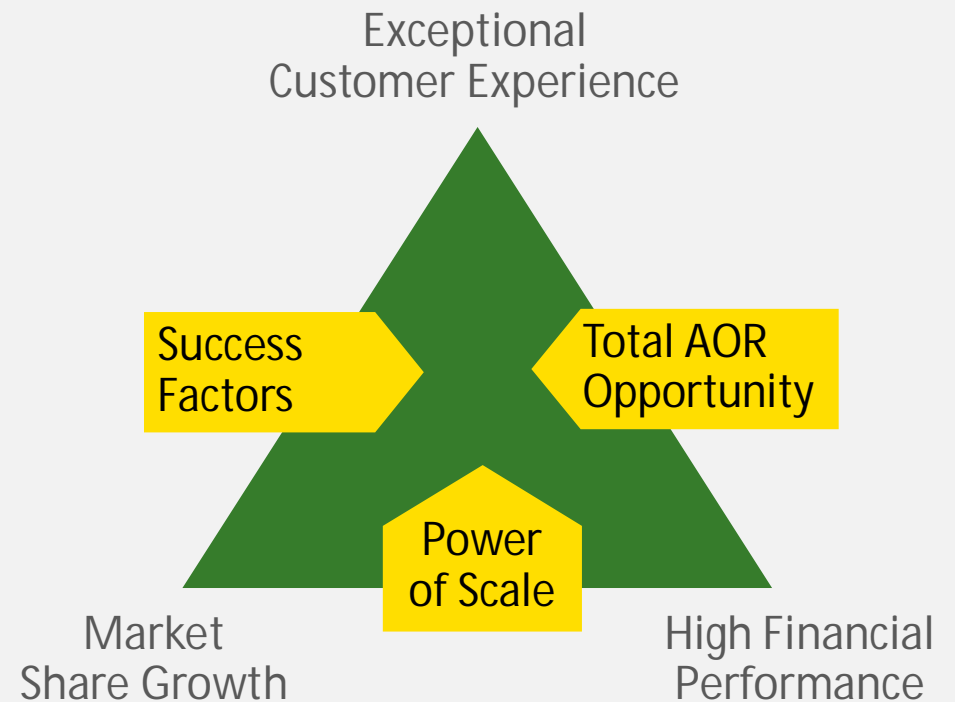
DEALER OF TOMORROW STRATEGY

What is the Strategy?

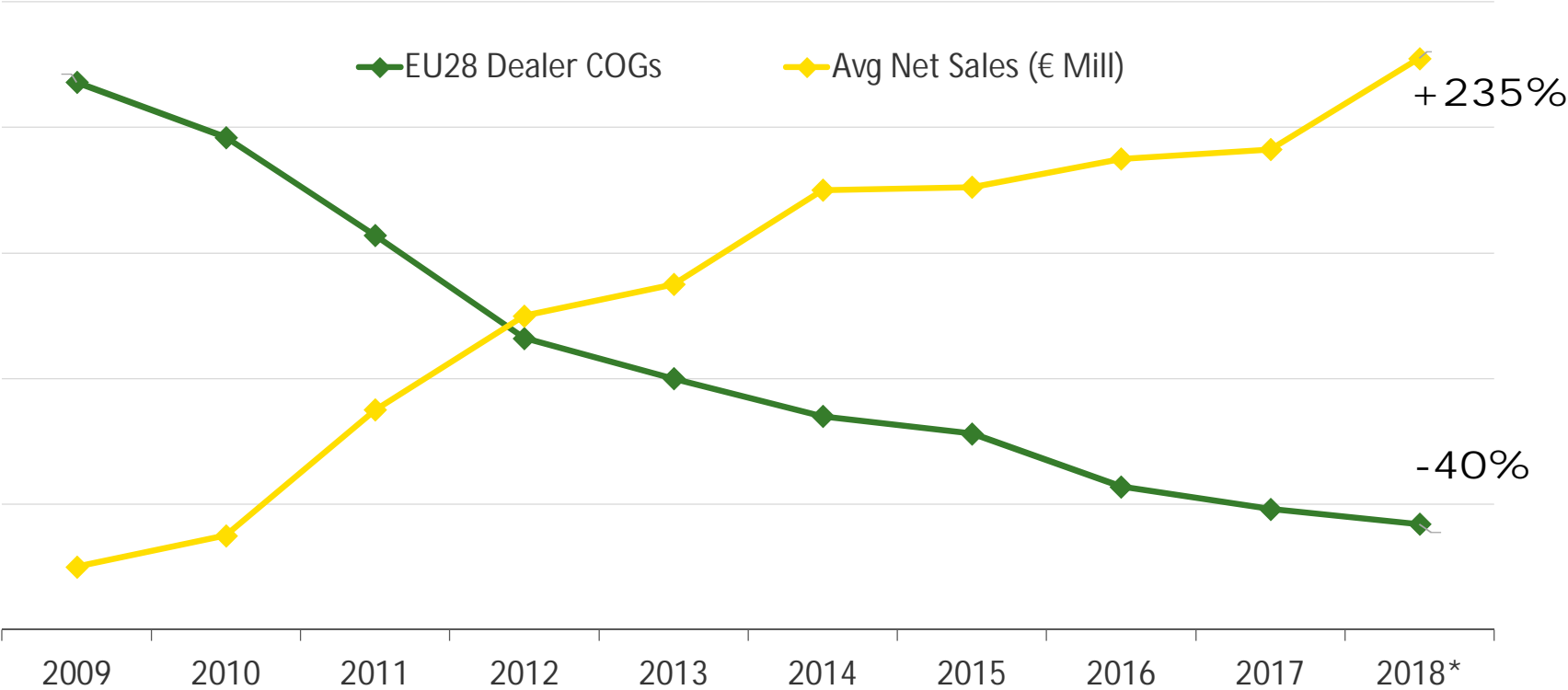
Cover the market with Dealers that have sufficient Power of Scale to Invest in Critical Capabilities and deliver Sustainable High Performance.

A Dealer of Tomorrow is:

An optimized scale Organization that Proactively delivers solutions for all Customer segments through the entire Lifecycle.



OUR JOINT DOT JOURNEY
POWER OF SCALE



DRIVERS OF CHANGE

Attract and retain talent

Product & features
lifecycle shorten

Digitalization

Millennials

Social Media

Customers Professionalism Growth

Competitors RMI

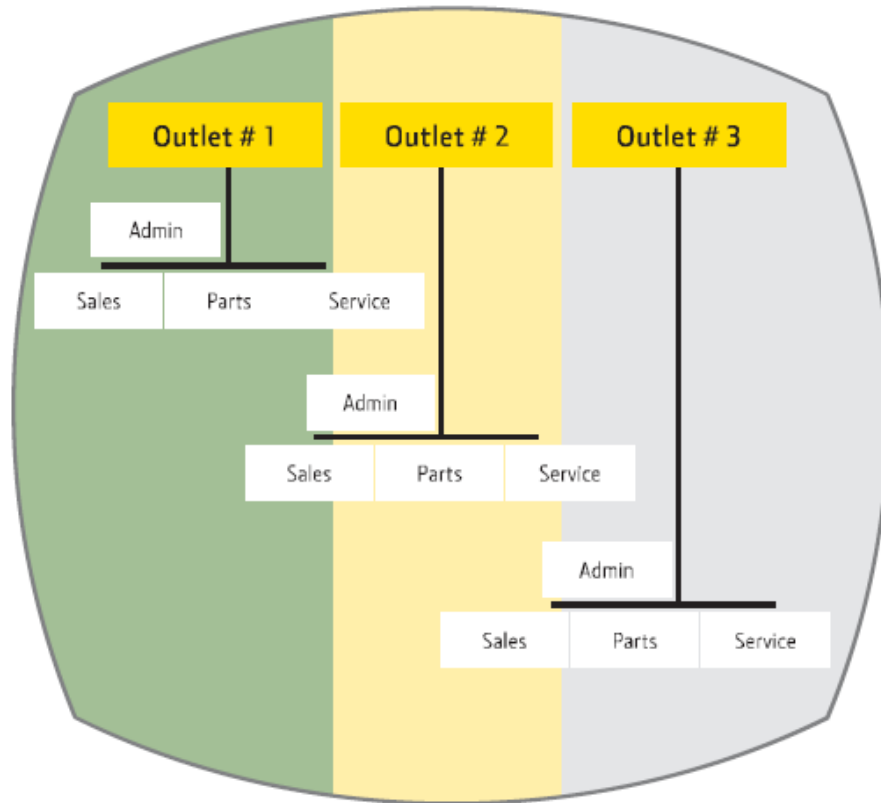
Integrated Solutions

Connected Machines

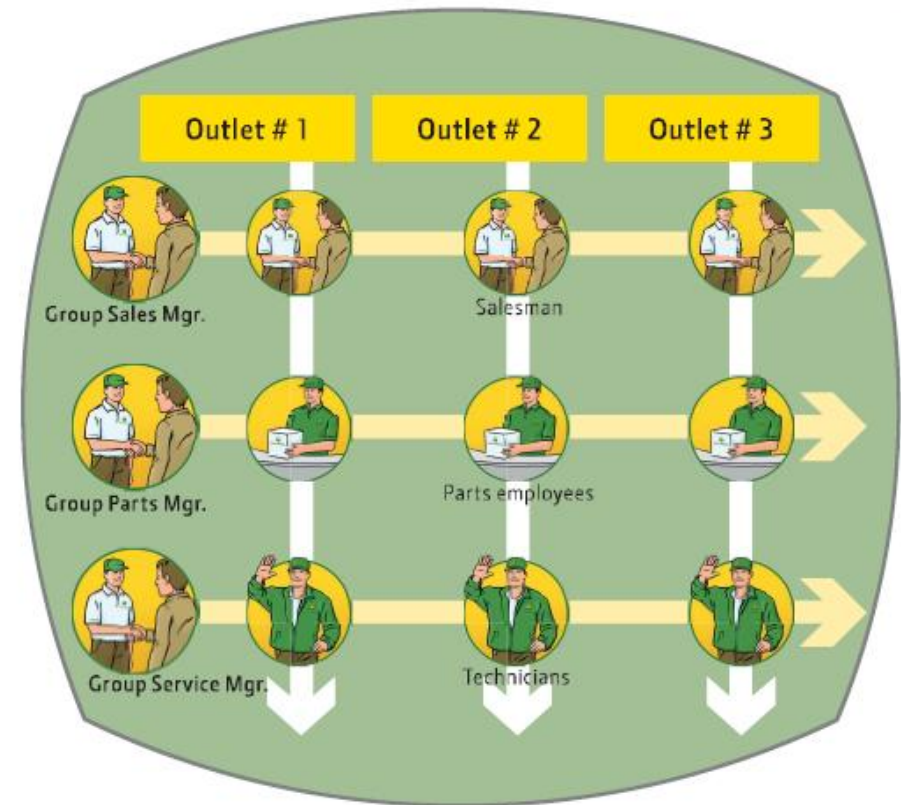
Ag Industry Trends

Organizational Dealer changes

FROM: Independent Outlet management

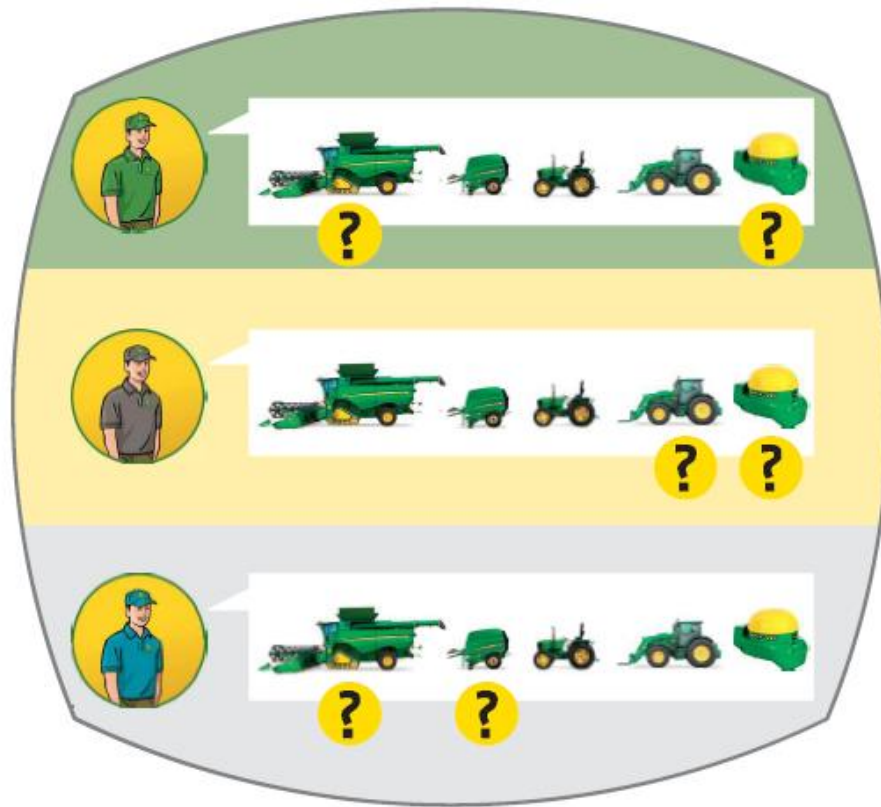


TO: Matrix Dealer Organization

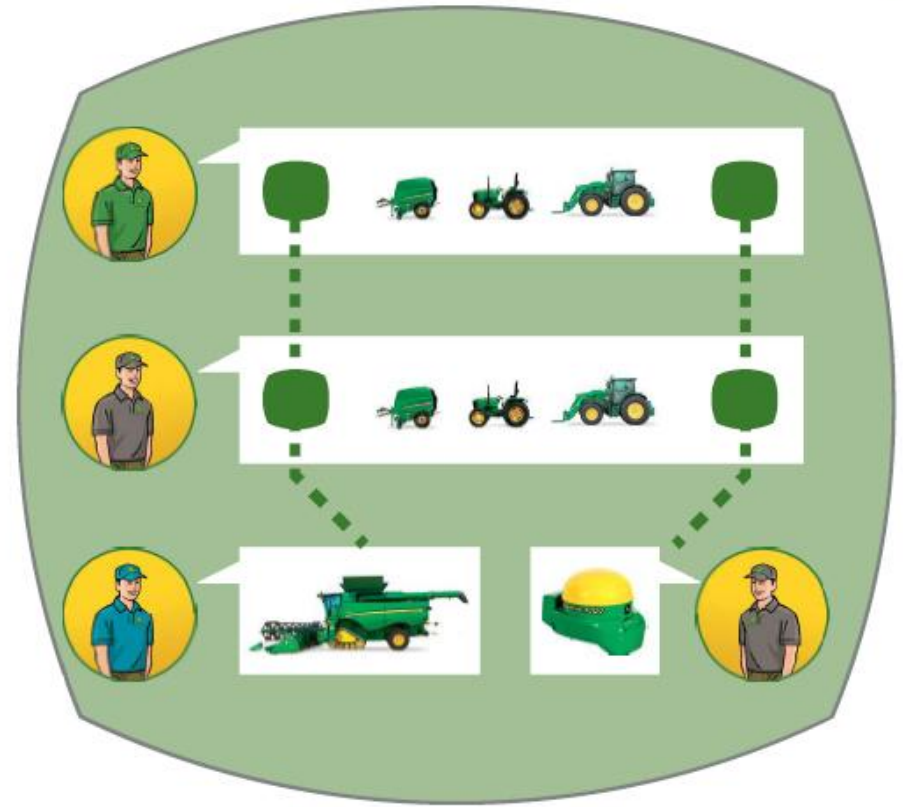


Expertise Dealer changes

FROM: Generalist Dealer

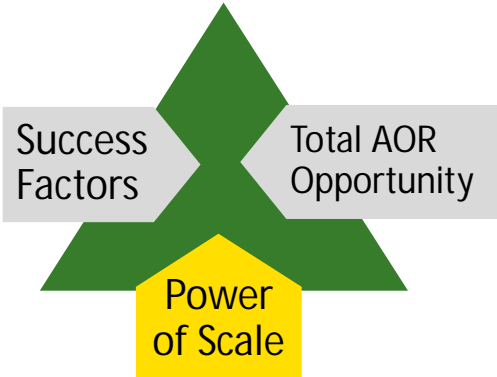


TO: Specialized Dealer



OUR JOINT DOT JOURNEY

POWER OF SCALE




DEALER PERFORMANCE (EU28+ R12 OCTOBER 2017 – 216 dealers)*	Non-Scale Dealers	Scale Dealers	
		<i>Non-Optimize</i>	<i>Optimized</i>
TRACTOR MARKET SHARE	●	●	●
RETURN ON SALES ROS	●	●	●
DEALERSHIP EXPERIENCE	●	●	●




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RECRUIT, DEVELOP &
RETAIN TALENT

RECRUIT TALENT



UK & Ireland



Careers at your local John Deere dealership!

Applicant area [Log in](#) [Register](#)

[Advanced Search](#) [Search](#)

Latest John Deere dealership jobs in UK

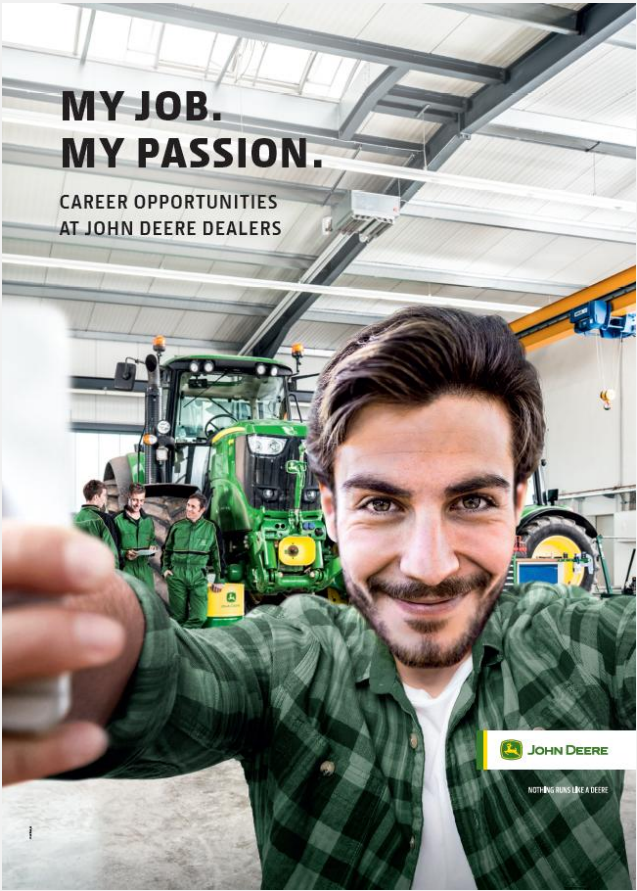
Date	Job description	Dealer name	Location	Ref.
21/09/2018	Technician Sprayer / Agricultural Job-Function: Performs diagnostics, service repairs and maintenance work on customer and/or dealer-owned equipment, based on the training certification program. Aftermarket sales oriented. Essential...	R. Hunt Ltd (Tilhead)	Salisbury	2637
20/09/2018	General Administrator We're looking for a full General Administrator who will share our vision to deliver our promise of 'Premium Product, Premium Support', and to build on the recognition we have earned as the dealer of choice...	MASONS KINGS	Newton Abbot	3068

Social Media
Campaigns



Dealer
Recruitment
website

School
collaboration &
Internship programs



DEVELOP & RETAIN TALENT



Develop
your
Team



Keep your
Team motivated

Communicate



Provide Direction

AVAILABLE TOOLS



Employee Survey

Develop your Team

Keep your Team motivated

Communicate

Provide Direction

PERFORMANCE

Goals
Responsibilities
Competencies
Review
Regular Feedback
Development

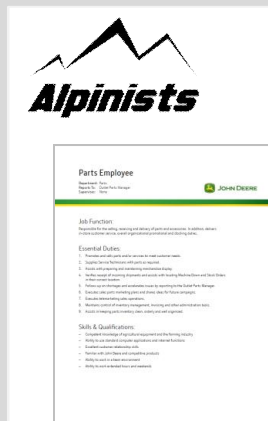
John Deere University
Learning Colleges



Internal Communication Guide
for John Deere Dealers



Mgmt. & HR Consultants



“The Dealer is the only
Sustainable Differentiating Factor.”

Sam Allen
Chairman & CEO, Deere & Co

NOTHING RUNS LIKE A DEERE



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