



# BOONE HUFFMAN

## CHADRON, NE

Since joining as a Riomax® dealer in August of 2021, Boone has seen tremendous growth in his dealership. Boone achieved the highest sales of any Riomax® dealership in 2022. The majority of Boone's success is the result of good business practice listed in the points below...

- ✓ Most of his customers have 200-500 mother cows
- ✓ The majority of his customer base is within a 50 mile radius. Anything beyond that is a half or full load order.
- ✓ He relies mostly on texting and calling to close deals and take care of his customers. Since they're mostly nearby he supplements the texts and calls by meeting face-to-face if he really needs to.
- ✓ He leverages ALL of his connections to find and secure new customers
- ✓ He hosts producer meetings with prospects as well as some customers
- ✓ He strongly encourages a 3 ton minimum order size, making sure guys give it a good try so they can see the results
- ✓ He makes sure his customers understand the Riomax® science, as well as know how to measure their results
- ✓ He follows up with his customers to dollarize their results and ensure the tubs are paying for themselves

