

FINANCING SOLUTIONS

STRUCTURING PLANS FOR CUSTOMERS, MOVING SALES AND MANAGING RISK

Dealers play an important role in providing customers with a wide range of services before and after the sale. In today's challenging economic environment, helping customers secure the right financing options is just as important as assisting with equipment selection, operator training and ongoing maintenance and repairs.

Terms and payment schedules were less of a concern when farm income was up and farmers had cash to spend. Now, that's no longer the case. Structuring the right payment plans starts with strong dealer-customer relationships.

"Financing is a great way to remove the focus from the overall cost and break it down into smaller amounts that will work for the customer's operation and cash flow requirements," says Ben Edwards, general manager at Kayton International Inc.

"We have always focused on customer needs and try to evaluate how our business decisions will affect customers before implementing them. In the long-term this creates an interdependence between us and our customers."

Providing the right financing solutions also protects dealers and customers from a risk management standpoint and helps dealers build a reputation to keep equipment sales moving.

"Keeping fresh equipment on the lot sends a positive message to your customers," says Edwards. "With the ability to shop online at everyone's fingertips, it's important to focus on the customer experience and help buyers feel comfortable with their purchase."

COMMON CHALLENGES AND COLLABORATIVE SOLUTIONS

While producers are familiar with the resilience and financial savvy needed to endure economic uncertainty, dealers can help them evaluate their equipment purchases by recognizing common challenges and recommending financing options that best fit their individual needs.

For example, low cash flow is one potential problem producers may face. According to Edwards, there are many different financing options that can be used to satisfy customer cash flow needs.

"Leasing is a great way to reduce annual payments, especially when adding to your equipment fleet," he says. "Additionally, low-rate financing and interest waivers have been successful tools for closing deals when trying to meet cash flow requirements."

Another way dealers can help customers gain a competitive edge includes utilizing relationships with financial institutions and manufacturers.

“We like to introduce our representatives to the customer so they can build rapport and understand the customer’s operation,” says Edwards. “This collaborative approach helps us work as a team to come up with plans that best fit the customer’s needs.”

Through partnerships with equipment financing programs like AgDirect, dealers can also help their customers take advantage of flexible financing options and technology that streamlines the financing process.

“At AgDirect we strive to help our customers obtain the lowest rate possible and offer applications that improve ease of use and enhance the overall customer experience,” says Alex Bauer, AgDirect territory manager in Nebraska.

“Using digital tools like eSign and the AgDirect Mobile App, customers can calculate loan and lease payments, get an immediate response and authorize documents remotely no matter how many hours away they are from the nearest dealership or if there are multiple customers in different locations who must sign.”

AgDirect offers competitive rates and terms for both new and used equipment purchases.

Learn more about AgDirect equipment financing options by locating your nearest AgDirect territory manager, contacting the AgDirect financing team at 888-525-9805 or visiting agdirect.com.



*Your mobile carrier’s data rates may apply.

The App Store is a service mark of Apple, Inc. Google Play is a trademark of Google, Inc.

AgDirect is an equipment financing program offered by participating Farm Credit System Institutions with lease financing provided by Farm Credit Leasing Services Corporation.

Consult with an accountant for advice on leasing options.