



# BULLETIN

## 2017 OPEN HOUSE & EVENT PROGRAM

**VALID DATES:** January 3, 2017 - April 30, 2017

**ELIGIBLE EVENTS:** Scheduled Dealer Open House, Field Day or Trade Show

**EQUIPMENT:** All new FrontMount: 600, 700, 900 Series; MidMount: 200, 300, 400 Series; V: 100V, 200V Series

SELECT OPTION 1, 2 OR 3 FOR EACH SALE OF GRASSHOPPER TRACTOR & DECK

OPTION 1 IMPLEMENTS & EQUIPMENT OPTIONS	OFF RETAIL	DEALER CREDIT	DEALER COST
FrontMount or MidMount	<b>\$500</b>	up to \$365	\$0
V Series MidMount	<b>\$200</b>	up to \$146	\$0

**Customer applies the respective *OFF Retail* amount to one of the following options:**

1. FrontMount PowerFold® Deck
2. Implements: Examples - PowerVac™ Collection, AERA-vator, Snowthrower, Dozer Blade, Rotary Broom, etc.
3. Premier Suspension Seat (Grammar® Seat w/Lumbar Support)
4. Wholegoods Accessory Combination: Examples - QuikAdjust™ Tilt Levers, Halogen Work Lights, FlexForks™, Mulch Package, etc.

OPTION 2 INSTANT REBATE	INSTANT REBATE	DEALER CREDIT	DEALER COST
FrontMount or MidMount	<b>\$200</b>	\$200	\$0
V Series MidMount	<b>\$100</b>	\$100	\$0

Grasshopper credits Dealer the respective *Instant Rebate* amount to pass on to Customer.

OPTION 3 GRASSHOPPER SUBSIDIZED FINANCING	GRASSHOPPER-SUBSIDIZED FINANCING - WITH APPROVED CREDIT (W.A.C.)
	<ul style="list-style-type: none"> <li>J NO INTEREST loans</li> <li>J LOW INTEREST, LOW PAYMENT loans</li> <li>J DEFERRED PAYMENT loans</li> <li>J Up to 60 Months terms</li> </ul>

Subsidized financing noted on *Grasshopper Retail Finance Programs* flyer as "No" in "Combine with other offers?" column.

COMBINE WITH OPTION 1 OR OPTION 2	FINANCING OFFERS W.A.C. COMBINED WITH ABOVE OPTIONS
	<ol style="list-style-type: none"> <li>1. Yard Card 2.99% for 54 months with 2% Dealer fee</li> <li>2. Yard Card 3.99% for 54 months with 1% Dealer fee</li> <li>3. Yard Card 5.99% loan with 48 payments with .25% Dealer fee</li> </ol>

Combined financing noted on *Grasshopper Retail Finance Programs* flyer as **YES** in "Combine with other offers?" column.

**PROMOTION CREDIT PROCEDURE |** The Grasshopper Company must receive all the following within 10 days of the Eligible Event

- a. Payment in full on entire purchase (NOTE: Prevailing QuikPay Incentives are allowed)
  - b. Completed Warranty Registration Card
  - c. *Open House & Show Claim Form - signed by customer*
  - d. Copy of End-user Invoice
  - e. Event flyer or advertisement
1. If model chosen is not in Dealer stock, Dealer is responsible for ordering all equipment including implement, PowerVac™ Collection System and kits for installation.
  2. Product ordered for the Eligible Event will be invoiced under the Terms and QuikPay Incentives in effect at time of shipment.
  3. The *Volume Bonus Prompt Pay Program* and the *Spiff Program* may be used with the Blizzard Buster Program. May not be combined with any other program including, but not limited to: Seasonal Sell Through programs, Grasshopper Subsidized Financing, Fleet, FB, National Cooperative Contracts or Government Account Program.

# 2017 OPEN HOUSE/EVENT CLAIM



**VALID DATES:** January 3, 2017 - April 30, 2017

Equipment claimed must be equipped on mower model identified on this claim.

**COMPLETE THIS CLAIM ONLINE | [www.grasshoppermower.com/ohclaim](http://www.grasshoppermower.com/ohclaim)**

Customer Name: \_\_\_\_\_ Purchase Date: \_\_\_\_\_

Tractor Model: \_\_\_\_\_ Serial #: \_\_\_\_\_ Invoice #: \_\_\_\_\_

Deck Model: \_\_\_\_\_ Serial #: \_\_\_\_\_ Invoice #: \_\_\_\_\_

**DEALER:** Submit to The Grasshopper Company office, combined with

1. copy of customer invoice
2. payment for sold equipment (if not previously paid)
3. warranty registration card

CHECK APPROPRIATE CLAIM OPTION	<input type="checkbox"/> OPEN HOUSE/FIELD DAY <input type="checkbox"/> TRADE SHOW NAME _____
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**CLAIM FORM CHECKLIST**

- Copy of Customer Invoice
- Event Ad or Flyer
- Payment for Equipment Sold
- Warranty Registration Card
- This Claim Form

Must submit all of above to:  
The Grasshopper Company, PO Box 637, Moundridge, KS 67107

**1** \_\_\_\_\_ I hereby certify that I purchased the above new Grasshopper, and received **\$500 OFF RETAIL [FRONTMOUNT OR MIDMOUNT]** or **\$200 OFF RETAIL [V SERIES MIDMOUNT]** one of the following, which is equipped on Tractor model listed above. I did not finance this Grasshopper under any Grasshopper-subsidized finance program.

- \_\_\_\_\_ PowerFold Deck Lift or Deck with Standard PowerFold Feature
- \_\_\_\_\_ Implement, including PowerVac & Collector (model): \_\_\_\_\_  
 Implement or PowerVac Serial # \_\_\_\_\_ Inv# \_\_\_\_\_
- \_\_\_\_\_ Premier (Grammer) Suspension Seat
- \_\_\_\_\_ Wholegoods Accessories totaling \$500 [FrontMount/MidMount] or \$200 [V Series MidMount]  
 Ex: QuikAjust™ Tilt Levers, LED Work Lights, FlexForks™, Mulch Package, etc

**- OR -**

**2** \_\_\_\_\_ I hereby certify that I purchased the above Grasshopper new, and received **\$200 INSTANT REBATE [FRONTMOUNT OR MIDMOUNT]** or **\$100 INSTANT REBATE [V SERIES MIDMOUNT]** off the sale price of the machine. I did not finance this Grasshopper under any Grasshopper-subsidized finance program.

**- OR -**

**3** \_\_\_\_\_ I hereby certify that I financed the above Grasshopper using **GRASSHOPPER-SUBSIDIZED FINANCING**.

Customer Signature \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_

Dealer \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_

# PREPARE FOR SUCCESS



## Maximize Open House sales and profits when you make Grasshopper the featured product

The following guidelines will help you take full advantage of your upcoming Grasshopper Open House or Field Day Event. Attracting a high number of qualified prospects, timing the event to meet their schedules, and offering good reasons for them to demonstrate and buy ahead of the mowing season are the primary features of a successful Open House.

### PROOF IS IN THE DEMO

Grasshopper demonstrations are even more important in today's marketplace to call attention to the vibration-free ride and quality of cut in record time. Depending on your circumstance and time of year, securing the use of a neutral location such as a park where "cut the grass" demonstrations can be performed and facilities are available to serve a catered lunch or buffet.

**Promote Early:** don't wait until the last minute. Fill out the Grasshopper Open House Registration form no later than **January 27** in order to help coordinate your Grasshopper representative's schedule. One month prior to the event, advertise the event with a minimum of two direct mails and follow up with phone calls. Have poster announcing event on display in your showroom and place an ad in the local newspaper announcing the event at least three weeks prior. Announce the event on your website, on-hold messaging and flyers in your invoice/statement mailings.

*Keep in mind that Grasshopper will produce a direct mail for your dealership, upon request.* Adding your in-house prospect list together with Grasshopper's prospect database for your sales area ensures that all the best prospects receive an invitation to the event.

### PROMOTIONAL PREP & STAFF COORDINATION

Conduct a pre-Open House staff meeting one week ahead of the event. The goal is to provide your entire staff – including parts – more Grasshopper experience and to ensure everyone is on the same page.

1. Schedule your Grasshopper rep to have one-on-one time to review the *Open House & Show Program* available that day and the *Grasshopper Dealer Resource Package* order #174321 (content list on following page).
2. Ensure the appropriate staff know how to process loan applications and that everyone knows where to find brochures, pricing and product information. **Familiarize/re-familiarize with Grasshopper QuikQuote™ machine pricing software** at *GrasshopperDealer.com*.
3. Using QuikQuote, price in-stock units so you have MSRP, special pricing and dealer cost information at-hand.
4. Consider creating hangtags to display on your equipment – accessible at *GrasshopperDealer.com* -> Advertising -> Hangtags.
5. Display accessories and implements to help the sales staff be familiar with Grasshopper options. Ask your Grasshopper salesman to bring in extra implements for display.
6. Promote the event on your Dealership Facebook and Twitter accounts or other social media.

### COMMERCIAL DAY

Consider having a "mini event" within the context of the full Open House or Field Days event. For example, you might schedule a Grasshopper Commercial Preventive Maintenance Clinic; bring in a local Extension Agent and / or a DOT Inspection Officer for a presentation and questions for commercial operators with trailers. Other special sessions could include landscaping tips from a local nursery; irrigation tips from a specialist; or a "how to" session from a spraying recertification agent.

When combining your Grasshopper Open House or Field Day with a Commercial Preventive Maintenance Clinic, send an invitation to current users, purchasing agents, fleet customers, etc., and then Fax and ask for RSVP. Finally, send a reminder Fax to your direct mail recipients stating time and place of your event. If necessary, make some phone calls to verify attendance. All of these steps help build attendance.

# PREPARE FOR SUCCESS



## LARGE ACREAGE OWNER or RURAL LIFESTYLE CUSTOMERS

The service expertise you offer is one of the most tangible differences between your store and big-box retailers. It can serve as the cornerstone of a sale and after-sale marketing strategy to help make rural homeowners “customers for life.”

When a rural lifestyle customer arrives at your store interested in a zero-turn mower, ask questions about their property and the type of tasks they want to accomplish. **DO NOT ASSUME HE WANTS THE CHEAPEST MOWER AVAILABLE.** Pinpoint instead your customers’ needs, which helps you identify a product – or range of products – that will meet their objectives, which then leads you to a discussion of features, advantages and benefits. Provide a **FREE Grasshopper field guide** as an educational tool. **DON’T HAND OUT LITERATURE, WHICH OFTEN DISENGAGES YOUR CONVERSATION WITH THE PROSPECT.**

Take the time to showcase your parts and service departments. Make sure that customers understand that you have the parts, people and expertise to ensure their machines are fully operational when they need them.

## SERVICE ‘SELLS’ THE NEXT PURCHASE

Service after the sale is where your store can truly stand out. Upon delivering a new piece of equipment, schedule a complimentary service appointment 1-2 months later. Beyond simply providing another important touchpoint with your customer, this scheduled service provides the opportunity to:

- ) Showcase your dealership’s commitment to servicing the products you sell;
- ) Ensure the equipment is operating at peak capacity;
- ) Make sure the product is meeting the customer’s expectations;
- ) Explore the many additional sales opportunities that the customer may now have.

With their busy personal and professional lives, most large acreage owners or rural lifestyle owners place a premium on convenience, making this audience a strong market for maintenance service contracts. Make sure your customers know that you can provide routine maintenance services so they can rest assured their equipment is fully operational when they need it.

Another post-sale touchpoint to consider is a monthly email to customers and prospects that provides helpful tips on equipment operation and service, while also highlighting your parts and service specials. These email newsletters also direct customers back to your dealership’s web site so they can see your full product and service offering.

While open houses are generally more effective in reinforcing your appreciation for existing customers, they do offer an opportunity to showcase your dealership to new prospects as well. The parts and service departments should be focal points of any onsite promotional event.

## GRASSHOPPER DEALER RESOURCE PACKAGE - #174321

Order on [GrasshopperDealerGear.com](http://GrasshopperDealerGear.com)

Pocket Price List	Current Retail Finance Bulletin
Proof Is In The Demo	Flyer: It’s Easy To Finance Your Next Mower
Field Guide To A Beautiful Lawn – for consumers	Lease Your Way To Record Sales
Clean Diesel Booklet	QuikQuote Flyer
Front Mount MAXimizer - accessories	Fuel & Emissions Calculator (GrasshopperFuelSavings.com)
Mid Mount MAXimizer - accessories	Quik Parts Order Form
The Hopper – Regional Testimonials	Current Spiff Program Bulletin
Current Product Literature – All	Flyer: Radiator Cleaning Wand
DVD – Sales	Flyer: Current Service School Flyer
Current FIST Program	Fleet Owner Resource Guide
Current Promo Models Net Pricing	Company History Brochure
Engine Selling Points	Sustainability – for all the Right Reasons
B&S Commercial Turf Series Engine Brochure	
Financing and Warranty Reference Sheet	

# 2017 OPEN HOUSE/EVENT REGISTRATION/PLANNING CHECKLIST



COMPLETE THIS CLAIM ONLINE | [www.grasshoppermower.com/ohregister](http://www.grasshoppermower.com/ohregister)

Open House events and Trade Shows often overlap. To ensure your Grasshopper salesman can attend your Open House, please complete, sign and return this form **ASAP**.

- I completed Open House Postcard Order on grasshopperdealer.com under "Open House" heading
- I agree to review and freshen point-of-sale materials in showroom on grasshopperdealer.com under "Open House" heading
- I completed Open House order for t-shirts and/or caps on grasshopperdealer.com under "Open House" heading
- I completed wearables order for salesman on grasshopperdealer.com under "Open House" heading See special offer for Open House polo shirt
- I scheduled print ads to run announcing Open House:  
Date \_\_\_\_\_ Newspaper \_\_\_\_\_  
Date \_\_\_\_\_ Newspaper \_\_\_\_\_
- I read *Open House & Show Program and Prepare for Success*

Date of Open House \_\_\_\_\_

Dealer name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_

Signature \_\_\_\_\_