

## **CASE STUDY –**

# **BLUEBONNET FEEDS DEALER SURVEY**

## **CUSTOMER OVERVIEW**

Bluebonnet® Feeds serves the livestock industry, specializing in quality feed products for all species and classes of livestock, from Equine feeds and supplements to Caged Bird Feed. Bluebonnet Feeds has its headquarters and main production facility in Ardmore, Oklahoma.

## **CLIENT OBJECTIVE**

To increase the total products purchased from Bluebonnet, Management wanted to implement a program that would:

- Measure key dealer feedback on products, marketing programs, product literature, pricing discounts, dealer programs and sales support in general and in comparison to other feed suppliers.
- Evaluate the perception of key dealers regarding to company image and performance compared to expectations on key business deliverables.
- Evaluate the current dealer volume discount program for its effectiveness in achieving desired objectives and return on investment.
- Identify and prioritize incentive rewards with the greatest motivational value
- Use the information gathered to increase dealer loyalty and recruit new dealers.

## **TARGET AUDIENCE**

Key Bluebonnet® Feeds Dealers

## **RUSSELL ASSOCIATES' SOLUTION**

Russell Associates conducted a comprehensive analysis of the perceptions, preferences, and opinions of key dealer owners and/or managers using surveys, formal in-person interviews, and phone interviews. Based on the findings of the surveys and interviews, Russell Associates prepared an in-depth analysis and summary report which included recommendations to improve the effectiveness and motivational value of the dealer incentive program.

## **METHOD**

Bluebonnet Feeds Dealer Survey and Data Recap

## **PROGRAM RESULTS**

The information presented in the Bluebonnet Feeds Dealer Survey Report and Data Recap helped Bluebonnet identify key dealer perceptions, preferences, and opinions about the company's products, services, and sales support. This information was used to revise dealer programs and services, influence dealer buying decisions, improving Bluebonnet's dealer loyalty and share of dealer's business.

"Participants were impressed with the survey. It definitely was not superficial. The survey, along with the Data Recap, helped us identify key needs, set benchmarks, implement changes and redevelop our dealer network. What we learned, we are still using today. You can't leave that kind of information sit on the shelf."

- Bill Stuever, General Manager/President Bluebonnet Feeds