

Optimism rebounds in these challenging times



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The recent economic pressures have, undoubtedly, been challenging on business. In talking to Green Industry service providers who have been in the industry for more than 20 years, many have claimed that this has been the toughest time they've encountered since they started their business. In many cases, due to competitive pressures and fundamental supply and demand realities, the prices a contractor is able to charge today are actually less than what they were charging five years ago, while facing rising input costs.

At the same time, I hear optimism and focus from these service providers about opportunities to grow and differentiate their business during these challenging times. Instead of succumbing to flat growth, many are renovating their businesses by implementing lean principles, understanding better ways to effectively manage cash flow, diversifying services and, yes, even growing in the more complicated business environment we work in today.

Today's economic reality calls for new and innovative approaches to business and gaining deep customer understanding. John Deere is dedicated to providing you with the support and integrated solutions to help you grow and prosper, and our commitment to your business doesn't stop with providing innovative and quality products. Our experienced John Deere dealer network is there to support your business needs after the sale with the most extensive factory trained service technicians and knowledgeable parts staff in the industry. And John Deere Financial Services provides flexible finance tools to help you manage your business' cash flow.

We have one priority: To ensure uptime in the most responsive manner, because downtime is not an option when you are running a business!

Founded in 1837, Deere & Co has served the needs of those with close ties to the land for 174 years. Over the years, we've all faced business challenges and have refined our businesses, moving and adapting to the times, taking advantage of new opportunities by building and growing our people and our brand along the way.

While the future has elements of uncertainty, those who have the ability and passion to adapt and embrace change will continue to find new ways to drive revenues and profits. By finding new value added services that they can offer their customers, contractors have the opportunity to maximize labor efficiency and their return on assets.

We hope the work we do in 2011 and beyond will move us closer to becoming your most trusted partner on the job site. We look forward to seeing you soon, whether at an industry event, or even at a John Deere location.



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