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## **LAMMA show training inspires fresh cohort of New Holland sales staff**

The latest cohort to join New Holland's nationwide sales team gained another layer of expert knowledge thanks to a special training programme run at this year's LAMMA show, the UK's largest farm machinery event.

More than 40 new recruits from dealerships around the country were given first-hand tuition on the array of state-of-the-art equipment on display at the Newark Showground in Nottinghamshire on January 16<sup>th</sup>-17<sup>th</sup>.

Seizing on the opportunity of having so many different models in one place, New Holland organised sessions ranging from combines, balers and self-propelled forage harvesters to the T6, T7, T8 and T9 tractor models.

The T4 Powerstar, TD5, T5, LM5000 were also on the programme as well as New Holland's Precision Land Management range of products.

It meant having to battle the harsh weather to get the New Holland stand prepared half a day early in order to hold the training sessions, which are so helpful for staff assisting buyers to choose the right equipment and after sales care.

Customers seemed convinced too: the New Holland stand successfully sold 23 products during the LAMMA show, including four combine harvesters.

Dealer Principal Mark Farrell, from Somerset-based Hawkins Agri, sent three of his salesmen to the programme and said it had been an "excellent" experience.

"It was an especially good idea to have the training just before the show. It obviously refreshed everyone's memory and also emphasised the new products, features and benefits. It was excellent.

"There was very low cost for us because we were coming to the show anyway. And as an introduction to New Holland for the new salesmen it gave a really good grounding through the whole range of products."

New Holland Tractor Sales Specialist Andrew Mitchell, from the Agricar Ltd dealership based in Forfar, added: "It was so useful combining the LAMMA

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display with the training. It gave us all the chance to meet colleagues and pick up fresh insight into models we might not be so familiar with.

“Hearing about the new technology improvements, such as the T5 Electro-Command, helped us pass on even more information to the customers and answer their questions. It was also an inspiration to try to boost our sales.”

New Holland Marketing Manager Dick Spencer said: “This was a perfect opportunity to deliver expert training and I have nothing but the highest praise for my team who delivered the courses.

“The feedback from the dealers was that they thought it was first class and they want more! It shows the premium our dealerships up and down the country place on having expert staff who can offer the very best service to customers.

“The training paid dividends as it fully prepared the team to handle customer enquiries, and generate impressive results. That’s what it’s all about – helping customers and driving sales.”

*New Holland Agriculture's reputation is built on the success of our customers, cash crop producers, livestock farmers, contractors, vineyards, or grounds care professionals. They can count on the widest offering of innovative products and services: a full line of equipment, from tractors to harvesting, material handling equipment, complemented by tailored financial services from a specialist in agriculture. A highly professional global dealer network and New Holland's commitment to excellence guarantees the ultimate customer experience for every customer. For more information on New Holland visit [www.newholland.com](http://www.newholland.com)*



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## Press contacts:

Sarah Johnson, New Holland Agriculture. Phone: 01268 295268,  
email: [sarah.johnson@newholland.com](mailto:sarah.johnson@newholland.com)

Tracy Mannion or Sam Nickerson at Remarkable Public Relations. Phone: 01962 893 893,  
email: [tracy.mannion@remarkablegroup.co.uk](mailto:tracy.mannion@remarkablegroup.co.uk) or [sam.nickerson@remarkablegroup.co.uk](mailto:sam.nickerson@remarkablegroup.co.uk)