



*Wahoo Public  
High School  
CEO Program*

## Overview of Platte Valley Equipment CEO Program

Platte Valley Equipment is a full-service John Deere dealership with four locations: Clarkson, Fremont, Humphrey, and Wahoo, NE. We sell and service ag and turf equipment, parts, implements, and attachments.

Our goal as a business is to be a progressive dealership that embraces change as opportunity while continually focusing on doing what's best for the customer. At our core, we value commitment, passion, progressiveness, integrity, and value delivery.

Our customers are feeding the world. We partner with them to make sure they have the right parts, equipment, technology, and knowledge to do the best they can in their operation. They're not just customers, they're business partners. Their problems are our problems. When they're down, we're down; and we do everything we can to keep them up and running in the proper equipment to optimize their business.

The CEO program at Platte Valley Equipment is your opportunity to experience potential careers in the largest industry in the country. You'll shadow and assist employees helping to feed, fuel, and clothe the world. This is a chance to see not just a potential job, but a career working with some of the most advanced equipment, diagnostics, and technology in the ag industry - not to mention the best customers.

Our company is made up of five departments:

- Accounting
- Integrated Solutions
- Parts
- Sales
- Service

Students will spend the first half of the semester viewing, interacting and working in the different departments and positions at Platte Valley Equipment. The order of these will change from season to season due to the increase in work load at different times of the semester. The second half of the semester will be focused on the student's area of choice to deepen their understanding of that department and how it plays into the scope of the business.

## Student Expectation and Commitment

- Good attitude
- Willingness to learn and complete the task at hand
- Punctuality
- Willingness to try new experiences and step outside comfort zone
- Attire: Closed toe shoes, Long pants. Will vary per department. More information at orientation.
- Safety glasses will be provided

## Application Process

- Complete an application
- Complete PVE essay form
- Submit two letters of recommendation
- Interview with either a team of administrators or directly with representatives from PVE

## Accounting

Perhaps you interact with accountants regularly, or only once a year during tax season. That's when they're most visible, but accountants work behind the scenes year-round.

As the financial backbone of a business, they help people to conceive goals, plan how to achieve them and then take the necessary steps. The primary task of accountants, which extends to all the others, is to prepare and examine financial records. They make sure that records are accurate and that vendors are paid properly and on time.

### Accountant:

#### Daily:

- Balance Cash in the morning
- Answer phone
- Post Warranties
- Approve Accounts Payable in the Brain
- Check for incoming wires/payments
- Process mail
- Process customer payments

#### Weekly:

- Apply Credit on A/R
- A/R Past due list

#### Monthly:

- A/R Statements
- Last week/first week – Balance Deere Statement
- First 3 days of month – Figure Bad debt reserve
- 2x month – verify hourly time punches & review employee payroll deductions for payroll

## Sales

One size does not fit all. Our sales professionals make sure customers purchase the equipment that best fits their needs and the jobs to complete in their operation. Our goal is to be a trusted advisor helping our customers maximize efficiency and grow their operation.

### Account Manager/Store Lead:

- Customer sales calls in office & out in country
- Customer Relationship Management (CRM) system:
  - Use Handle to build and price new equipment.
- JDQuote
- MFPro Evaluator:
  - Evaluate used equipment using MFPro Evaluator
- PowerGard
- Review Sales Bulletin and online product information
- Outline process from potential trade-in to final inventory
- Financing: Learn about installments and leasing options

- Lot Appearance and Maintenance:
  - Understand importance of properly arranged equipment. Assist in maintaining lot appearance & separation of serviced, sold, and for sale machines.
- Assist in set-up and presentation in customer clinics, field days, farm shows.
- Assist in product demonstrations and demo set-ups
- Understand Value Added Service promotions and programs across all departments -
- Understand and coordinate rental process
- Safety Meetings and inspections

### Inventory Manager:

- Input and track used trade equipment in Equip
- Order new equipment and make changes to codes as needed in JDMint
- Oversee tractor rentals, invoicing, delivery and return using Equip, Excel & Coupa
- Submit damage and shortage claims on equipment using JDMint and RockFarm
- Tractor House - submit and arrange weekly ads for magazine (3 regions/pages)
- Organize and oversee monthly equipment inventory audit, quarterly JD inventory audit and yearly inventory accounting audit
- Monitor and adjust equipment prices, descriptions, etc. in Equip and MFPro

### Integrated Solutions

Our IS department is made up of precision ag consultants who help farmers and ranchers make the most of their technology and their data. Not only do these consultants troubleshoot technology equipment, they provide analysis and recommendations to the customer to become more efficient and profitable in their business. Our IS department also coordinates our Value Added Services and AMS support.

### IS Representative:

- On-farm customer visits for sales and support
- Maintain the Platte Valley Equipment RTK towers
- Sell and Support E3, E3 Edge, Assure and our basic agreements
- Explain PVE VAS programs and the benefits to our customers
- Organize and participate in customer and employee training clinics
- Provide overview of Operations Center
- Document and invoice time for customer support
- Manage the ISG inventory
- Transfer JDLINK Terminals when equipment is invoiced
- Demo new products to customers
- Always provide the best customer experience possible
- Learn about Precision Ag profitability

## Service Department

Time is money – especially in busy seasons like planting and harvest when broken equipment can mean the loss of thousands of dollars of production. Our service employees ensure downtime is minimized and customers are back up and running as soon as possible.

### Service Manager:

- Work order process: Open, manage, and invoice work orders
- Use Service Delivery to open, review, and close work orders
- Service Dept. Functionality (how calls are handled, when repair orders are opened, etc.)
- Schedule in-field and in-shop Technicians
- Explain inspection process
- Explain shop workflow from initial customer call to final invoice
- Explain warranty repair process
- Explain metrics: WIP, Efficiency, closed work orders
- Explain Job Quoting and Productivity
- Explain suggestive selling of attachments or services
- Execution of VAS Service with other departments
- Provide overview of workflow throughout the year

### Service Writer:

- Use Service Delivery to open, manage, and invoice work orders with approval of SM; scan inspections into system for visibility on work orders and in MFPro
- Complete extended warranty contracts and submit all supporting documents. File claims with supporting documents
- Warranties: submit for processing, print/post credit memos; collect parts return requests for processing
- Trucking: invoice trucking deliveries/update unit location in system; invoice oil delivery mileage.
- Coordinate Centralized Trucking
- Technician time: post PTO/training/funeral time for technicians; adjust time as needed; look over and confirm time punches for payroll
- Enter customer inspections into SVAP & make z-inspections for visibility of incoming work
- Prepare customer invoices for mail
- Perform Service Manager's duties in their absences

### Service Technician:

- Use of *Parts Advisor*
- Use of *Service Advisor*. Diagnostic, connected testing, tests, specifications, repairs and reprogramming.
- Use of *Service Technician* and *Service Delivery*

- Use of *CCMS* Deere Technical Assistance
- Work Order completion from technician's view
- Complete equipment inspections
- Complete quote for equipment inspections and repairs
- Requisition of parts from Parts Department
- Describe and explain inspection or inspection findings to customer
- Suggestive/Related parts selling
- Perform equipment repairs
- Look Twice, Fix Once Initiative
- Special Tools (John Deere Special Tools)
- Ride along on field Service Calls and assist where possible in the shop

## Parts Department

Our parts department is committed to providing the right part at the right price at the right time at the right price to keep our customers up and running. Whether it's an untimely breakdown during harvest or routine maintenance, we strive for a positive customer experience each and every time.

### Parts Manager:

- Fulfill online orders
- Inventory control: Ordering, transferring or returning parts (Surplus Return)
- Review the Parts Management website for processes such as Inventory Optimization, Parts Profitability, Process Optimization, Tool Utilization, Aftermarket Score Card
- Reconcile short line invoices & returns
- Review the information in Parts & Service marketing materials
- Understand and perform all jobs in parts department to cover for teammates

### Parts Representative:

- Greet and wait on customers at the parts counter
- Look up parts for customer using *Parts Advisor*
- Use *EQUIP* to complete customer transaction
- Use *Parts Expert* to look up part specs
- Acquire parts for the customer from inventory or supplier
- Perform transfers between stores to balance stock or fulfill customer requests.
  - Understand the decision process for transferring parts (when and why) and the logistics (how they move parts).
- Suggestive/Related parts selling
- Process customer returns/restock fees
- Check-in overnight freight and distribute to customer or technician
- Use scan tool for inventory and adding parts to ticket or bins
- Check-in stock order parts
- Complete daily parts order paperwork
- Complete daily machine down orders
- Perform parts warranties
- Correct inventory errors and omissions
- Observe and optimize retail floor stock and presentation
- Take parts orders from service dept. & deliver to tech location
- Make hydraulic hoses and chains
- Understand and perform every job in the parts dept. to assist teammates as needed