HERE ARE YOUR Promotion Plans TO

SELL MORE FARMALLS in 1950!

mid-century
1950
1950 is your Golden Year to Sell More Farmalls CUBS • SUPER-A’S • C’S

because...

⭐ You have a time-proved Farmall for every job!

⭐ You have a BIG market still untouched!

⭐ You have plenty of tractors to SELL!

Now is the time to get down-to-business and start honest-to-goodness SELLING!
and here's your **POWERFUL NEW** Lead-producing Prospect-convincing Sales-closing **CAMPAIGN** to help you **Sell More FARMALLS in 1950!**

**It's ACTION-PACKED to**

1. Bring in leads on prospects
2. Get the prospect behind the wheel
3. Prove that a Farmall does a better job on every job
4. Get the name on the dotted line
To reach these objectives, here is your mid-century 3 STEP ACTION PLAN

1. **ADVERTISING plus COUNTRY-CANVASSING**
   to track down every possible lead!

2. **DEMONSTRATING**
   to convince every prospect!

3. **HARD-SELLING**
   to close more sales!
To carry out this 3-step action plan

You have **3** **BIG NEW**

Special **mid-century**

Sales Aids

... one for each step of the plan!

These new aids are...
**FARMALL Advertising Plan!**

**NOW**

Farmall pays up to $5 per tractor sold—**for local advertising**

Farmall will credit you with one-third of your advertising cost in approved media up to $5 for every Farmall Cub, Super A, or C you sell between February 1 and August 1, 1950...to help you get leads and soften up prospects.

This money may be used for advertising...

1. In newspapers
2. On the radio
3. By direct mail
4. By other approved media

See special folder for complete details!
2 Special

White Farmall

for canvassing and demonstrating to uncover leads and convince prospects!

Dramatic! Colorful! Eye-catching! Attention-compelling!

This red-wheeled, star-studded, white Farmall will create a stir in your community. It will be seen and remembered... it will be talked about. It will give you the showmanship to impress your prospects that a Farmall is "FIRST IN THE FIELD"... that a Farmall gives "TIME-PROVED POWER FOR IMPROVED FARMING."
SALES TRAINING SLIDE FILMS

to help you train your personnel for selling
to today's market!

THESE NEW SOUND SLIDE FILMS INCLUDE...

FARMALL QUALITY STORY—Tells how the Farmall Cub, Super-A, and C are made at the Louisville Tractor Works—how quality is guarded at every step in their manufacture.

SELLING THE FARMALL CUB—Shows the 1950 markets—discusses the sales features of the Farmall Cub and how they meet competition—gives tips on demonstrations—tells how to close the sale.

SELLING THE FARMALL C—Shows how the Farmall C fills the need for a versatile, 2-plow, 2-row tractor—tells how it beats competition—gives tips in demonstration and selling techniques.

Your zone manager will discuss these films with you
...and in ADDITION to activate your 3-STEP plan the mid-century "Sell-the-Farmall" CAMPAIGN offers you all these...

★ powerful NATIONAL ADVERTISING
★ sound MERCHANDISING HELPS
★ hard-working DISPLAY MATERIALS
★ absorbing CUB MOVIE—"Tailor Made for Every Job"
★ down-to-earth CATALOGS
To get leads
and soften up prospects...you get
the benefit of the biggest
NATION-WIDE TRACTOR
ADVERTISING
PROGRAM
in history

NATIONAL MAGAZINES
Full 4-color pages with coupons in all 7 big national farm magazines—10,087,000 subscribers!

STATE FARM PAPERS
Full pages with coupons in 72 regional, state, and specialty farm magazines—8,900,000 subscribers!

RADIO
Selling commercials on “HARVEST OF STARS” program on NBC network!

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LEADS OBTAINED FROM COUPONS AND INQUIRIES WILL BE FURNISHED TO YOU FOR FOLLOW-UP AND SALES!
To CHANNEL INTEREST AROUSED directly to you and your store...

You get these LOCAL ADVERTISING HELP!

AD MATS
free for use in your local newspapers. Strong, powerful selling messages that capitalize on national and state farm paper advertising... that urge farmers to see you for a white Farmall demonstration.

RADIO SPOTS
free scripts for local announcer. Or prepared transcriptions at cost—packed with drama, conviction, SELL! Transcriptions assure you of uniform, high-quality presentation every time you go on the air.

DIRECT MAILING CAMPAIGNS
furnished at cost. Two folders each for the Farmall Cub, Super-A, and C designed to pave the way for demonstrating—and selling! A free catalog offer will help bring in leads. These direct mail folders will be mailed direct to your own mailing list, on your order.

And remember, the Special Farmall Advertising Plan will help pay for your local advertising of the Farmall Cub, Super-A and C Tractors!
To Dramatize Farmall Features.

You're furnished this WHITE FARMALL DISPLAY KIT for demonstrating the WHITE FARMALL.

This kit consists of...

1 tear-drop hood display for mounting permanently on your white Farmall demonstrator.

5 gold stars made of Mystik material for sticking on your white Farmall. Each star points out a "gold star" feature of the Farmall Cub, Super-A, or C—respectively.

Wheel and on-Tractor Displays

Banner
You're Furnished at no cost this Century FLOOR DISPLAY KIT

Which includes...

Colorful, red, blue and black wheel displays will catch the attention of farmers who come into your store, and point up the Farmall “time-proved features for improved farming.” The on-tractor display will help make your customers remember the Farmall is “first in the field.”

Pennants
Gay and bright, this string of 12 pennants, printed two sides, adds to the selling atmosphere of your store—helps put across the time-proved features and advantages of the Farmall tractor.

Poster
This attention-getting wall or frame poster pounds home the powerful sales-making story that the Farmall is the “time-proved power for improved farming.”
You have available this interesting and entertaining SOUND MOVIE entitled

"TAILOR-MADE for EVERY JOB"

This absorbing one-reel movie tells in pictures and sound how the Farmall Cub is made to fit every job on the small farm—how it balances the power on the larger farm. It's available through your District office for local showings at meetings and get-togethers.

You're furnished liberal quantities of CATALOGS on the FARMALL CUB, FARMALL SUPER-A, FARMALL C

These concise and to-the-point catalogs give down-to-earth details on how the Farmall fits into your prospect's operations—tell about all the Farmall "time-proved features that improve farming"... show how the Farmall helps make more profit on every farm.
NOW...
— with all this selling support
— with all these materials provided to you

IT’S YOUR JOB
To put these aids to work and make them

SELL FARMALLS FOR YOU IN 1950!

Here’s Your Plan of Action...
YOUR PLAN OF ACTION

First of All—

Sit down with your Zone Manager and

ANALYZE YOUR MARKET!

Know the sales potential in your territory! It's larger than you think. Your Zone Manager has market data to help you. Your own IH prospect list will help you. Don't overlook a single possibility. The Farmall Cub, Super-A and C are ideal for small to "middle" size farms—large farms as help-out tractors—vegetable growers—and part-time farmers. Your Zone Manager will help you plan your campaign to meet your sales quota. Discuss your market and sales plan with him.

AIM HIGH...Aim to beat your sales quota
Order
WHITE FARMALLS
Cubs, Super A’s or C’s to fit the market in your area

After analyzing your market, place your order for white Farmall Cub, Super-A, or C to meet your needs. White Farmalls are made available to you on liberal terms. See that you have adequate manpower to “man” your white Farmalls — make them work full-time for you every day.

Outfit your
FARMALL SALESemen
in fresh, new IH uniforms

Be sure every demonstrator who drives a white Farmall is cleanly and neatly dressed in IH coveralls... and an IH helmet, too, in warm weather. Each “salesman” will need at least 2 outfits. Use order-blanks enclosed, and send direct to the Company.
YOUR PLAN OF ACTION

Put your WHITE FARMALLS on the road

CANVASSING

Keep them busy! Keep them on the road! Keep them calling on farmers. Your white Farmalls will create attention and interest. Every farmer will want to see them—and listen to the Farmall story.

Put your WHITE FARMALLS in prospect’s fields

DEMONSTRATING

Whenever you get a lead, send a white Farmall to show the prospect what the Farmall will do—right on his own farm. Let the prospect try the Farmall himself. Once you get him into the seat, your sale is half-made!
Then Gear Your Whole Organization for SELLING FARMALL CUBS—SUPER A’s—C’s

Call a meeting of your staff. Tell them all about the plan to SELL MORE FARMALLS IN 1950. Get all your personnel behind the Mid-Century program. Get them all talking Farmall—thinking Farmall—selling Farmall! Explain how all the parts countermen, shop servicemen, even the telephone girl can be on the lookout for leads and prospects who need a Farmall Cub, Super A, or C.

Arrange to show all your personnel the SALES TRAINING FILMS

The 3 new 1950 sales training slide films are available through your District office. They’ll give your salesmen confidence in the Farmall Cub, Super-A, and C—and help them give a convincing sales argument. Be sure all your people see them, at the first opportunity.
Set up the MID-CENTURY FLOOR DISPLAY

Put one or more Farmall Cubs, Super A’s, or C’s—painted white—in a central spot on your show-room floor. Then dress them up with the wheel and on-tractor displays. Put up your banner, pennants, and poster. They’ll help you sell more Farmalls!

Arrange special FARMER MEETINGS

Invite farmers to a smoker, meet-your-county-committee day, or 4-H day and show the Farmall Cub, Super-A, or C. In bad weather, ask farmers to come to your store for a belt-work demonstration with hammer mills, saws, or corn shellers. Show them the movie, “Tailor-made for Every Job.”

Re-activate your PROSPECT RECORD SYSTEM

Keep a systematic, business-like record of every prospect. Get out your old prospect books—or order new ones. Equip every salesman with one—to write down valuable information about the prospect’s operations, his present equipment, and when to call on him again. The time for real selling has come—give your salesmen the tools to do the job!
Run a complete Local ADVERTISING CAMPAIGN

Use NEWSPAPERS...

Ad mats provided give you all the materials you need. Use the break-down in the Special Farmall Tractor Advertising Plan, in planning your complete schedule. Then run your ads, consistently week-after-week to get results!

Use RADIO...

If you have a good local radio station, put your story on the air. Use scripts or transcriptions, but make it a complete campaign. Plan your schedule to put proper emphasis on the Farmall Cub, Super-A, or C

Use DIRECT MAIL...

Two broadsides each on the Farmall Cub, Super-A, and C are available to you as direct mailings at cost. Use these powerful mail pieces to supplement your newspaper or radio campaign—or by themselves. They’ll pave the way for demonstrations—and sales!

USE THE MEDIA THAT FITS YOUR NEEDS—BUT MAKE IT A CONSISTENT WEEK-AFTER-WEEK CAMPAIGN. REMEMBER THE SPECIAL FARMALL TRACTOR ADVERTISING PLAN WILL HELP PAY THE COST!
WIN A FREE TRIP
TO CHICAGO AND LOUISVILLE
TRACTOR WORKS

An all-expense trip to IH headquarters in Chicago and the Louisville Tractor Works will be awarded to the IH dealer—or employee designated by him—in each district who demonstrates and sells the most Farmall Cubs, Super-A’s and C’s during the big Mid-Century Farmall-Selling campaign.

DEMONSTRATE YOUR QUOTA! . . . SELL YOUR QUOTA! DO THE BEST DEMONSTRATING AND SELLING JOB IN YOUR DISTRICT!

WIN THIS BIG FREE TRIP!
The mid-century FARMALL SELLING PLAN backs you with . . .

- Biggest national advertising campaign in IH history.
- Special Farmall tractor advertising plan to help you tie-in locally.
- Dramatic white Farmalls for demonstrations.
- Effective sales-training films.
- Complete set of display and merchandising helps.

All to help you develop LEADS and PROSPECTS and SELL MORE FARMALL CUBS, SUPER-A's AND C's!
Put this powerful mid-century Farmall Selling Plan to work for you!

Advertise to get leads and soften up prospects

Canvass to uncover prospects

Demonstrate to convince prospects

Then sell the Farmall Cub! Farmall Super-A! Farmall C!

“IT’S FARMALL TIME ALL THE TIME” START NOW!

“A-218-NN 1-11 Lithographed in United States of America"