John Deere: Iberia and Italy dealers, united to drive the aftermarket

The network has met facilities Parla (Madrid) to reinforce the importance of the aftermarket as well as learn new strategies and work on the key to the future of it.

The Center for Training and Marketing John Deere has in Parla has hosted the Regional Meeting of Posventa under the slogan "Better Together". She makers have come aftermarket 50 dealers from Italy and 70 network Spain and Portugal.

For two days they were given theoretical sessions and workshops to learn, with the staff of John Deere, the three foundations that should focus the aftermarket today and the future: new technologies, machinery and a network of professional dealers.

The Regional Meeting of Posventa "Better Together" has had a clear goal: the search for new and better ways to provide customers with unique and differentiating experiences through after-sales service and spare parts.

After the celebration in Spain, the meeting has been moved to John Deere Forum in Mannheim (Germany), attended aftermarket equipment dealers France, UK, Germany, Poland, Holland and John Deere International.

Source: John Deere