

MARGY ECKELKAMP



## WITH GREAT GRATITUDE

In late 2008, I was about to meet two people who changed my view of the ag equipment business in ways I could not have imagined at the time. That is when Farm Journal Media acquired Implement & Tractor magazine, and I basically inherited two contacts, Greg Peterson and Frank Lee.

What a rich inheritance! Both of them are well-respected voices in the machinery industry, and they were agreeing to continue on as columnists for this magazine. Those contacts and columnists became insight providers and thought provokers for the way I reported on the equipment business.

Today, I work very closely with Greg Peterson, who became an official part of the Farm Journal Media family with a business agreement in late 2013.

But with this issue, we begin to say a very bittersweet good-bye to Frank Lee, who has decided to retire at the end of the year. Frank's career has spanned 40 years, three continents and seven countries. He's authored three books on sales. Around the world, he is among the top experts in sales call reluctance. His

passion for the dealer business is obvious in his work. Many of you have heard him speak or attended his trainings as part of International Ag University.

He has written "Sales Tips" for this magazine for more than a decade. However, his column's name does not capture his industry insights as a whole. Instead of just encouraging sales people to become better sales people, Frank has taught through his International Ag University how to transform into an ag equipment consultant. It's an important distinction that conveys lessons beyond sales. In fact, it makes you think how you can partner with business contacts for the long-term benefit of both.

And that's how we start to say good-bye to Frank. We wish him many wonderful years in retirement, but he should know that we'd always be happy to hear some wisdom from the other side of his storied career.

*Margy Eckelkamp*

Editor

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