

2020-04-24 Marketing Meeting

- All slides will be attached here, [Andreas Murr](#) please...
- Each aag company was present with in minimum one participant plus serveral FarmFacts colleagues

User stories:

- Two user stories where explained, one for a farmer, another one for a contractor
- The group approved both stories, they are well designed and also very detailed

Sales part:

- Slides by Alexander - please also attach those here - [Andreas Murr](#)
- Maybe the deadline 8th of May will be difficult to achive for some companies through the current situation. All companies will try it, but if it is not possible later feedback is also possible. FarmFacts can start collecting and analyzing with this deadline.
- Feedback round:
 - Training process is to be define but at the end a key to success - at least one responsible person is needed
 - Each company has to adopt the stories

Next steps:

- Send feedback to FarmFacts concerning testimonials until 8th of May
- Monthly meetings was proposed by FarmFacts, all companies agrees, each last Friday 10:00 am to 11:00 am was defined, Hannes will send out invitaions.

Datei	Geändert
›  200423_Story NEXT Machine Management_Contractor (Gb).pdf	vor etwa 2 Stunden by Andreas Murr
›  200423_Story NEXT Machine Management_Farmer (Gb).pdf	vor etwa 2 Stunden by Andreas Murr
›  200224_Marketing_Sales_NMM.pdf	vor etwa 2 Stunden by Andreas Murr

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