

TILLAGE DEMO PROGRAM



EARN CREDITS **2X** FASTER

10 DEMOS INSTEAD OF 20 TO REACH THE 5% DISCOUNT

UP TO **98%** LESS PAPERWORK

FILL OUT ONE SHORT FORM TO CLAIM YOUR CREDIT

NO PRODUCER NAMES OR PHONE NUMBERS

SALFORD

SALFORD GROUP TILLAGE DEALER DEMO PROGRAM

Salford's **Dealer Demo Program** allows dealers to showcase Salford Group's tillage products, offering customers hands-on experience. Salford offers a demo equipment program to compensate dealers for their time and effort, helping to facilitate sales.

Strategic Demos: Approach customers in your area who may be in the market for new Salford Tillage equipment.

Salford Field Days: Talk to your Salford Representative about staging an event. They can help plan your program and provide prizes & refreshments.

TILLAGE DEALER DEMO PROGRAM

MAY 01 TO SEPTEMBER 30, 2025

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ELIGIBILITY

- Must be a stocking dealer with an account in good standing.
- Valid only for Salford Group Tillage Equipment, including AerWay.

DEMO CREDIT PROGRAM FOR DEALER-OWNED INVENTORY

- Dealers earn 0.5% credit per customer demo, up to 5% total (10 demonstrations).
- Credits are calculated on the dealer's net invoice (before freight and setup) and issued as a credit on the dealer's Salford account.
- Claims must be submitted within 30 days of the demo.
- Claims are submitted via the Salford Dealer Portal or by emailing marketing@salfordgroup.com
- Provide the demo unit serial number when requesting a demo credit.
- The equipment invoice must be fully paid or financed by DLL by the due date to receive credit.
- Dealers may assign one unit per model type each Spring and Fall for credit.
- Demos must be conducted in-field at a customer's farm or during a field day. Dealer lot walk-arounds do not qualify.
- Dealers must complete the Salford Equipment Demo Program Credit Request, found under "Whole Goods Sales Programs" in the Salford Connect Portal.
- Demo equipment is eligible for DLL Floor Plan financing and can be combined with the Early Order Program and other Salford incentives.

DEMONSTRATION AND/OR RENTAL

At Salford Group, we consider an equipment demonstration to be a maximum of 10 acres. However, we realize that many customers will want to try the equipment on the varying terrain they farm. Equipment rental is an excellent way to further offset the costs associated with demonstrating equipment and the wear on the tool.

- Be sure to have your customer sign an up-to-date rental agreement from your local dealer association.
- Be up-front with your customer about who is responsible for the equipment's regularly scheduled maintenance.
- Be sure to read and understand the Salford Group Warranty, including the Rental portion of the agreement.
- Equipment that is on a floor plan financing program must not be rented.

NOTE: Salford Group reserves the right to discontinue this program at any time