

# Are You Missing Out on a Possible \$275+ in Revenue for Every New or Used Tractor You Sell?

*If your sales and service teams are not selling a  
**FULL RANGE POWER TEST WITH DOCUMENTED PROOF**  
to your customers, you could be losing exactly that...possibly even more.*

## NEW & USED TRACTORS

A farmer who's spending tens to hundreds of thousands of dollars on a tractor wants to know that it will do what he wants it to do. This can be achieved by conducting a full range power test with documentation.

A modern dynamometer capable of producing printed results and /or torque and power curve graphs can give you much needed accurate and independent proof of performance and credibility.

No two tractors are the same and the only way to satisfy your customer's thirst for proof is to offer them a documented and printed power report, produced by your dynamometer. This is something that has been proven to be easily sold by sales staff and is no different to upselling an accessory or any other additional feature.

Dealerships in New Zealand and Australia are doing this RIGHT NOW.

When your customer is already spending such a large amount of money on machinery, an extra \$275 isn't going to look out of place, he can walk away satisfied and confident that he is getting what he paid for.

## **A.M.D.S. Recommended Dynamometer Charging Rate, NZ – 2017**

Modern Computerised Display Providing Printed Test Report Capabilities		
Full Range Power Test	with documentation	\$275
Quick Power Test	without documentation	\$220
Constant Load	up to first hour \$275	Every other hour \$220

\*Charges do not include technician time – and are in line with charges achieved in NZ, Australia & the US.

Older Analogue Gauge Type - No Printed Test Report		
Quick Power Test		\$165
Constant Load	up to first hour \$165	Every other hour \$140

\*Charges do not include technician time – and are in line with charges achieved in NZ, Australia & the US.

**How many times COULD you be using a dyno?  
What would that mean for your business?**

----- All prices GST exclusive -----

## **5 Reasons Why Selling The Benefits of a Dyno Session Makes Sense:**

1. It pays for pre-delivery dyno costs, no longer are they absorbed by you.
2. It CAN BE a semi-regular source of valuable revenue, not expenditure.
3. It can pay for its own future servicing. You don't need to rob Peter to pay Paul.
4. An assessment session on trades can save you thousands when setting a purchase price.
5. It can save you or your customer thousands, if it turns out their used machinery only needed a deglaze instead of something far greater.

### ***It is absolutely crucial that you have two things in place:***

- Your sales team are actively selling NEW TRACTOR POWER TEST reports!
- Your service team are billing sessions for rebuild run-ins, fault finding and deglazing.

### **These sessions can and will quickly add up.**

“ Have you ever travelled for a service call only to find the problem could have been picked up and solved if you had put the tractor on a dyno back at the dealership? “

**Power testing NEW tractors** - Endeavour to sell your customer a documented power report because without it your customer may think his new tractor is under powered solely because modern tractors run smoother, quieter and cleaner than older tractors.

**Running in NEW tractors** - Include a dyno session to ensure you know it has been run in correctly under load, don't risk glazing by it being put straight into light work. Also get the tractor to running temperature to check for any possible leaks such as hydraulic connections, hoses, etc, saving expensive non-chargeable on-farm service calls.

**Check prospective trades (where possible)** - Placing a prospective trade on a dyno can give you much needed insight into its 'real' condition and help to minimise any possible repair costs that would otherwise not be taken into account when discussing your trade price.

**USED tractors** - A dyno session may support your sales price because of the documented proof you're able to offer. For example, a used tractor that has done high hours yet still has close to correct power, doesn't breathe excessively and sounds fine, will yield more than one that doesn't.

**Deglazing** - Bring life back into a glazed motor by running it on the dyno under load for a couple of hours. You will notice a difference, even after 10 minutes (a deglaze can take between 2-4 hours, sometimes longer). Your customer will be much happier with a \$650-\$900 dyno session than an \$9,000+ possible rebuild.

**Fault finding** - Duplicate the load or operating temperature to locate hard to find faults.

**Running in rebuilds** - Every rebuild should go on the dyno for at least 2 hours (even 4 to 6 hours is common). Two hours would attract a charge of \$495 + GST. Most rebuilds are in the range of \$7,000 to \$15,000 or more; an additional charge of \$495 would not look out of place. This ensures the unit is properly and professionally settled in with no possible leaks or weeps.