



ASTEC AGGREGATE & MINING

DEALER VALUE PROPOSITION



AAMG PRIMARY OBJECTIVE

Build a successful, long-term business relationship in your market!

Generate revenues immediately

Minimize capital investment and risk to your organization

Grow your business using your existing customers and your existing organization

- Help your salesmen close deals and generate profits
- Establish a steady revenue stream through low-mix, high-volume part sales
- Our factory representatives mitigate risk and strive to ensure a high re-purchase rate from your customers



CAPITAL SALES

AAMG partners receive specialized priority attention from our staff and the companies we represent.

— Broaden your product offering to your existing customer base

— Enter new market segments

— Value selling techniques

- Optimized cost-of-ownership solutions
- Competitive selling techniques

— Product application support

— Negotiate pricing, terms and deliveries with factories

— Sales order reviews



PARTS SUPPORT

AAMG helps establish a parts business to develop an additional revenue stream as a great way to increase your profits.

Capture new customers through the existing installed base

Increase revenues and gross margins

Forecasting to manage inventory and supply chain

Factory trained technicians

**Education: classroom, hands-on and field training •
Competitive selling techniques •**

24/7 answer desk



TECHNICAL SUPPORT

Complete customer satisfaction is the ultimate goal of AAMG, so we provide top quality training for your staff to solidify your customer relationships.

Regionally located factory trained technicians

- Assist with start-up and commissioning
- On-call service engineers for on-site support
- Education: classroom, hands-on and field training

Revenue opportunities

- Service contracts, plant inspections, equipment rebuilds

Expedite warranty process

24/7 answer desk

5 YEAR STRATEGIC GROWTH MARKETING DEVELOPMENT PLAN

Our field-proven growth developmental program will start to generate revenues immediately with minimal capital investment and minimal risk to your organization.

AAMG

Key Activities

YEAR 1

Gather market statistics

Sales training

YEAR 2

Gather market statistics

Support/coop
one (1) local event

Co-host open-house

Ad campaign #1 - Announcement

Ad campaign #2 - Product

DEALER

Key Activities

Build customer list

Sales blitz

Machine inventory strategy

Co-sponsor industry event booth

Identify customer wants and needs

Cohost open-house

Identify customer wants and needs

Promote trade show attendance

DEALER

Investment

Parts inventory to support market

Service tools and support

Time/personnel for sales blitz

Parts inventory to support market

Service tools and support

Stock one (1) machine
based on market potential

Co-op trade show event
registration, exhibition

REVENUE

Commissions from machine sales

Parts sales revenues and gross margins

Increased machine sales

Parts sales revenues and gross margins

Potential machine rental revenues

5 YEAR STRATEGIC GROWTH MARKETING DEVELOPMENT PLAN

	YEAR 3	YEAR 4	YEAR 5
AAMG Key Activities	Gather market statistics Technical dealer application training Host in-country AAMG training event Ad campaign #3 - Expertise	Gather market statistics Support/coop one (1) local event VIP customer plant audits Ad campaign #4 - Solution Providers	Gather market statistics Technical dealer application training Host in-country AAMG training event Ad campaign #5
DEALER Key Activities	Promote AAMG training event Co-Host in-country AAMG training event Identify customer wants and needs Appoint in-house sales specialist(s)	Targeted campaign for VIP customers Co-sponsor industry event booth Identify customer wants and needs Intensive specialist application training	Promote AAMG training event Co-host in-country AAMG training event Identify customer wants and needs Appoint VIP customer - guest keynote speaker
DEALER Investment	Parts inventory to support market Service tools and support Stock machines based on market potential Co-op training event expenses	Parts inventory to support market Service tools and support Stock (1-2) machines based on market potential Co-op trade show event registration, exhibition	Parts inventory to support market Service tools and support Stock machines based on market potential Co-op training event expenses
REVENUE	Increased machine sales Parts sales revenues and gross margins Potential machine rental revenues	Increased machine sales Parts sales revenues and gross margins Potential machine rental revenues	Increased machine sales Parts sales revenues and gross margins Potential machine rental revenues



ASTEC
AGGREGATE
& MINING
Global Processing Solutions





PRODUCT SOLUTIONS

AAMG provides our dealers access to manufacturers of equipment used in various sectors of the aggregate industry.

Mining

Quarrying

Sand and Gravel

Mobile Processing

Port Systems

Material Handling

Bulk Recycling



Global Processing Solutions



AAMG DEALER SELF-EVALUATION

The AAMG dealer standards carry-through our high professional criterion to our dealer network and each year, each dealer is evaluated on their progress to perfect them.

- Established in the market as an equipment supplier
- Passionate about success in AAMG market segments
- Sales coverage – equipment and parts
- Has or will invest in developing a technical sales specialist(s)
- Financial stability to stock inventory needed to support market
- Has complimentary product lines
- Has service coverage, personnel & tools
- Willingness to invest in training

QUESTIONS?

