

# Kelly Tractor Re-merchandises and Builds Interest and Sales

*A re-merchandised showroom at Kelly Tractor's Clewiston, Florida, location has elicited "a lot of comments" from customers and is generating additional sales, according to Parts Manager Jim Murray.*

It is critical that we have the parts on hand, Jim says, because there are two other stores in our area where customers can go if we don't have it in stock. When a customer needs a part, he needs it NOW, especially during season.

Having the parts in the showroom on display gives them good visibility, Ken Osborne Parts Counter Salesman says, especially to customers who might not have know we carry those items.

AGCO Field Parts Manager Doug Arney helped with the re-merchandising which was completed late in 2008. Doug says it is good for sales when customers can touch and feel the products, not just see them in a catalog. Further, it creates an awareness that customers may not have had.

"To be in the spray parts business," Doug says, "you have to show the customer that you are in the spray parts business. This is performed by having the parts stocked and displayed for the customer. These are not parts that you order in when the customer has the need for them,"

A RoGator and TerraGator dealer, Kelly carried AGCO Spray Parts, but customers weren't aware of it unless they asked. Now the parts are on display to show the breadth of their offering. Customers come in and say, "Wow. I didn't know you had that," Jim said. Direct mail flyers were sent to customers which also created awareness.

He tells of a customer who came into the dealership and upon seeing the new displays, picked up a box and walked around putting parts into the box. "These are sales we wouldn't have gotten without these new displays," Jim said.

The Clewiston location serves south Florida from coast to coast and from Lake Placid (that's the Florida Lake Placid!) to Key West. It sits near the south end of Lake Okeechobee, an area where sugar cane and vegetables are king.



*Banjo Man (on top of the display on the right) 'greet's customers as they enter the dealership and is a great conversation piece. He is constructed of Banjo fittings. For variety, Banjo Man is reconfigured in different positions on a regular basis.*



*This 12-foot two-sided fixture displays fittings, valves, clamps, pressure gauges, and strainers. Prices are clearly marked for customers to see.*