

# Computer program aids farmers in equipment-purchase decisions

RACINE, WI — The Computer Aided Sales System (CASS) is the newest, most innovative sales tool available for use by J I Case agricultural equipment dealers.

CASS, a computerized decision support system, guides Case International customers in a step-by-step search for the right piece of farm machinery and the most effective financing for their individual circumstances.

CASS saves time and provides easy access to information. It presents Case International tractor, combine and farm implement models in detail. CASS assists customers in comparing Case International equipment with competing brands, and can show a customer how he can cost-justify a new product, and how the purchase/lease will affect his cash flow and tax situation.

"CASS takes all the product

information—pricing, trade-in, financing, taxes, and cash flow—and puts it into one easy-to-carry and easy-to-use package," said Rich Tworek, manager, dealer standards and performance. CASS programs work with several different portable computer systems. "Dealers can easily take CASS along on a customer field call," he explained.

The dealer can select from a series of computer programs that will eventually cover the entire Case International product line. These programs now cover Case International 94-96 Series two-wheel-drive tractors, 94 Series four-wheel-drive tractors, 84-200 Series tractors, combines, cotton harvesting equipment, and planters.

After choosing the subject program, the customer selects an area of interest, which could be product, price, trade-in, financing,

cash flow or taxes. Then he chooses the model or product he is interested in purchasing from those displayed on the CASS screen. CASS will display data about the particular product that the customer has chosen. Graphics are used to illustrate Case International product features.

CASS can also compare the model performance, engine drive train, hydraulics/hitch system, cab/chassis, dimensions, steering/brakes/PTO, all wheel drive options and transmission speeds of Case tractors with information on comparable model tractors of competing manufacturers. Much of this comparison information comes directly from the Nebraska Tractor Tests.

CASS contains the Case International pricebook and can build the price on a particular model and options that the customer requests.

CASS addresses the question of trade-in value by listing factors that affect the value of used farm machinery. These factors include such items as the hours of use, general appearance, engine condition, transmission, hydraulics and tires. The dealer then uses this information to make an appraisal and determine a trade-in value.

"Three very important sections of CASS financing, tax and cash flow are the hardest for salespeople to understand and explain," said Tworek. Financing, tax and cash flow matters can be easily explained and understood by customers and salespeople alike, using CASS. The different finance options available, including Case financing plan, local bank of Production Credit Association financing and two or three different forms of leasing options can be calculated by the system. A



Les Minor, Case Power and Equipment store manager, Sturtevant, Wisc., answers a Racine-area farmer's question using the new Computer Aided Sales System (CASS). The system, which adapts to several kinds of portable computers, provides complete information on selected models including features, competitive comparison, pricing, trade-in, financing, taxes and cash flow.

farmer can compare financing options on an item-by-item basis and then decide which is best for him.

CASS helps answer questions about the effect of a certain financing plan on investment credit, depreciation and interest payments. CASS can also make a cash flow projection to help the farmer determine how his annual

costs would likely compare for the new tractor versus the one he now owns.

Dealers can give the customer a complete computer printout which is especially valuable for the farmer to take to his accountant or banker.

CASS is now being offered to all Case International agricultural equipment dealers.

## President KEO, Exec VP named

BLOOMINGTON, IL. — E.W. Muehlhausen has been named President and CEO of Portable Elevator Division of Dynamics Corporation of America.

Muehlhausen served as Vice President of Marketing and Sales for Steiger, Inc., of Fargo, N.D. prior to joining Portable Elevator Division. Before that he spent over 14 years with Allis-Chalmers Corporation.

He will manage all operations of Portable Elevator Division. Portable Elevator products are manufactured in facilities at Glencoe, Minnesota, Bloomington, Illinois and Yazoo City, Mississippi and marketed under the Glencoe®, Amco® and Little Giant brand names.

The firm also has named Merlin

A. Groenke Executive Vice President.

Employed by Portable Elevator Division since 1955, Mr. Groenke is a member of the team which introduced the first Glencoe minimum tillage tool to the agricultural market in 1969, the Soil Saver®. A holder of many patents and an active member of the American Society of Agricultural Engineers, Mr. Groenke was previously Vice President and General Manager of the Glencoe, Minnesota manufacturing facility as well as Director of Research and Development for the Division.

His extensive experience in all areas of operation solidly prepare him for his new assignment.



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