

# SELL THEM WHILE THEY'RE WAITING.

One in 5 callers make a purchase decision based on information they've heard while on hold.

The New Holland Construction On Hold Messaging program has everything you need for a successful service that helps your bottom line:



**4 Corporate Messages Managed for You**  
 » Rotating quarterly financing

**4 Messages you can Choose or Create**  
 » Choose from the New Holland Construction library  
 » Choose global messages or trivia  
 » Use Record24 to create your own  
 » Get custom script support\*

### Cost Efficient

- Eligible for 50% co-op
- Free Training provided
- Annual contract backed by a performance guarantee

### Flexible and Comprehensive

- Four corporate messages containing the most current promotions and product information are recorded and managed for you
- Additional library of New Holland Construction approved product messages available
- Additional messages from the global message library (seasonal trivia, music, etc.)
- Highly Recommended – Use the exclusive Record24 feature to record your own timely custom messages

### Easy to Use

- Automated web-driven program allows you to create, change and manage messages online
- Full support from Works24 and Mcomm Group
- Training for personnel in all areas of your dealership to record custom messages – parts, service, rental, etc.

### Custom Scripts Support

- Dealer Requested: No time to record your own messages?  
 Have custom messages recorded and managed for you – only \$100 per month<sup>†</sup> for the first location



### Pricing:

Program Options	Monthly Rate	One-Time Setup Fee
<b>On Hold Program</b> – Access to all message libraries	\$59.00 USD per location	\$250.00 USD per location
<b>Custom Script Support</b> – Unlimited custom message writing and recording by Works24	\$100.00 for 1st location <sup>†</sup> , (additional locations – free)	N/A

<sup>†</sup>Custom script support is not eligible for co-op.

**Sign up today** – put On Hold Messaging to work for you.

Communicate timely New Holland Construction promotions and custom dealer messages to your everyday customers.

## Program Support

### Operated by:

Works24  
 Cary Gniffke: 817.771.4396  
 E-mail: [cgniffke@works24.com](mailto:cgniffke@works24.com)  
 Website: [www.works24.com](http://www.works24.com)



### Coordinated through:

Mcomm Group, Inc.  
 Andy Byrkit or Sandra Marchand:  
 800.876.8078  
 Home Office: 309.682.7500





# 2012 ON HOLD MESSAGING CO-OP PROGRAM

## EXAMPLE ON HOLD SCRIPT ROTATION FOR Q1 2012\*

### SEGMENT 1:

#### **"200 Series SSL – 0% for 42 months"**

The 200 Series skid steer loaders from New Holland Construction are Bigger, Badder and Better than ever before! And now through March thirty-first, get 0% for 42 months with 10% down payment on new 200 Series skid steer loaders. Finance or lease any rate or term through CNH Capital and earn a \$500 Customer Rewards Card. Designed from the ground up, these machines feature the patented vertical lift Super Boom design, the widest, most comfortable cab around, and industry leading bucket breakout force and dump angle. Ask us for details on the New Holland Construction 200 Series skid steers.

### SEGMENT 2:

#### **"Loader Backhoes – 0% for 42 months"**

New Holland Construction loader backhoes have something the competition doesn't – a curved boom design that gives you a lower transport height, increased digging power and a narrow boom design for excellent visibility into the work area. Now all new compact loader backhoes come with zero percent financing for 42 months with 10% down payment. Finance or lease any rate or term through CNH Capital and earn a \$500 Customer Rewards Card. Ask us for the details today, before this great offer ends March thirty-first!

### SEGMENT 3:

#### **"E55Bx Compact Excavator – 0% for 42 months"**

The New Holland Construction E55Bx compact excavator is built around you. With superior lifting capacities and a longer reach than the competitors, the short-radius E55Bx is more stable, lifts bigger loads and gets jobs done faster. Whether you work in construction, demolition or landscaping, the versatile New Holland E55Bx is sure to save you time and money. Get 0% financing for 42 months with a 10% down payment. Finance or lease any rate or term through CNH Capital and earn a \$500 Customer Rewards Card. All on New Holland Construction E55Bx compact excavators, now through March thirty-first. Ask us for details.

### SEGMENT 4:

#### **"200 Series CTL – 0% for 42 months"**

New Holland Construction's 200 Series compact track loaders feature the patented vertical lift Super Boom design, wider, more comfortable cab and industry leading bucket breakout force and dump angle. And for a limited time, get 0% for 42 months with 10% down payment on all new 200 Series compact track loaders. Finance or lease any rate or term through CNH Capital and earn a \$500 Customer Rewards Card. But hurry, this special financing offer ends March thirty-first.



\*Corporate messages are updated and supplied each quarter. Dealer messages are chosen from available pre-approved spots or personalized using Record24. Please see page 3 for more details on dealer message options



# 2012 ON HOLD MESSAGING CO-OP PROGRAM

## INCREASE SALES WITH PERSONALIZED RECORD24 MESSAGES

Record24 allows you to easily record on hold messages yourself. Parts, service and rental specials can be recorded and playing minutes later. Record what you want, when you want. The more immediate the sales message, the greater the sales opportunity.

### RECORD24 LETS YOU RECORD MESSAGES LIKE THESE:

#### PARTS AND SERVICE:

Hi, this is (Name), your Parts & Service Specialist, reminding you to take advantage of our great parts & service specials going on now! Get 10% off filters, lubricants, oil and more. Don't miss out - these specials end soon. Ask for details and save money today.

#### RENTAL:

It's a great time to rent from (Dealer Name). If you need tough, reliable, state of the art equipment – we've got it. Rent by the day, week or longer – and there's always rent with an option to buy. Ask about our low rental rates.

#### NEW LOCATION OPEN HOUSE:

We're celebrating our new location at (Dealer Address) in (City) with an open house - and you're invited. There's free food, great giveaways and demos of the newest New Holland Construction equipment. Ask for all the details and join us on (Date).

#### ANNIVERSARY OPEN HOUSE:

It's our 10th anniversary so we're having a party – and you're invited! Join us for food, giveaways and more. Ask for all the details – we're looking forward to seeing you at (Dealer Name) on (date).





# 2012 ON HOLD MESSAGING CO-OP PROGRAM

## PROGRAM SIGN-UP

To get started, please fill out this form and fax to Mcomm Group at 309.682.7505. Works24 will then follow up with you to set up a demo of the program and get you started with an annual contract and install date.

If you have any questions about the New Holland Construction On Hold Messaging Co-op Program, please contact Mcomm Group at 309.682.7500.

## DEALER INFORMATION

PLEASE FILL IN YOUR PRIMARY DEALERSHIP/CONTACT INFO

Dealer Number \_\_\_\_\_

Dealer Name \_\_\_\_\_

Contact \_\_\_\_\_

Contact Email \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Province \_\_\_\_\_ Postal Code \_\_\_\_\_

Phone \_\_\_\_\_

Toll-Free Number \_\_\_\_\_

Fax \_\_\_\_\_

### PROGRAM OPTIONS

PLEASE SELECT THE ITEMS YOU WISH TO PARTICIPATE IN

- On Hold Program** – Access to all message libraries
- Custom Script Support** – Unlimited custom message writing and recording by Works24

## DEALER LOCATIONS

List all dealer locations you wish to sign up for this program. (Use separate sheet if necessary)

City	State	Phone Number
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

