



# DEALERS

Everything You Need to Connect  
Customers to Exclusive Equine &  
Cattle Discounts!

**2025**  
HANDBOOK



Exclusive Equipment Discounts for Horse & Cattleman





# Empowering Farrell Calhoun Stores to Leverage the **Equine & Ranch Rewards** Program for Added Sales

The Equine & Ranch Rewards Discount Program is **more than just a promotional offer**—it's **a proven tool to help Farrell Calhoun stores close more sales, reach a high-value rural market, and provide added value to loyal and new customers in the horse & cattle industries.**

By understanding how to effectively present and utilize this program, you'll position your store as a resource, not just a retail outlet. You're not only selling premium products—**you're offering access to exclusive savings that customers can't find anywhere else.**

## What You'll Find in This Handbook

- What is the Equine & Ranch Rewards Discount program?
- Why Does This Program Matter to Your Store?
- How The Discount Works
- How to Qualify a Customer
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# ABOUT EQUINE & RANCH REWARDS

Formerly Equine Equipment, Equine & Ranch Rewards is a U.S. & Canada-wide program launched in 2011 that **offers manufacturer-backed discounts on farm equipment, mowers, paint, and more—exclusively for those involved in the equine & cattle industries**. It acts as a free, intermediary service with a talented staff, funded by partner manufacturers to ensure eligible equine customers access exclusive savings while promoting program integrity.

Founded by Steven Andersen, Equine & Ranch Rewards was designed to **help equestrian & cattle professionals save money** on the high-quality equipment they need.

- **Zero cost:** fully funded by manufacturers—no fees to stores or customers
- **Transparent & accessible:** bait-free, straightforward eligibility and savings
- **Industry-savvy:** led by staff with industry insight, offering attentive support and program guidance

So far, thousands of operations have saved millions of dollars through these manufacturer-sponsored discounts!



# WHO QUALIFIES



Eligibility extends broadly across the livestock spectrum, including:

- Horse Owners
  - Cattlemen
- Commercial Equestrian & Cattle Facilities
  - Equine & Cattle Industry Professionals
  - Equine & Cattle Related Organizations
  - And More!

Applicants qualify after a quick phone questionnaire with us confirming their industry involvement—simple, straightforward, and **no cost to the store or customer**

Equine & Ranch Rewards' goal is to **keep the program exclusive to the genuine equine & cattle communities**. By confirming eligibility, you preserve the value of the discounts and maintain manufacturer support for real industry clients

- It's **not limited to large farms**—even individual owners likely qualify.
- The application is easy: a brief call or form, **no heavy documentation**.
- Once approved, stores get notified, and transactions occur seamlessly at retail locations.
- Dealers **still receive their standard margin**, as Farrell Calhoun funds store rebates.

# WHY WE MATTER TO YOU

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## This Program Drives Sales!

The Equine & Ranch Rewards Program acts as **a powerful closing tool**—especially in competitive or price-sensitive situations. When a customer is on the fence about purchasing, being able to offer a manufacturer-backed discount through a trusted national program can tip the sale in your favor.

### **This kind of value-added offer:**

- Helps justify the purchase of bulk products for their operation
- Moves customers off the “just looking” list and into the buyer’s seat
- Makes high-ticket purchases feel like a smart investment, not just a splurge

Think of it as adding a rebate-like incentive without the hassle—**and you don’t have to cut your margin to do it.**



## Expand Your Market Reach

Most stores focus marketing efforts on commercial sites, municipalities, and general consumers. But with Equine & Ranch Rewards, **you gain access to a large but often underserved market segment:**

- Horse & cattle farms (both commercial and hobby farms)
- Trainers, breeders, lesson barns, ranches, professionals, horse & cattle associations, and more!

Many of these customers need commercial-quality products but haven't connected with a local Farrell Calhoun store—until now. **By promoting this program, you differentiate your store as horse & cattle-friendly**, and attract new leads you may never have otherwise reached.

## Adds Real Value Without Affecting Your Pricing

- Your MSRP or store pricing remains untouched
- Your margins stay intact
- No cost to your store to participate
- No administrative burden—Equine & Ranch Rewards handles the customer verification and discount confirmation

**You offer more, but it costs you nothing.**







# HOW THE DISCOUNT WORKS

Equine & Ranch Rewards provides **fixed, manufacturer-funded discounts** (not store markdowns) on MSRP. These are **set “program prices”**—not subject to store negotiation

## Program Pricing Guide

Full Store MSRP

Invoice

Sent from Equine & Ranch Rewards once a customer is approved

Is still paid — store cost remains the same, so your **margin is preserved**.

When the sale completes, stores invoice as usual, then **submit the final invoice to Equine & Ranch Rewards to claim the rebate**

## WHY THIS MATTERS

- **Simple Admin:** Submitting the invoice triggers the rebate—no extra paperwork or negotiation.
- **Transparent & Reliable:** Dealers know exactly what prices apply to each customer once approved.
- **No Margin Loss:** All discounts are manufacturer-funded.
- **Increased Auditability:** Each sale is tracked through Equine Equipment’s system for easy reconciliation.



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## ELIGIBLE PRODUCTS

**All Farrell Calhoun products are eligible for the Equine & Ranch Rewards discount pricing**

## FUNDING

**The discount is fully funded by manufacturers**

- Equine & Ranch Rewards verifies the sale, stamps approval, and calculates the rebate (the difference between store cost and program price).
- Manufacturers pay the rebate to stores, typically via check or credit, preserving store profitability

# QUALIFYING A CUSTOMER

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## ASK THE RIGHT QUESTIONS

“Do you own horses or cattle?” or “Do you run a related facility?” is often enough to start.

## GUIDE THEM TO US

Let them review one of our flyers or brochures and encourage them to give us a call. Stores often call us themselves and allow the customer to speak with us over the phone to qualify them on the spot!

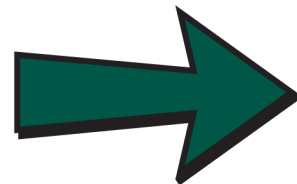
## REASSURE THEM

The process is free, quick, and there’s no catch.

## STAY IN THE LOOP

Once they apply, you’ll hear back soon—no need to chase paperwork.

**WE HANDLE THE REST!**



# WHAT WE ASK NEXT

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**A member of our sales team conducts a quick phone call to verify the applicant's industry involvement.**

- Questions can include:
  - How many horses/cattle do you own?
  - What is your primary use (breeding, training, boarding, personal, etc.)?
  - Are you involved with any organizations (4-H, breed associations, NCBA, etc.)?
  - Do you provide services (farrier, vet, breeder)?

**If approved, the store is notified by email and sent:**

- A copy of the approval
- The brand-specific program pricing guide
- Instructions for applying the discount and invoicing

**CUSTOMERS ARE OFTEN APPROVED ON  
THE SPOT OR WITHIN THE DAY!**

## **Customer Makes Purchase at Program Price**

- Store applies the program pricing (usually a fixed discount off MSRP)
- Customer receives their discount without haggling or price negotiation
- The experience is seamless, professional, and mutually beneficial

**STORES RECEIVE THE REDUCED PRICING THAT  
HAS BEEN ESTABLISHED THROUGH IEM**

# STORE BEST PRACTICES

We're here to help make every sale a smooth success—just follow these steps for the fastest and easiest results



## 1 PRE-QUALIFY THE CUSTOMER

- Call Equine & Ranch Rewards **before the sale** to confirm your customer's eligibility.
- **Only** active equine & cattle operations are eligible (refer to page 5).
- Commercial contractors and non-equine/cattle buyers **do not qualify**.
- Customer **must** be pre-approved by Equine & Ranch Rewards.
- **Why it matters:** You and Equine & Ranch Rewards are guardians of the program's integrity. Approval **must** be obtained before offering program pricing.

### Important:

**Do not quote or sell at program pricing without prior approval. Any sale submitted to Farrell Calhoun without a verified approval code will be denied.**

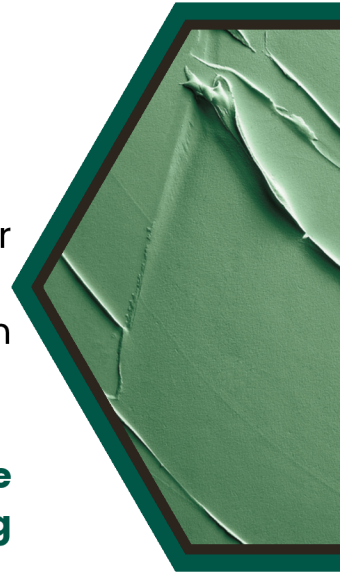


## 2 OFFER PROGRAM PRICING

**Once Equine & Ranch Rewards approves the customer:**

- You will receive an authorization email confirming their eligibility.
- You may now offer Equine & Ranch Rewards Program pricing.

**Only after approval can a quote or sale at Equine pricing be developed. Be cautious on any tariff/fee/freight and shipping charges, protect the store and apply as required.**



## 3 COMPLETE THE SALE & INVOICE PROPERLY

**Once the sale is finalized:**

- Create the invoice as normal with the **correct program pricing that matches the approval.**
- Note the customer as 'IEM-Their Name' within your system.

**Note: Rebates will be to IEWM. Dealers receive the reduced pricing that has been established through IEM.**

## 4 SUBMIT REMAINING DETAILS TO FARRELL CALHOUN

For all other questions, please contact **Mark Mangan**, Northern Regional Sales Manager.

386-547-3852

[markmanganfcp@gmail.com](mailto:markmanganfcp@gmail.com)

# MARKETING TOOLS FOR YOU

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## Promote the Program with Confidence

At Equine & Ranch Rewards, we're not just here to approve your customers—we're here to help you grow your business. **We provide a suite of ready-to-use marketing materials** designed to help you attract, educate, and convert equine and cattle customers in your area. These tools make it easy to promote the Equine Ranch & Rewards Program in-store, online, and at events.

### Printable Materials

- Tri-fold brochures for your showroom or service desk
- One-page flyers with program benefits and eligibility details
- Posters and counter signs to spark customer interest
- Handouts tailored to equine or cattle buyers

### Digital Assets

- Social media graphics and post templates
- Program explainer slides for use on screens or tablets
- Dealer-branded email templates to send to leads
- Website banner graphics and language for your homepage

### Co-Branded Materials

Want to include your dealership's name, logo, or contact info? We offer co-branded versions of:

- Flyers
- Social posts
- Email headers

**Let us know, and we'll help customize the materials to reflect your dealership's brand.**

### How to Use Them:

- Showroom
- Online
- At events
- During Sales Conversations

# FAQ

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## **Who funds the discount?**

The discount is 100% manufacturer-funded.

- You do not take a hit on margin.
- You sell at program pricing

## **How long does it take to get approval?**

Usually within business hours, occasionally the next day.

## **What happens if I submit a sale without prior approval?**

Farrell Calhoun will not reimburse any sale that was not pre-approved through Equine & Ranch Rewards.

- Quotes and program pricing must only be offered after eligibility has been verified.

## **How does this benefit my store?**

- You gain access to a new customer base: horse farms, ranchers, and livestock owners.
- You offer added value without changing your pricing or margins.
- You build loyalty with rural clients who are often repeat buyers.
- We provide free marketing tools to help you promote the program locally and online.



# CONTACT OUR TEAM

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