



# 2017 sales contest winners

We are proud to recognize outstanding UltraGard® and SentryGuard™ sales performances from dealers in both the John Deere Agricultural and Turf equipment division and the Construction and Forestry equipment division.

UltraGard is a point-of-sale physical damage product that enhances the equipment sales process, contributing to overall customer satisfaction for equipment financed by John Deere Financial. SentryGuard, meanwhile, is a physical damage product available for all other equipment not currently financed by John Deere Financial.

Throughout the U.S., we've seen licensed and appointed dealers enjoy increased revenues as a result of UltraGard and SentryGuard sales commissions. In fact, during 2017, we paid over \$5.3 million in commissions to licensed and appointed John Deere dealers.

At Sentry, we've found UltraGard and SentryGuard to be valuable programs as we work to strengthen and enhance participating dealers' relationships with their customers. Along with these unique products, our specialized coverages and experienced claims services help build customer relationships and loyalty.

We would like to recognize the following dealerships as top sellers of UltraGard and SentryGuard physical damage insurance in 2017:

DEALERSHIP	AWARD CATEGORY	GIFT CERTIFICATES
Ag-Pro (GA)	Overall Top Sales Performer	\$1,250
Stribling Equipment (MS)	Overall Top Sales Performer—Construction & Forestry Division	\$750
James River Equipment (VA)	Top Sales Performer—Eastern region	\$750
Western Equipment, LLC (OK)	Top Sales Performer—Western region	\$750
Hammond Tractor (ME)	SentryGuard Top Sales Performer—Eastern region	\$500
Brookside Equipment (TX)	SentryGuard Top Sales Performer—Western region	\$500

Sentry Account Executive Carl Smith will present each dealer with their award and gift certificates.

For more information on sales tips, ordering brochures, licensing, and/or training for UltraGard and SentryGuard physical damage programs, please contact us toll free at 877-782-6873 or [deeredealerprograms@sentry.com](mailto:deeredealerprograms@sentry.com).



Property and casualty coverages are underwritten by a member of the Sentry Insurance Group, Stevens Point, WI. For a complete listing of companies, visit [sentry.com](http://sentry.com). Policies, coverages, benefits, and discounts are not available in all states. See policy for complete coverage details.