

**Ask About Our
Salesperson
Bonuses
On All Products!**

BUSH HOG®

ULTIMATE

**PARTNERSHIP
PROGRAM**

May 1st, 2024 - April 30th, 2025

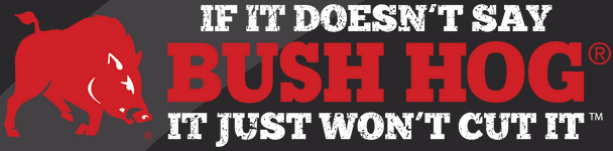


**IF IT DOESN'T SAY
BUSH HOG®
IT JUST WON'T CUT IT™**



TURNING YOUR
PROPERTY INTO A LAND
OF OPPORTUNITY

Since 1951



ABOUT OUR PARTNERSHIP



A Note From Our Sales Team

Dan Bratt, VP Sales & Marketing

At Bush Hog, we recognize that our dealers have been instrumental in our company's growth and success over the past 73 years. While many things have evolved within our organization during that time, our commitment to outstanding customer service and top-quality products remains unwavering.

As we continue to expand, we acknowledge the shifting market dynamics and have swiftly adapted to prioritize supporting our dealers in selling Bush Hog equipment. Furthermore, we understand the importance of updating our programs to ensure that we remain the industry leader to collaborate with.

This year, we are elevating our customer service to new heights by introducing several exciting new initiatives:

- **Common Pricing:** We have received multiple requests to make adjustments to our pricing structure to eliminate the multiple tier level discounts and reduce the MSRP to be more competitive within the industry.
- **Simplified Order Writing:** With the current market conditions we know that many of you have sufficient equipment available at your dealership. As a trusted partner, we are presenting a program to count all inventory (On Order, in AR and Paid Dealer Inventory (PDI)) towards a stocking level requirement. Then we will ask you to maintain a simplified stocking level by dealer location and you will earn volume based on what you retail.
- **Volume Bonus:** We have transitioned our sales staff to be paid based upon retails because we understand that stocking up equipment does not make you money. We want everyone to get paid when you get paid and that is after it is sold to an end user. Additionally we have updated our volume bonus program so that you earn additional bonuses as you sell more throughout the year.

Common Pricing

OBJECTIVE: In an effort to answer to the numerous requests to streamline our pricing model, we are transitioning from multi-tiered discounts and aligning our MSRP to enhance competitiveness within the industry.

- All dealers are eligible to purchase equipment at the same invoice amount.
- We are transitioning from the multi-tiered order writing to a single discount of List Price less 25% on all invoices.
- The goal is to make the MSRP an attractive price to drive customers into your dealership for a purchase decision.
- We now have a disclaimer at the bottom of all quotes that the price does not include freight or dealer set up fees.
- **NOTE: We will not be re invoicing all current orders or inventory. Pricing is subject to terms and discounts associated with the original invoice.**

	Current Pricing		New Pricing
Model	4115		4115
MSRP	\$40,869	↔	\$34,002
Trade Discount	20%		25%
List Less Trade Discount	\$32,695		\$25,502
Dealer Earned Discount AVG	22%		n/a
Dealer Net/Net	\$25,502	↔	\$25,502

*We benchmarked our new pricing based on what was previously known as a 20/22.

Additional Enhancements:

1. We will continue to **establish quarterly retail incentive programs** based on market analysis and models of emphasis.
2. **Dealers are eligible for quarterly retail incentive programs and retail salesperson bonuses** on all equipment **on Order, in AR and in Paid Dealer Inventory (PDI)**
3. Updated price pages are available and will become effective on May 1st, 2024.
4. **Build My Bush Hog will be updated** to reflect new pricing by May 1st, 2024.

Stocking Commitment

OBJECTIVE: In order to simplify the previous wholesale order writing program we are now asking that dealers maintain a standardized stocking level per location.

- There is no longer a requirement for a large upfront annual order. You will make a plan with your area territory manager on the level of commitment per dealer location per the graph below.
- The plan is a year long commitment to be eligible for the Volume Bonus, Co-Op incentives, in addition to being listed on the Bush Hog dealer locator.
- All On Order, in AR, and in Paid Dealer Inventory (PDI) count for the program and will be monitored on a monthly basis. Orders must be placed by the 5th of the following month to maintain your qualified level.

Commitment Levels

Dealer commitment is by store location (Same requirement for all locations) For dealership groups the total amount can be achieved by combined volume.			
Dollars or Units	Freight	*2025 Co-Op	Daily Parts Discount
\$80,000 (@dealer final net) or 18 units	No freight discount	50/50	n/a
\$100,000 (@dealer final net) or 22 units	25% freight discount	60/40	1%
\$120,000 (@dealer final net) or 25 units	50% freight discount	75/25	2%

***Co-Op Eligible Amounts To Be Determined Based On Retail Sales in 2024.**

****For Multi-Store Groups****

of Registered Dealer Locations X Dollar/Unit Commitment = Total Monthly Commitment for Dealer Group

Examples of minimum qualifying dealers stocking level:

All flex wing dealers	4-4115's
Small Ag Dealer	10-SS, and 8 tillers
Full Line Location	2-2215's, 6 SS, 5 tillers, 5 landscape attachments
Mixed	2-SS, 2-FW, 2 Hay Rakes, 3 Landscape attachments

***Your territory manager will help you develop a plan that best fits your dealership.**

****Existing Bush Hog Dealers Must Register By May 31, 2024**

Volume Bonus

OBJECTIVE: Volume Bonus is structured to incentivize and reward dealers based on their actual sales achievements, with a focus on comprehensive participation across all dealership locations within a group, thereby aiming to boost overall sales and market penetration.

- **Volume Bonus replaces** the previous Order Writing Discount
- This amount is **paid based on wholegood retail sales May 1st, 2024-April 30th, 2025** (Retail sales is defined as units paid in full and warranty registered and based on final net.)
- **Annual Sales volume per ownership group must exceed** \$250,000 to qualify for Volume Bonus, but we pay back to the first dollar sold.
- **A dealership group must meet or exceed the cumulative minimum stocking requirements at all locations to be eligible for volume bonus.**

Sales Volume	Category 1	Category 2	Category 3	Category Qualification Requirement
\$250,000 to \$499,999	N/A	0.5%	1.5%	Retail 3 or more units per category
\$500,000 to \$749,999	0.5%	1.0%	2.0%	Retail 5 or more units per category
\$750,000 to \$999,999	1.0%	1.5%	2.5%	Retail 10 or more units per category
\$1,000,000 and above	2.0%	2.5%	3.5%	Retail 15 or more units per category

CATEGORIES:

- LARGE CUTTERS (FW, TD, & MS)
- SNOW
- CONSTRUCTION
- CUTTERS (SS, FM)
- TILLERS
- BOOM MOWERS
- HAY TOOLS
- LANDSCAPE

Average Payout by Level Example

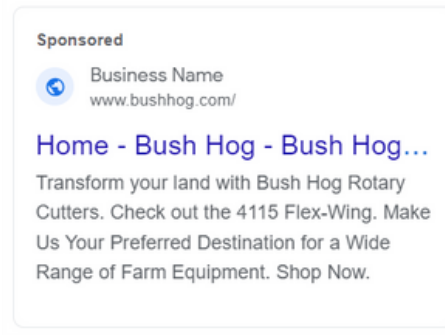
Sales Volume	Category 1	Category 2	Category 3
\$250,000 to \$499,999	N/A	\$1,370	\$4,109
\$500,000 to \$749,999	\$2,465	\$4,930	\$9,861
\$750,000 to \$999,999	\$6,803	\$10,204	\$17,006
\$1,000,000 and above	\$29,885	\$37,357	\$52,299



Quarterly Promotional Material

Did you know that Bush Hog provides dealership branded marketing to use with each new quarterly promotion? Did you know all products have a sales person bonus? Connect with your local territory manager to find out more.

With each new quarter **Bush Hog** promotes ads from Facebook & Google that drive new digital viewer traffic to the **dealer locator** as well as **foot traffic** to dealer stores.



Search terms report & keyword themes

Search Terms	Clicks
bush hog	693
bush hog parts	180
bushhog	242

Impressions	Clicks	Local actions	Conversions
26.1K	2.83K	27	143
<small>How often your ads were shown</small>	<small>Actions on your ads</small>	<small>Actions showing intent to visit</small>	<small>Actions on your website from ads</small>

Quarterly Promotional Material

Need custom co-branded advertisements? Scan the code to access your quarterly asset folder.

Print Ads, Digital Ads, Radio, Banners & More

Additional Resources



Download The Bush Hog App

Our app is designed to support both Bush Hog Buyers as well as dealer groups with up to date information, warranty registration, dealer locator and more.

Explore our Full Product Line Brochures in both Paper & Digital Formats. Opt for Sustainability with Our Eco-Friendly Option.

