

Sellers Turns Forty

Much can happen in forty years. Ben Sellers would agree to this. Back in 1947, he borrowed \$30,000.00 from a friend and bought a tiny equipment dealership in Salina.

Forty years later, Sellers Tractor Company covers the entire state of Kansas through four fully-staffed facilities in Salina, Wichita, Garden City, and Topeka with additional service support in Hays, Colby, Dodge City, and Manhattan. What started out as a staff of six now numbers 75.

Pent up market demand for road machinery was the situation in 1947. The Allis Chalmers HD5G and AD4 provided Sellers Tractor a tremendous spring board into that market. But the important thing about these early years was the formation of customer service ideas. The ideas are simple and straightforward. *The customer is*

the boss and the main reason Sellers exists is to serve that customer.

David Sellers, President of Sellers Tractor Company, will verify that the basic underlying philosophies of Sellers Tractor have never changed.

"During the past forty years we've seen equipment dealers come and go," said David. "The primary reason Sellers Tractor is

forty years old, and looking forward to the next forty, is because we know what our mission is. We know why we are here."

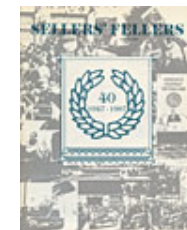
The Associated Equipment Distributors (Sellers Tractor has been a member since 1958) launched a new theme a couple of years ago - "We Add Value". A wonderful theme, but nothing new to Sellers Tractor Company. They built their business on it.



(L-R) Don Sellers, Manager Marketing Services; Dan Sellers, Manager Credit and Collections; David Sellers, President and Chief Executive Officer; Ben Sellers, Chairman.

BEN SELLERS and the 3 D'S

Dave
Don
Dan



SELLERS FELLERS
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