



## 2015 Dealer Programs

### Dealer Discount Program

A dealer discount of 20% off retail price list will be provided to 360 Yield Center Dealers during the 2014 - 2015 season. The 20% discount applies to 360 Y-DROP, 360 UNDERCOVER, and 360 SOILSCAN products and their associated parts.

### Y-Drop Variable Rate Package Promotion

**Program objective:** To provide dealers an opportunity to offer 360 Y-DROP at the lowest price of the season, as well as an exceptional value of FREE variable rate capability (As an example: \$1500 value for 23 row system). The program also provides the opportunity to both lock down end of year sales as well as up-sell 360 COMMANDER as the variable rate prescription tool for driving both input savings and yield capture.

**Program Details:** As introduced in our early order commitment price program, there are several packages of price commitments being offered for a limited amount of time. Included in that price commitment is the variable rate nozzles at no additional retail price. This early commitment pricing will be available for 10 days after we announce the end of the program (which is yet to be determined). After the program has expired, variable rate nozzles will be considered an additional purchase to the Y-Drop base system package at the retail prices as described below:

Description (CNH, Hagie, JD only)	Early Commitment Base System Retail Price	Variable Rate Retail Price (\$31.25 / Nozzle)
30" Row Spacing – 32 Rows / 31 units – 80ft	\$25,900	\$0 now / \$2,000 after expiration
30" Row Spacing – 24 Rows / 23 units – 60ft	\$17,500	\$0 now / \$1,500 after expiration
20" Row Spacing – 36 Rows / 35 units – 60ft	\$22,500	\$0 now / \$2,250 after expiration
30" Row Spacing – 16 Rows / 15 units – 40ft	\$11,500	\$0 now / \$1,000 after expiration
30" Row Spacing – 12 Rows / 11 units – 30ft	\$9,000	\$0 now / \$750 after expiration

### Volume Incentive Program

**Program objective:** To reward dealer efforts in driving the 360 Yield Center systems approach. By combining purchases of the 360 Y-DROP, 360 UNDERCOVER, and 360 SOILSCAN dealers can maximize earnings as well as have the largest impact on helping growers be successful through our systems approach.

**Program Details:** Dealers who achieve net purchases over \$200,000 during the program period of January 1, 2015 through December 31, 2015, will be eligible for a rebate of 5% paid on total net dealer purchases for the program period. Net dealer purchases are defined as dealer net invoice price (Grower Retail price less dealer discount) and for products that are invoiced by 360 Yield Center to the 360 Yield Center Dealer in the above referenced time period. Any orders placed in the time period but not invoiced do not qualify. Rebate payments will be paid prior to March 1, 2016. Dealers who are not current with their accounts receivable as of 12/31/15 are not eligible for the volume rebate. Volume incentive applies to 360 Y-DROP, 360 UNDERCOVER, and 360 SOILSCAN products and their associated parts.



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### Cash Payment Discounts and Terms (Online Orders Only)

**Program objective:** To drive grower purchase decisions, and grower demand both near term as well as midterm. The program will give dealers an additional tool to help influence final purchase decisions with the additional opportunity of up to a 5% cash discount as per the program below. Combining this program with the Y-DROP variable rate program is a powerful sales tool meant to drive action.

**Program Details:** Orders placed on-line (eCommerce website) in the stated period below, will qualify for a cash payment discount. The discount rates will be applicable to the net price shown on the dealer invoice (not the suggested retail price). Discounts apply for cash receipts postmarked to 360 Yield Center within 10 days of date shown on the dealer invoice. Cash Payment Discount rates are based on eCommerce ordering period:

<b><u>E Commerce Ordering Period</u></b>	<b><u>Payment Discount Rate</u></b>
December 2, 2014 through March 2, 2015	5% discount if paid in 10 days, net due 30
March 3, 2014 through June 1, 2015	2% discount if paid in 10 days, net due 30
After June 2, 2015	0% discount if paid in 10 days, net due 30

Credit Card or Early Pay Credit Program payments do not qualify for this cash discount payment program. Cash Payment Discount applies to 360 Y-DROP, 360 UNDERCOVER, and 360 SOILSCAN products and their associated parts. Payment terms for any order placed by fax, phone, or email will receive standard terms of net due in 30 days from invoice date.

### 360 COMMANDER Grower Rebate Program

**Program objective:** To enhance grower demand and participation both short and long term. From past history we have seen the majority of growers continue to add additional acres of 360 COMMANDER as the season progresses. This is an excellent program to lock acres up early as well as have up sale conversations in the late winter and early spring.

**Program Details:** Growers who buy 500 or more acres will be eligible to receive a \$1 per acre rebate paid on all invoiced acres between August 1, 2014 and July 31, 2015. Cumulative orders must total 500 acres or more. Growers must submit a copy of the rebate form with invoices by August 15, 2015.