



# Equipment Marketing & Distribution Association

Your Partners for Agricultural, Outdoor Power, Light Industrial, and Forestry Equipment and related Parts/Components

## ASSOCIATION NEWS & TIPS · MAY, 2012

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### Get a Complimentary Website Analysis!

Learn how to turn your Website into a money-maker. Featured speaker at the 2012 EMDA Fall Convention, Bob DeStefano from SVM E-Marketing Solutions, will provide his popular Website Analysis consulting service - at no charge to EMDA members!

Space is limited, so book your complimentary Website Analysis today!

How to get started:

- Visit [www.svmsolutions.com/analysis](http://www.svmsolutions.com/analysis)
- Call 877-786-3249 x235
- Email [results@svmsolutions.com](mailto:results@svmsolutions.com)

What you will get: SVM's Website Analysis will provide you with specific recommendations on how better leverage your Website, search engines, email and social media to generate more leads and sales. You will receive a custom 40-page report detailing specific recommendations, as well a 30-minute consulting session to get your toughest questions answered. Talk about value added! This alone could be worth many times the cost of the Convention.

How the service works:

1. SVM will call you to learn about your company, products, services and customers.
  2. Then, SVM will review your Website and online marketing initiatives.
  3. Next, SVM will prepare a custom 40-page report detailing recommendations on how to boost your online marketing results.
  4. Finally, Bob and his team will sit down with you at the 2012 EMDA Fall Convention for a 30-minute consulting session to answer your specific questions.
- Request your Website Analysis today! -- [www.svmsolutions.com/analysis](http://www.svmsolutions.com/analysis)

### 2013 Spring Management Workshop to be held in Scottsdale, Arizona

John Fonda, President of John Day Co., Omaha, Nebraska, has started the site selection process for EMDA's 2013 Spring Management Workshop, and has chosen Scottsdale, Arizona as the destination. Fonda is looking at several properties to host the meeting and will announce the location and dates in the June issue of this newsletter. In order to avoid conflicts with things like Easter, the dates being considered are March 22 & 23 or April 19 & 20.

Scottsdale, located in the heart of the Sonoran Desert, will welcome you with the energy of a sophisticated city on the move, the charm and hospitality of days gone by, and a breathtaking landscape that will inspire you to vacation-induced bliss.

By day, the sunny skies and lush desert setting create an ideal backdrop for outdoor adventures, championship golf, relaxing spa treatments and upscale shopping. By night, acclaimed chefs, ArtWalks and dozens of wine bars, lounges and performing arts venues await. All that, plus a unique opportunity to "talk shop" with your fellow distributors and reps ... in a much more relaxed atmosphere than that of the annual Fall Convention.

Watch for more details soon --



## Give Your Website a Lead Generation Checkup

By Bob DeStefano



Bob DeStefano

Is your Website a lead generation machine? Your Website can be your most powerful marketing tool, delivering a steady stream of new business leads and filling your sales pipeline. Unfortunately, most companies do not optimize their Websites for lead generation - offering, instead, nothing more than passive online brochures.

What about your Website? Find out your Website's lead generation potential by giving it a lead generation checkup. Review the following 10 questions, and give yourself one point for each Yes answer. Good luck!

1. Does your homepage clearly communicate what your company does and the audiences you serve?

Yes  No

First impressions count, and more people will see your home page than any other page on your Website. So, make sure your home page is as welcoming and useful as possible. It should clearly communicate your capabilities and the solutions your company provides.

Moreover, it should provide a timely digest of the latest and greatest information you offer deeper within the site. Most important, it should focus on your prospects' needs and serve to guide them through your Website to find the information that can best help them.

2. Do you use a conversational tone in your Website's copy?

Yes  No

People think their Website is designed to serve the thousands of people that will visit it. The reality is that one person will visit your Website at a time.

Make sure you connect with each visitor by taking a friendly, conversational tone in your copy. Write as though you're sitting with them over coffee. Demonstrate that you understand the challenges they face and offer a solution.

3. Do you offer useful educational content in addition to product and service information?

Yes  No

Don't just sell - educate. Complement your product and service information with valuable educational information that helps your customers do their jobs better. Pack your site with "how-to" articles, best-practices guides, training videos, and other educational content. They will turn your Website into more of a resource center that your customers and prospects will trust and visit regularly.

4. Is your Website optimized for top ranking in the search engines?

Yes  No

Search engines such as Google are your best source for targeted, motivated leads. Your prospects are searching for you. Make it easy for them to find you by boosting your rank in the search engines. To turn your Website into a search-engine magnet, fill your Website's copy and coding with the keyword phrases your customers use most often. In addition, build a network of quality inbound links to your Website from reputable and industry-relevant external Websites.

5. Are you updating your Website's content on a regular basis?

Yes  No

Is your latest press release from 2008? Does your copyright notice still say 2009 or earlier? People want to do business with dynamic companies. And, to project your dynamism, you need to have a fresh and relevant Website. Make it a point to take a critical look at your Website at least monthly, and add or remove information to improve its value to your customers and prospects.

*See Lead Generation Checkup continued on page 3*



## **Lead Generation Checkup** *continued from page 2*

6. Does every page of your Website include a compelling call to action?

Yes  No

Don't make the mistake of relying on your Contact Us page as the sole method for prospects to take action. To turn your Website into a lead generation machine, pepper your Website with a variety of relevant calls to action inviting prospects to reach out and take the next step.

7. Do your calls to action address prospective customers at each stage of the buying cycle?

Yes  No

Not everyone is ready to buy from you today. Some people are kicking tires; others may have a basic early-stage question. Look for ways to compel all prospects to reach out to you by offering tailored calls to action that appeal to prospects at each stage of the buying process. Examples include Ask the Experts forms, complimentary consultations, downloadable best-practice guides, free trials, etc.

8. Is your phone number prominently displayed on every page of your Website?

Yes  No

Don't forget to prominently display your phone number on every page of your Website. In our experience, people are at least as likely if not two to three times more likely to pick up the phone when they are browsing a company's Website. And there is no better time to be talking with a prospect because you can use your Website as a presentation tool.

9. Are your online forms short, asking only for basic contact information (e.g., name, company, phone, and email address)?

Yes  No

Are your online lead generation forms as long and daunting as a tax return? If so, shorten them. The more fields your forms include, the less likely prospects will be to fill them out. Ask only for basic contact information that your salespeople will need to make an intelligent follow-up. You can program those forms to identify the page the person was on, so your salesperson can prepare for the call.

10. Do you have a process in place to ensure your Website inquiries receive immediate follow-up?

Yes  No

How long does it take for your salespeople to follow up on online lead inquiries? If the follow-up is not immediate, you are leaving money on the table. Assign salespeople to follow up on online leads, and make sure the inquiries get to them as soon as possible. To streamline your lead-management and follow-up process, tie your Website forms into a customer-relationship-management (CRM) system such as Salesforce.com or SugarCRM.

So how did you do? If you scored a 7 or higher, you're doing well, and your Website is a powerful lead generation tool. However, if you scored a 6 or below, you have some work to do. I hope this checkup got you thinking about ways to improve your Website.

Bob DeStefano is an online marketing strategist and professional marketing speaker with more than 17 years experience helping B-to-B companies leverage online marketing to produce bottom-line results. Connect with Bob on the Web at [www.bobdestefano.com](http://www.bobdestefano.com) and [www.svmsolutions.com](http://www.svmsolutions.com) or by calling 1-877-786-3249 x3.



Bob DeStefano



## Manufacturer seeks Territory Manager

Company is a growing, dynamic, and diverse company that designs and manufactures farm equipment who is looking for a Territory Manager for the Ohio and Indiana markets.

The Territory Manager will be responsible for marketing the complete line of agricultural manufactured and resale products through a distributor dealer distribution network.

Qualifications:

- Agriculture experience is a must
- 5+yrs of sales experience
- Technical aptitude and ability to understand agriculture capital equipment
- Experience working with Dealer networks
- Travel 50%; territory Ohio and Indiana
- Ability to maintain current relationships as well as develop new business

Additional information: Base + Commission, Full Benefits, Truck, Paid Vacation, Cellphone and Laptop, Home Office

Please send resumes to [amy.mick@mckinleygroupinc.com](mailto:amy.mick@mckinleygroupinc.com)

McKinley Group is Minnesota's number one executive search firm, specializing in finding and securing top talent in accounting/finance, consumer packaged goods, engineering, information technology, marketing and sales. We have a combined 275 years of recruiting experience and industry knowledge. Since 2005 we have made 1,800 placements and 97% of our positions are Minnesota-based. ###

## 17 golfers already signed up for the EMDA Golf Outing this fall in Jacksonville

The EMDA and FEMA Fall Conventions are scheduled for October 31 through November 3 at the Hyatt Regency Jacksonville Riverfront hotel in Jacksonville, Florida. Plan to arrive in Florida one day earlier and participate in a golf outing on **THE PLAYERS Stadium Course at TPC Sawgrass**.

Located just 25 miles from the convention hotel, the home of THE PLAYERS Championship, birthplace of the TPC (Tournament Players Club) Network, and backdrop to the PGA TOUR headquarters, the TPC Sawgrass golf course in Ponte Vedra Beach, Florida, is perhaps the world's most famous golf course. THE PLAYERS Stadium Course sports one of the most recognizable and challenging holes on the PGA Tour. The notorious par-3, 17th hole, features an island green that makes or breaks many a PGA TOUR pro's round. THE PLAYERS Stadium Course was built to challenge the pros like no other golf course had done before, while providing an unprecedented experience for spectators at the same time.

Following a couple of email surveys, almost 30 individuals indicated interest in playing, so now it's officially booked.

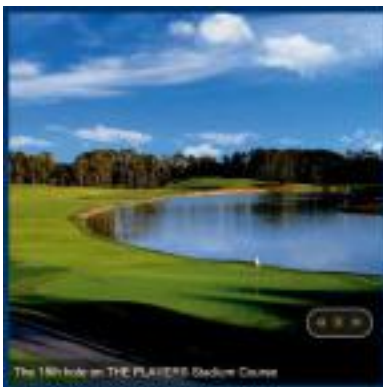
**Shotgun start: 8:30a on Wednesday, October 31, 2012.** PLAYERS Stadium Course at TPC Sawgrass, Ponte Vedra Beach, FL

**\$395 Golf Rate** Includes: Cart fee, greens fee, and forecaddie fee for one round of golf and all tournament services and transportation to and from the Hyatt Regency Jacksonville Riverfront hotel and TPC Sawgrass.

Contact the **EMDA** office to receive a registration form. ###



Click Sawgrass logo to see course map



The 17th hole on THE PLAYERS Stadium Course



View of the clubhouse from the clubhouse at the 17th



2011–2012  
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Atlanta, Georgia  
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## Upcoming Events & Reminders


2012

<b>31-03</b>	Wed. thru Sat.
<b>OCT/Nov</b>	
<b>Fall Convention</b>	
Hyatt Regency Jacksonville Riverfront	
	

Click on images for links to hotel and city information.

Send email to Board members by clicking on their names.

2013

<b>Dates</b>	Fri. & Sat.
<b>TBA</b>	
<b>Spring Management Workshop</b>	
Scottsdale, Arizona	
	

Hotel research is going on now.

Dates will be either  
March 22 & 23  
or  
April 19 & 20

2013

<b>22-25</b>	Tue. thru Fri.
<b>OCT</b>	
<b>Fall Convention</b>	
JW Marriott Indianapolis	
	

Research for future Convention sites is ongoing.

Site selection process for 2014 and 2015 is beginning.

*EMDA is not responsible for the contents or opinions expressed herein other than those relating to Association activities. Product release information is published on an informational basis only and is not to be considered an endorsement by the Association.*