

# Maximizing Customer Connections

February 19-21, 2018  
Atlanta, GA

## 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

<b>Leadership</b>	<b>Instructors (BOLD indicates a dealer)</b>
<a href="#">Ag &amp; Turf Leadership Update</a>	Bryn Dolesh, Jenny Ose
<a href="#">C&amp;F Leadership Update</a>	Mark Germain
<a href="#">Data Security in Today's Unsecure Environment</a>	James Johnson
<a href="#">JDIS Leadership Dealer Channel Overview</a>	Mark Theuerkauf
<a href="#">What Not to Miss (Guided Tour)</a>	Chris Kargl
<b>Financial</b>	<b>Instructors</b>
<a href="#">EQUIP™ Financial Roadmap</a>	Julie Delp
<a href="#">Financial Basics - Month End / Year End Process Detail</a>	<b>Trista Barnes, Erin Yearian</b>
<a href="#">Financial Roundtable 201</a>	<b>Trista Barnes, Erin Yearian</b>
<a href="#">Financial Roundtable 301</a>	<b>Trista Barnes, Erin Yearian</b>
<a href="#">Financial Tips &amp; Tricks / Do's &amp; Don't's of an Acquisition or Merger</a>	<b>Chris Roulet, Leah Matney, Erin Yearian</b>
<a href="#">IntelliDealer 4.0 Financial Enhancements (CDK only)</a>	Frank DeDecker, CDK Global™
<a href="#">JDIS Statement – Maximize your Understanding</a>	Chris Anderson, Jennifer Landry
<a href="#">Linking Your DBS Customer and John Deere Customer</a>	Vickie Denger, Julie Delp
<a href="#">Processing ACH Bank Transactions in EQUIP™</a>	<b>Thomas Schneider</b>
<b>General</b>	<b>Instructors</b>
<a href="#">Aftermarket Parts &amp; Service Marketing</a>	Jandi Ludin, Russ Boomer
<a href="#">Become an Excel Ninja</a>	Nevin Kroeker, <b>Marianne Parris</b>
<a href="#">Dealer Solutions Service Desk: Tips &amp; Tricks to Reduce Billable Service Tickets</a>	Corey Whitcomb, Sheri Kerr
<a href="#">Maximize Customer Connections through Centralized Aftermarket Functions</a>	Bob Zipse
<b>Human Resources (HR)</b>	<b>Instructors</b>
<a href="#">Attract and Retain the Best Talent through Benefits Programs</a>	Laura Getty
<a href="#">Best Practices in Safety</a>	Laura Getty
<a href="#">Developing a Registered Apprenticeship Program through US Department of Labor</a>	Laura Getty, U.S. Director of Labor

<b>Human Resources (HR)</b>	<b>Instructors</b>
<a href="#">Emotional Intelligence in Today's Workplace</a>	Jeff Summers & Debbie Muno, Red Diamond
<a href="#">Employee Recognition and Rewards</a>	Laura Getty
<a href="#">New Employee Onboarding - Beyond Compliance</a>	Laura Getty
<b>Infrastructure</b>	<b>Instructors</b>
<a href="#">Office 365 - Getting the full Benefit of O365</a>	Microsoft® and <b>Marianne Parris</b>
<a href="#">How to get IT a Seat at the Management Table</a>	<b>Kevin Corr</b> , Dave Haughey, Tim Waeyaert
<a href="#">How to Prepare Your Dealership Infrastructure for the Future</a>	Dave Beeson, Shaun Pearson, Adam Stack, Jeremy Ledet, Tim Waeyaert, Mike Sisler
<a href="#">VeriFone Credit Card for <i>EQUIP</i>™</a>	Jeremy Ledet, Tim Waeyaert
<a href="#">Security Roundtable</a>	Jeremy Ledet, Tim Waeyaert
<a href="#">VPN and Beyond - Meraki and You</a>	Tim Waeyaert, Jeremy Ledet
<a href="#">Windows Server 2016 / Citrix / Remote App: Planning and Prep</a>	Mike Sisler, Sean Loete
<b>Parts</b>	<b>Instructors</b>
<a href="#">Barcode 2.0</a>	Kevin Budreau, Todd Kochuyt, Kevin Rangel
<a href="#">Effective and Efficient Utilization of Parts ADVISOR™</a>	Jeannie Duyck, Lori Dhabalt
<a href="#">EQUIP™ Parts Best Practices</a>	<b>Bob Knott, Jeremy Conde</b>
<a href="#">EQUIP™ Parts Systems Roundtable</a>	Kim Briggs, Rick Evans
<a href="#">IntelliDealer 4.0 Parts Enhancements (CDK only)</a>	David Markle, CDK Global™
<a href="#">Maintenance Manager</a>	Paul Garcia
<a href="#">Maximize Parts Sales with more Customer Connections</a>	Kevin Budreau, Todd Kochuyt, Bob Lelonek
<a href="#">Parts Pricing Admin</a>	Kim Briggs, Rick Evans
<a href="#">The Meat behind the Metrics – Driving Results with JDPrism</a>	Denise Moore
<a href="#">Vendor Parts Management</a>	Rick Evans, Denise Moore
<b>Rental</b>	<b>Instructors</b>
<a href="#">EQUIP™ Rental Integrations &amp; More</a>	Janet Schmidt, Lue Beaumont, Judy Conn
<a href="#">EQUIP™ Rental Workshop</a>	Lue Beaumont, Janet Schmidt, Judy Conn
<a href="#">Rental Process/Best Practices</a>	Janet Schmidt, Lue Beaumont, Judy Conn
<b>Sales</b>	<b>Instructors</b>
<a href="#">Customer Portfolio Connection</a>	Kayla Negrete, Lolina Pena
<a href="#">Dealer Insights Portal</a>	Luke Nims, Jed Thompson
<a href="#">Dealer Inventory Tracking</a>	Kevin Budreau
<a href="#">EQUIP™ Sales: Processing Updates</a>	Marcia King, <b>Deb Bisch, Katie McDonald</b>
<a href="#">JDQuote2 Admin Process &amp; System Integrations</a>	Dustin Kiddoo, Brynne Boyle, David Swisher, Janet Schmidt
<a href="#">JDQuote2 Tips and Latest Enhancements</a>	Dustin Kiddoo, Brynne Boyle, David Swisher, Janet Schmidt
<a href="#">John Deere Sales Center - User Experience Sessions</a>	Order Management Program Team
<a href="#">Key Account Best Practices</a>	Terry Christopher
<a href="#">MachineFinder Pro Ag &amp; Turf - Using Integrations to Manage Inventory</a>	Bryan Johnson, Mark Clark, Brian Dold

<b>Sales</b>	<b>Instructors</b>
<a href="#">MachineFinder Pro - C&amp;F</a>	Terry Christopher, Jim Brindle
<a href="#">Readiness for Sales Center (and DIT) - Dealer data clean-up</a>	Nevin Kroeker, Kevin Budreau
<a href="#">Retail Finance Systems Roundtable</a>	Mathew Meyer, Jen Watts, Angela Schaus, Mahefuz Satarmaker, Abbie Allen, Kris Bossard, Travis Kellenberger
<a href="#">Sales Admin: Best Practices</a>	Deb Bisch, Katie McDonald
<a href="#">Sales Roundtable</a>	Deb Bisch, Katie McDonald
<a href="#">Understanding Legal Issues Related to Retail Financing &amp; Leasing</a>	John Brown, Brian Israel
<b>Sales/ Rental</b>	<b>Instructors</b>
<a href="#">IntelliDealer 4.0 Sales Enhancements (CDK only)</a>	Frank DeDecker, CDK Global™
<b>Service</b>	<b>Instructors</b>
<a href="#">Case and Contact Management System (CCMS)</a>	John Walters, Whitney Thome, Ibrahima Bah
<a href="#">Centralized Management for your Mobile Fleet</a>	Kelly Kane, Jeff Koerperick
<a href="#">John Deere Connected Support™: C&amp;F Advanced Machine Monitoring</a>	<b>Matt Byrd</b> , Tim Worthington
<a href="#">Developing Job Codes and Inspections with John Deere Expert Services</a>	Nicholas Godwin, Travis Wilson, Katie Borth, Bryan Tallyn
<a href="#">DPA Impact to your Dealership</a>	TBD
<a href="#">EQUIP™ Service Queries</a>	<b>Nicholas Taylor, Rick Ciapriano</b>
<a href="#">IntelliDealer 4.0 Service Enhancements (CDK only)</a>	David Markle, CDK Global™
<a href="#">John Deere Connected Support™ for Ag &amp; Turf Dealers</a>	Brian Orwig, Brian Eipers, Jeremy Ballou, Jeff Koerperick
<a href="#">Managing Service Agreements with SVAP and CDK</a>	Jeremy Ballou, David Markle, CDK Global™
<a href="#">Service Delivery Administration Best Practices</a>	Chris Anderson, Amy Hageman
<a href="#">Service Delivery Workshop</a>	Amy Hageman, <b>Matt Byrd</b>
<a href="#">Service Operations Roadmap</a>	Nicholas Godwin, Amy Hageman, Kelly Kane, Jeremy Ballou
<a href="#">Service Roundtable</a>	<b>Nicholas Taylor, Rick Ciapriano, Matt Byrd</b>
<a href="#">Total Cost of Ownership for Production Class Equipment</a>	Tyrus Oakes
<b>Vendor Sessions</b>	<b>Instructors</b>

## **Leadership Sessions**

### **Ag & Turf Leadership Update**

Dealer Owners and Senior Managers will hear about key Ag & Turf Division strategies and initiatives related to Maximize Customer Connections that you will see at JDUG 2018. In this session we will look 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 need to Maximize Customer Connections.

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### **Data Security in Today's Unsecure Environment**

Is your customer information at risk? Can your critical business information be exposed? In this session dealer leadership will gain a clear understanding of the risks and potential liabilities associated with data breaches, hacking, identity theft, etc. The following topics will be covered:

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

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### **JDIS Leadership Dealer Channel Overview**

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 for dealers to 'Maximize Customer Connections' with a general understanding of its 24-36 month direction. There will be an update on JDIS' efforts to improve uptime and quality of its products along with a high-level project summary update on John Deere's new dealer business system initially targeted for markets outside the U.S. & Canada. 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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## Leadership Sessions

### **What Not to Miss (Guided Tour)**

Beat the rush! Dealer Principals/Owners/CEOs, come and enjoy private time in a group to get an overview of key “Maximize Customer Connections” areas. This session is a focused tour of 4 key initiatives to help your dealership relationships with your customers. 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:

- Expert Services
- Machine Health Dashboard (SVAP)
- DCP/Parts ADVISOR™
- MFPro Integrations

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## Financial Sessions

### **EQUIP™ Financial Roadmap**

Are you a current *EQUIP* user in the Admin & Finance area? Get a seat in this session and we will bring you up-to-date on the latest development and releases over the past year. Additionally, we’ll look at what to expect in upcoming releases and how future development will enable dealers to maximize customer connections through the financial and administration processes.

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### **Financial Basics – Month End / Year End Process Detail**

Are you a new financial employee looking for information related to basic financial processes? Got questions about month end and year end accounting tasks? Join this roundtable session and we will supply you with solutions to maximize your customer connections 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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## Financial Sessions

### **Financial Roundtable 201**

Do you want to hear how other dealers are managing their financial tasks in the *EQUIP™* 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? Increased knowledge and improved processes are two ways we can maximize customer connections; come participate and gain new insight.

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### **Financial Roundtable 301**

Come to the financial roundtable advanced session and participate in an open forum discussion with other dealers who are looking for an advanced level of discussion and process topics. Maximize customer connections by fine tuning the high-end details of financial processes at your dealership. Bring questions and issues along with solutions to share with the group.

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### **Financial Tips & Tricks / Do's & Don't's of an Acquisition or Merger**

A JD Dealer led panel discussion focusing on the key financial takeaways of a JD dealership merger or acquisition. Leave with a checklist of key financial points to remember if and when your dealership enters into this type of financial transaction. This class will serve as a valuable tool to help maximize your customer connections as your dealership grows.

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### **IntelliDealer 4.0 Financial Enhancements (CDK only)**

**Note:** This class is for only dealers using the CDK business system.

Learn about enhancements to the Financial Module in the current release of IntelliDealer - IntelliDealer 4.0 - and a review of some existing features that you may want to take advantage of. New features that will improve accounting and financial reporting processes at your dealership

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### **JDIS Statement - Maximize your Understanding**

Do you have questions about your JDIS Statement? Please join us for discussion of generic reports, ticket management, product descriptions and charges. We will have time for Q & A also, so be sure to bring your questions! An SME from JDIS Accounting and a DSAM will be hosting this session.

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## Financial Sessions

### **Linking Your DBS Customer and John Deere Customer**

Come learn about the new Customer Linkage tool and how you can create links between your DBS customer and John Deere (Registry) customer. We will demo the Customer Linkage tool and how to create the links. We will also show you how to create, remove and replace Registry customer links within *EQUIP*<sup>™</sup>. In support of maximizing customer connections, we will discuss the advantages to having the links between the Registry Customer and the DBS Customer plus how it will benefit you in other applications.

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### **Processing ACH bank Transactions in *EQUIP*<sup>™</sup>**

In the every-growing electronic era, learn how to increase efficiency and maximize customer connections through ease of ACH processing. This class will show you the steps needed to setup your accounts payable and bank information to process ACH payments in *EQUIP*. The details of vendor setup, bank setup, and payment processing are discussed in detail. Come prepared to ask questions and make a plan for implementing this process at your dealership.

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## General Session

### **Aftermarket Parts & Service Marketing**

Learn new ways to grow your Aftermarket sales through progressive marketing platforms. In this class we will review marketing strategies through various platforms by giving an overview of:

- John Deere Marketing Tools & Resources
- Retail Showroom Floor
- Best practice sharing – what other dealers are doing
- How to attract and obtain customer engagement through marketing

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### **Become an Excel Ninja**

This class is for beginners with Microsoft<sup>®</sup> Excel. Learn pivot tables, shortcuts, tips and tricks followed by Q&A. New users to Excel will uncover new tricks and time savers.

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### **Dealer Solutions Service Desk: Tips & Tricks to Reduce Billable Service Tickets**

Come to learn how Dealer Solutions - JDIS Service Desk manages application and infrastructure incidents for your dealership. We will provide information on tools available for you to reduce billable incidents and take ownership of your support experience.

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## General Session

### **Maximize Customer Connections through Centralized Aftermarket Functions**

Thinking about centralizing functions in your aftermarket but want to know more about the “how”? Build upon what has already been accomplished and identify where additional opportunities exist by rethinking your aftermarket organizational structure to maximize customer connections.

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## Human Resources (HR) Sessions

### **Attract and Retain the Best Talent through Benefits Program**

How do you attract and retain the best talent? What are other dealers doing to accomplish this through their benefit offerings? Now more than ever, employee benefits are key in attracting and retaining talent. Maximize customer connections in this session. Join HR professionals in a general table topic discussion around benefits and what is working to attract and retain the best talent.

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### **Best Practices in Safety**

Safety in your dealership is critical, both for employee satisfaction and mitigating risk. How can a comprehensive safety program positively impact your bottom line? How do you gain buy-in from your managers and leadership? Learn how to maximize customer connections by creating a culture of safety at your dealership. You will hear from Safety professionals and have opportunity to share best practices.

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### **Develop Registered Apprenticeship Program through U.S. Department of Labor**

How can the “Registered Apprenticeship” program work to your dealership's advantage? The U.S. Department of Labor recognizes there aren't enough skilled tradespeople in the workforce today and the outlook is bleak. The Registered Apprenticeship Program provides funds for dealers who employ apprentices, from training throughout the apprenticeship. You will want to hear the Georgia Director of Department of Labor give an overview of the program and answer questions around administration of the program.

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## **Human Resources (HR) Sessions**

### **Emotional Intelligence in Today's Workplace**

There is a direct link between the way people feel and the way they perform at work. In high performing organizations people feel significantly more engaged, cared for, valued, proud, and motivated than those in low performing organizations. In those low performing organizations, people feel significantly more fearful, stressed, disempowered and uncertain. Research has proven that a leader's emotional intelligence is key to their capacity to facilitate emotions in others that drive high performance.

Organizations with emotionally intelligent leaders achieve a critical level of sustainable competitive advantage: a high performance culture, customer loyalty and customer profitability. In this session, Debbie Muno and Jeff Summers from Red Diamond Solutions, Authorized North American Distributors for Genos International will walk us through workshop activities and practical models of Emotionally Intelligent workplace behavior to improve bottom line results.

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### **Employee Recognition and Rewards**

Have you ever wanted to give recognition, but needed to know how and where? After attending this class, you will understand how to maximize the importance of employee recognition through JD Rewards and how that equates to a better customer experience. Recognition of a job well done is fundamental to employees feeling valued. Without recognition, employees become less engaged, committed and loyal to your organization. By attending this class, you will learn about tools available for employee recognition through John Deere Rewards, including new tools for Aftermarket incentive programs.

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### **New Employee Onboarding - Beyond Compliance**

Are you looking for new ideas and techniques for successful onboarding of new hires? Learn how to create a framework for successful onboarding beyond what is required for compliance purposes. A robust onboarding process is key to maximizing employee engagement, satisfaction and retention.

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## **Infrastructure Sessions**

### **Office 365 - Getting the full benefit of O365**

How do you know if your dealership should convert? If you already have Office 365 are you getting the most out of your investment? Explore all the parts of Office 365 products including underutilized applications like Skype, Teams, Power BI, and Yammer. Maximize the most out of the suite of O365 products.

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### **How to get IT a Seat at the Management Table**

Would you like to improve your presentation and get a front row seat at the Management table? This class is designed for IT Managers. Bring your ideas, proposals and new projects. We will discuss how other IT Managers are effectively collaborating with management to launch new projects. Learn about the financial requirements necessary for management to consider before making a final decision about an IT solution.

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### **How to Prepare Your Dealership Infrastructure for the Future**

Is your local infrastructure ready for new apps and systems coming from Deere? Join John Deere experts in an informational roundtable to prepare for upcoming Deere applications. We will discuss dealership challenges and how to solve them including: client hardware and administration, laptops, servers, networking, bandwidth. Maximize customer connections and bring your infrastructure questions to the table!

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### **VeriFone Credit Card for EQUIP™**

Are you facing challenges using the VeriFone credit card solution? Let's maximize customer connections in a roundtable discussion. Representatives from VeriFone will be present to answer questions and discuss strategies. Join the experts in a dealer-to-dealer knowledge share of tips and tricks for a better experience with credit card!

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### **Security Roundtable**

Really, how secure are you? Maximize your security and keep your customers safe! This session is focused on dealers sharing ideas and best practices for patching, antivirus, system configuration best practice, employee management policies and more. A team of Deere security experts will be on hand to answer specific questions based on the group's discussions.

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## Infrastructure Sessions

### **VPN and Beyond - Meraki and You**

This class is an introduction to Meraki VPN / Content Filtering and Security. You will learn about the product and how it might fit in your dealership. Maximize your customer experience in the field for both onsite and *JDISONline*™! We will explore the Meraki solution and discuss how to take full advantage of its features.

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### **Windows Server 2016 / Citrix / Remote App: Planning and Prep**

Be the first to see the latest update on upcoming changes with the Windows Server 2016 certified environments. You will maximize your customer connections in this overview of the new versions of Citrix and Remote App and how applications will integrate with Windows Server 2016 and other dealership technologies.

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## Parts Sessions

### **Barcode 2.0**

Are you trying to improve parts efficiency or considering implementation of a new Barcode system? This class is essential for any dealer currently leveraging Barcode to maximize customer connections! We will talk about the Parts Barcode strategy, including information on new hardware options, transition timeline requirements, and future enhancements.

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### **Effective and Efficient Utilization of Parts ADVISOR™**

What is the best way to maximize customer connections in your dealership? Glad you asked, Parts ADVISOR can help with that! Knowing about your customers' equipment helps better connect them with your dealership and predicting their part needs. Parts ADVISOR has more effective searches based on PIN, model, 'Part where Used', and Part search in product and part. In this class, we'll share best practices on how to utilize Parts ADVISOR™ to the maximum!

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## Parts Sessions

### **EQUIP™ Parts Best Practices**

Do you continually monitor inventory levels so you avoid emergency orders? Want to learn how to run a more efficient and profitable warehouse? If you're a Parts Manager, you know how to control parts activity. In this session, you'll learn how to run a more efficient and profitable warehouse. Explore how to maximize customer satisfaction and your dealership's profitability through best practices. We will review best practices for:

- Part metrics
- Dead stock
- Cycle count metrics
- Blank commodity codes and showroom pricing

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### **EQUIP™ Parts System Roundtable**

Want to stay ahead of the competition? Today's customers are constantly moving, always connected and more informed than ever before which makes parts sales even more competitive. Parts sales growth depends on providing a differentiated and consistent customer experience at the parts counter. Join us as we review John Deere Parts strategic objectives for *EQUIP™*, JDPPrism, Parts ADVISOR™, Dealer Customer Portal, Barcode 2.0, and Freight Recovery. In this session you will learn about the future initiatives in the John Deere Parts Division that will increase customer satisfaction, sales, and profit. Experience how we can help differentiate and maximize the customer experience at your dealership!

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### **IntelliDealer 4.0 Parts Enhancements (CDK only)**

**Note:** This class is for only dealers using the CDK business system.

Learn about enhancements to the Equipment Module in the current release of IntelliDealer - IntelliDealer 4.0 - and a review of some existing features that you may want to take advantage of. Learn about new features that will improve efficiencies, productivity and customer service in your dealership's Parts Department.

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### **Maintenance Manager**

Did you know as many as 90% of your customers perform their own maintenance? And, they purchase parts for servicing from a variety of sources? When a customer's machine is enrolled in a John Deere factory recommended plan through Maintenance Manager, the preventative maintenance plan keeps dealers connected and it provides an easy way for customers to order parts from their John Deere dealer.

Why Maintenance Manager? Currently, there are over 15,000 active plans and Maintenance Manager has generated about 567 parts orders year to date with 733 orders placed in FY15/16. Come discover how Maintenance Manager, a customer facing application, can maximize customer connections with those that perform their own maintenance.

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## Parts Sessions

### **Maximize Parts Sales with more Customer Connections**

Connecting with Customers is what DealerCustomerPortal.com is all about. See the latest on how customers can order parts, search for their invoices, or pay their bill... Anytime...Anywhere!

Also resources from Deere Parts Marketing and Dealer Development will be able to speak to key strategies that are enabled by DealerCustomerPortal.com. For example, you'll be able to learn how to leverage the Onsite Parts functionality to make sure your customers have the right part, for the right piece of equipment, at the right time. Learn about suggested part types and how to sell them. Experts from Deere and Sedona® Technologies will be on hand to answer your questions. Come see how DealerCustomerPortal.com, enables you to 'Maximize Customer Connections' and 'Maximize' your parts sales.

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### **Parts Pricing Admin**

Want to stand out from your competitors? John Deere dealerships have a significant opportunity to differentiate themselves from competitors. Discover how to create, quantify, communicate and capture customer value by implementing unique value-based pricing strategies using the new Parts Pricing Administration tool.

Put value in the driver seat! Learn how to implement a pricing strategy that delivers higher profitability and improved customer satisfaction. In this class we'll share how *EQUIP*™ Parts Pricing Administration can maximize customer connections by ensuring you're competitive and profitable!

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### **The Meat behind the Metrics – Driving Results with JDPrism**

Experience a working session where we explore how daily decisions made in JDPrism impact the performance of your Parts departments. We'll explore opportunities to further drive and elevate your parts business. Maximizing your customer connections with the help of your partners at Dealer Parts management (DPM) drives up to date decisions. We will reinforce your foundational knowledge of the key parts performance metrics, how to balance your performance and drive to success! Empower your dealership with impactful metric conversations, gain an understanding of what options exist and how your actions can impact them!

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### **Vendor Parts Management**

Are you interested in learning new ways to manage your vendor inventory? Some dealerships help their customers to drive down the costs of buying complementary products and services from other suppliers. In this class, we will review fresh ideas, inspired by innovative practices, to improve customer satisfaction and retention through vendor inventory management.

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## Rental Sessions

### **EQUIP™ Rental Integrations and More**

Are you interested in maximizing your connections to the Rental module and additional Rental tools? If so, then this class is for you. In this session, you will gain a deeper knowledge of how integrated applications can better support your Rental process. Maximize your customer connections and explore what's new in Release 17.3. Simplify your rental process by engaging the John Deere expert for a detailed understanding of additional connections in your dealership. Let's discuss the integral parts of the Rental process:

- JDQuote2
- DIT
- MFPro
- E-Signature
- Creating Reservations
- New methods of depreciation

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### **EQUIP™ Rental Workshop**

Seize the day! Here is an opportunity to share ideas and learn from other dealer experiences! This session is designed for both Ag & Turf and C&F dealers. Engage in an open discussion with other dealers that use Rental Contract Management. Bring your list of questions, there will be ample time during this session for you to ask questions on any Rental related topic. Maximize your customer connections by collaborating with other Rental dealers to discuss your issues and come up with an effective solution.

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### **Rental Process/Best Practices**

Are you interested in connecting with other Dealers to see how they handle unique situations in Rental? Do you want to learn how other Rental Dealers are utilizing best practices? If so, then come to the Rental Process/Best Practices session and participate in an open forum discussion with other dealers like you. Together we will discuss Rental processes and best practices to find solutions that work for you and help improve accuracy and efficiency.

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## Sales Sessions

### **Customer Portfolio Connection**

Enhance your customer connection by learning more about Customer Portfolio Connection. What is Customer Portfolio Connection? It's a system offered by John Deere Financial (JDF) that offers several tools to support your customers and your dealership. You'll learn the latest functionality, tips & tricks and what's on the horizon in this session. In this class, there will be opportunity for open discussion. Learn how to:

- Use reports to manage the business
- Use reports to identify customers for sales leads
- Get additional marketing tools from JDF

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### **Dealer Insights Portal**

Need help maximizing your customer connections? Get on track, and learn more about the new Dealer Insights Portal. Gain a deeper understanding about Dealer Insights Portal and how connections to these applications can support sales for your dealership:

- New Dealer Insights Portal
- Current and future capabilities of Market Share
- Customer Lead Generation and Engaged Acres

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### **Dealer Inventory Tracking**

What's new in DIT? Learn more about the evolution of the DIT "App" available for both Apple® and Android™ operating systems. In this class, 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, helping you maximize your customer connection.

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### **EQUIP™ Sales: Processing Updates**

Do you want to help maximize your customer connections by finding quicker ways to process sales? If you do, 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 through *EQUIP*.

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## Sales Sessions

### **JDQuote2 Admin Process & System Integrations**

JDQuote2 has multiple system integrations to help users achieve a maximum customer connection. These integrations will help streamline your administrative processes. In this class, we will cover several of those system integrations, including:

- JDQuote2 to CERES integration
- JDQuote2 to SVAP integration
- PO invoicing process between JDQuote2 / *EQUIP™*
- New process to pass rental agreement information from *EQUIP* to JDQuote2

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### **JDQuote2 Tips and Latest Enhancements**

Many new enhancements have been implemented in JDQuote2 and different tips have been discovered. Are you interested in learning more about the latest JDQuote2 enhancements? Get a seat in the JDQuote2 tips / latest enhancement class. You will learn the best way to quickly generate a report all the way to getting payoff information from JD Financial. Some of the topics covered in this class include:

- Latest enhancement to search for a quote on a specific status
- Review our latest MFPro adjustments
- Discover the latest finance tab updates,
- Retrieve payoff information from JDF, and much more.
- This session will cover multiple JDQuote2 enhancements which will help you maximize your customer connection

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### **John Deere Sales Center - User Experience Sessions**

Do you want the opportunity to see John Deere Sales Center and provide feedback on how processes should function? Help grow your customer connection by learning how the new solution works. Get hands-on experience and the opportunity to share your comments on the future of John Deere Sales Center.

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### **Key Account Best Practices**

Are you fully leveraging your CRM solution in this challenging economy? Are you looking for ways to maximize your customer connection? 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.

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## Sales Sessions

### **MachineFinder Pro Ag & Turf - Using Integrations to Manage Inventory**

Do you find your dealership using multiple sources to manage your used inventory? In this session, you will learn how various integrations can assist your dealership in managing your used inventory and updating inventory listings resulting in management and administration efficiency. We'll also provide a glimpse into upcoming features that can streamline your used management and marketing efforts.

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### **MachineFinder Pro - C&F**

Construction and Forestry Dealers, maximize your customer connection by using MachineFinder Pro! This session will provide the C&F 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. MFPro will help the dealer fine tune their used inventory management and marketing processes leading to an enhanced customer connection. You won't want to miss it!

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### **Readiness for Sales Center (and DIT) - Dealer Data Clean-up.**

Help build a strong customer connection by ensuring data authenticity. As we prepare to migrate to John Deere Sales Center, DBS data needs to be reviewed and cleaned up. Come to this session to learn about the process that your JDIS Account Manager can assist you with in cleansing your data to prepare for the future. In doing so, migration to Dealer Inventory Tracking (DIT), and eventually John Deere Sales Center, becomes much more efficient. Come to this session to learn more about how to prepare for this data clean-up that all dealers will need to complete prior to adopting John Deere Sales Center.

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### **Retail Finance Systems Roundtable**

Finance offers are developed and a credit application must be completed in order connect customers to the available finance options. At John Deere Financial, we are constantly working to improve the quoting and application processes for you and your customers. In this roundtable, we will:

- Demonstrate a new Financial Calculator to help you easily calculate several payment options
- Share finance quoting tools appropriate for each sales scenario
- Review recent and upcoming enhancements to the application process for installment/lease applications in CERES
- Incentives at the Asset Level
- Residual Value Automation and Dealer Reviewer Settings

The session is open for walk-in topics and questions on retail credit systems.

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## Sales Sessions

### **Sales Admin: Best Practices**

Come and learn as we all share our best practices from all topics Sales Admin related! Bring what you do best, ask questions of others on those processes you want to improve on and build connections with other customers to improve your Sales processes.

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### **Sales Roundtable**

Are you interested in working together with other Sales Managers and Sales Personnel to find solutions within your dealership? If so, then come to the Sales Roundtable session and participate in an open forum discussion where together we will discuss best practices, tips and tricks to enhance your Sales experience. It's an opportunity to help maximize your customer connection.

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### **Understanding Legal Issues Related to Retail Financing & Leasing**

Don't miss out on how to protect your dealership from legal risks related to retail financing and leasing. Hear from John Deere Financial legal experts on this year's top legal topics and ensure you have quality processes in place that minimize your risk and maximize your customers' experience.

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## Sales/Rental Sessions

### **IntelliDealer 4.0 Sales Enhancements (CDK only)**

**Note:** This class is for only dealers using the CDK business system.

Learn about enhancements to the Equipment Module in the current release of IntelliDealer - IntelliDealer 4.0 - and a review of some existing features that you may want to take advantage of. Learn about new features that will improve efficiencies, productivity and customer service in your dealership's Equipment Sales Department.

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## **Service Sessions**

### **Case and Contact Management System (CCMS)**

Discover new functionality, recommended processes, and tips and tricks in the Case and Contact Management System (CCMS).

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### **Centralized Management for your Mobile Fleet**

This session will update you on the changes and new features 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.

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### **John Deere Connected Support™: C&F Advanced Machine Monitoring**

Machine Monitoring is the future of proactively supporting our customers. Practices and solutions continue to evolve across our industry and within our Dealer channel. Hear updates from Deere on the advancements of the Machine Health Monitoring Center capabilities and continued focus to partner with Dealers to proactively support customers. Learn how Foresight is continuing to build out solutions, enabling a deeper connection to Customers. Finally, hear directly from a Dealer and a Customer on how Machine Monitoring deepens their partnership, maximizing efficiency and profitability for both parties.

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### **Developing Job Codes and Inspections with John Deere Expert Services**

Automate your inspection process with the new John Deere Expert App. Learn how to author inspections in John Deere Expert Services. Then, execute inspections using the App on your Apple or Android phone. Hear from a fellow dealer about how this process enhances their operations.

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### **DPA Impact to your Dealership**

Learn best practices around Dealer Profile Administrator (DPA) and configuring dealership personnel profiles with the appropriate permissions according to their job role. This course will highlight the importance of performance metrics driven from the tool, as well as the impact of not keeping roles up to date with onboarding, job changes and outboarding.

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### **EQUIP™ Service Queries**

For *EQUIP* Service users only - learn how to access your service data through queries. Bring your laptop with you to this workshop and have your questions answered.

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## **Service Sessions**

### **IntelliDealer 4.0 Service Enhancements (CDK only)**

**Note:** This class is for only dealers using the CDK business system.

Learn about enhancements to the Service Module in the current release of IntelliDealer - IntelliDealer 4.0 - and a review of some existing features that you may want to take advantage of. New features that will improve efficiencies, productivity and customer service in your dealership's Service Department.

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### **John Deere Connected Support™ for Ag &Turf Dealers**

Learn about the new tools that are available to help you proactively support your customers leveraging machine connectivity through John Deere Connected Support™. Dealers will be introduced to the newest tool, the Machine Health Dashboard, and will learn how the suite of tools can enable their organizations be more efficient and proactive.

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### **Managing Service Agreements with SVAP and CDK**

Come to this class to learn about the new integration between your CDK business system and the Service Admin Portal. Learn how to automate your Service Agreement process to Develop, Sell, Manage, and Delivery to maximize your customer connection.

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### **Service Delivery Administration Best Practices**

This class will show Service Delivery Administrators new features, new data, and tips & tricks on how to manage your Service Delivery application. New features have become available that empower you to customize and solve issues yourself. Learn about new features that help you be in control of your Service Delivery experience.

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### **Service Delivery Workshop**

Bring your laptop, get into your own system and learn what you may have been missing. We will discuss the new features and have a refresher of existing functionality.

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## **Service Sessions**

### **Service Operations Roadmap**

Ever want to know what's up ahead? Learn what the Service Operations team is working on for the next year to bring more value to the tools you use today in order to assist in maximizing your customer connection.

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### **Service Roundtable**

Do you want to improve your knowledge of Service Department operations and how you can learn to effectively manage the Service business? In this session, dealers will have an open discussion on how to use current and emerging technologies to differentiate their service departments from the competition. Seize this only offered roundtable to share ideas and learn from other dealers' experiences.

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### **Total Cost of Ownership for Production Class Equipment**

Come and learn how to utilize the Total Cost of Ownership information to help your customers understand the value of John Deere equipment.

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## **Vendor Sessions**