

DEALER

**WELCOME TO
DIAMOND MOWERS**



COMMITTED TO YOUR SUCCESS

WEBOARDS

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DIAMOND MOWERS
350 E. 60th St. North
Sioux Falls, SD 57104

[Hello@DiamondMowers.com](mailto>Hello@DiamondMowers.com)
Office: 605.977.3300
Fax: 605.655.55870

DiamondMowers.com
DiamondMowers.com/Portal



Why Choose **Diamond**?

We Put Our Customers First Every Step Of The Way

We are an industry leading manufacturer of high-performance attachments for use with skid-steers, tractors, and excavators, but we know that the ownership experience isn't just about great tools. It's about partnership and support where and when you need it. We understand that our success is built on your success, and we are fully committed to being the best partner in the industry.

Customer Service Isn't Just A Department

At Diamond Mowers it's a phrase we live by. You can count on us to have your back, support your business and celebrate your success.

- No risk. Huge rewards. Diamond attachments come with a **30 day money back guarantee** and a **minimum 12 month warranty**.
- Relentless dealer support means **expert support, operator training, and sales assistance** when you need it.
- Expert parts and service specialists ensure that when life happens, you **get back up and running as quickly as possible**.



Rooted In Quality

The Diamond Mowers family has been innovating in the vegetation management arena for over 20 years. We are constantly looking for ways to improve processes and introduce new solutions to better serve our customers and make your jobs and lives easier.

Committed to Your Success

As our name implies, Diamond equipment is the toughest in the industry - built strong to last long and backed by exceptional warranties and unparalleled support. It's no coincidence that our slogan is "Demand Brilliance." It's what our customers expect and, therefore, it's the driving force behind everything we do. Your goals are our goals. We win when you win. So go ahead... Demand Brilliance. Demand Diamond.

Diamond Mowers Dealer Contact List

Frank Renick

Regional Sales Manager

201.394.7572

FRenick@diamondmowers.com

Parts

999.960.0361

Parts@DiamondMowers.com

Kelsey Edwards

Marketing Manager

605.412.8642

KEdwards@diamondmowers.com

Jason Heikkila

Accounting Manager

605.977.3336

Accounting@DiamondMowers.com

Warranty

888.960.0364

Warranty@DiamondMowers.com

Customer Service

888.960.0364

CustomerService@DiamondMowers.com

Diamond Mowers Whole Goods Sales

Stocking Recommendations

- To best serve your customers, we understand that the Diamond equipment you sell needs to be compatible with the OEM lines you carry. Diamond ensures compatibility and recommended equipment based on such things as model specifics, weight, pressure, hydraulic flow and cut capacity to best fit your carriers and landscape!

Quotes and New Orders

- Current Price Lists, Lead Times and Tractor/Excavator/Skid Steer Configurators are available on our Diamond on Demand Portal. For formal direct quotes, please contact your RSM or Inside Sales point of contact!

Compatibility and Technical Information

- Diamond has a dedicated Application Engineer that specializes in ensuring we recommend the right mower/mulcher/attachment for the job! We offer Configurators for all of our product lines based on current OEM manufacturers specifications to ensure compatibility.
- Diamond also offers Application Reviews, which is typically a call/visit, partner with our local dealer and customer to conduct a review of their current equipment, vegetation management needs and make a product recommendation and provide bid specifications if needed.

Order Status and Shipments

- Should you have any questions regarding the status of your current orders or the shipment of your orders, please contact your Inside Sales point of contact!

Diamond Mowers Demo Events

- Seeing is believing! Diamond partners with our local dealers to put on Demo Day events where customers can operate the latest in Diamond Mowers attachments! Contact your local RSM to coordinate and learn more!

State/Government Purchasing Contracts

- Diamond Mowers currently holds over 25 state, national and local government purchasing contracts! This allows local government agencies and municipalities in your area to purchase Diamond Mowers products at a preapproved purchase price without having to go to bid! For questions or further information, please contact:
 - Dacotah Buum - Sales Operations - 605-977-3352 - DBuum@DiamondMowers.com
- For any other questions, don't hesitate to contact us directly!
 - Don Garber - National Sales Manager - 717-575-0842 - DGarber@DiamondMowers.com

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Diamond Mowers Parts

Stocking Recommendations

- We understand that having the most common replacement parts on hand prevents downtime for your customers, increases your parts sales, and keeps your customers coming back. Successful Diamond Mowers Dealers stock 70%-80% of what they plan to sell each year. Diamond has no restocking fee charged to our Dealers with the return of parts. Our Parts Sales Team has years of experience and is here to guide you on your suggested stocking recommendations based on the product lines you carry.

Quotes and New Orders

- For a direct quote, or to place a new parts order, please contact our parts department below!
 - Contact us by phone at 888-960-0361
 - Contact us by email Parts@DiamondMowers.Com

Best Practices

- Price levels! We strongly recommend setting your Diamond parts pricing at our Suggested Retail price point! Our retail pricing reflects what the market will bear and allows you to be competitive with non-OEM competitors. This Suggested Retail price point also gives an average margin of 30%!
- Online Parts Sales! Having an ecommerce site with today's consumers is crucial. Today, 1/3 of the orders that come into Diamond are placed online vs phone or email!
- Stocking the right parts! Proper parts availability builds customer loyalty and trust, we are here to help get you the rights parts based on the product lines you carry!
- Be proactive about selling and marketing parts! If you're not asking for the business, somebody else is. Reach out to our Parts Team and Marketing Team for tips!
- Knowledgeable Staff! Understanding the most common wear parts such as blades, knives, filters, and grease will help capture more sales!

Proudly Made



In The USA

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**DEMAND
BRILLIANCE**

Diamond Mowers Parts Return Policy

Effective 1.1.2021

Diamond Mowers puts great emphasis on our dealer and customers having the right parts, in the right place, at the right time to support maintenance and uptime needs. To allow for adjustments to inventory levels, the following is our policy on returning parts to Diamond:

- Contact the Parts Department to request a Return Authorization (RMA)
 - Call 888-960-0361
 - Email Parts@DiamondMowers.com
- Parts allowed for return to Diamond must be in new condition and be non-obsolete (rubber products are not returnable, i.e., hoses, O-rings, etc.)
- Parts sold to signed dealers may be returned at any time, subject to prior approval by the parts department, and will be credited the amount paid at the time of the original invoice date.
- Parts sold to non-signed dealers (distributors) may be returned within 12 months of the original invoice date, subject to prior approval by the parts department, and will receive a refund for the price paid at the time of the original transaction less a 20% restocking fee.
- Parts sold to end-users may be returned within 30 days of the original invoice date subject to approval by the parts department, will receive a refund of the price paid at the time of the original transaction with no restocking fee. From 31-120 days after the original transaction, a 20% restocking fee will be charged. Nothing will be accepted for return past 120 days.
- Anyone returning parts to Diamond must pay the freight to Diamond in Sioux Falls, SD.
- Credit will only be given if parts are received within 30 days of the RMA being issued.

Please contact Diamond Parts at the phone/email above at any time for further assistance.

Diamond Mowers Marketing

You are our focus. We're looking forward to a great partnership and year ahead! Here are some ways we can help!

DIAMOND ON DEMAND

Your one-stop-shop resource, available to you 24/7!



DEALER RESOURCES



SALES INFORMATION



PARTS



PRODUCT TRAINING



CUSTOMER CARE



MARKETING ASSISTANCE & GUIDANCE



PRICING & LEAD TIMES

DIAMOND'S DIGITAL REACH

Take advantage of our digital reach! We're happy to feature you on our digital platforms to boost traffic to you!



87K

Facebook Followers

5.8K

Instagram Followers

1.7M

Facebook Reach



50K

Instagram Reach

DEALER INVENTORY PROGRAM

Knowing dealer inventory assists us with digitally targeting known dealer inventory to handing off leads! We're here to drive traffic!



Last year, **3,500+ leads** and **1K messenger conversations** came into Diamond Mowers directly. Let us send them your way!



5,400

PAGE VISITS



3,650

ENGAGEMENTS



706

DEALER CALLS



2,819

DEALER CLICK-THROUGHS



125

DEALER MAP DIRECTIONS



Helping You Succeed Is Our Passion

Our marketing team is ready to meet you, find out more about you, and provide assistance to help achieve your marketing goals! Reach out any time, and it's great to have you as part of the Diamond Mowers team!



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Diamond Mowers Service and Warranty Overview

About Service and Warranty

Diamond prides itself on responsiveness and urgency. We know downtime is critical for our customers, so we track and monitor key Service Levels to ensure we are exceeding expectations.

- 98% of calls are answered within the first 30 seconds.
- 97% of voicemails are returned within 60 minutes or less.
- Emails are responded to within 24 business hours.

Contacting Service and Warranty

Diamonds Service and Warranty Department hours and contact information.

- 7:00am - 5:00pm CDT Monday thru Friday
- Urgent (call):
 - Direct Line: 888-960-0364
- Less Urgent (email):
 - Warranty@DiamondMowers.com

Warranty Process

- Everything for us starts with a Serial #, be sure to have this on hand.
- Prior to starting any work, call or email Diamond Mowers to start a claim.
- A Diamond representative will work with your service department to diagnose the problem.
- Diamond will then authorize the repair, ship the parts, and provide flat-rate labor.
- Once you have successfully completed the warranty work, contact Diamond and we will issue the appropriate credit.

Additional Items

- Our warranty terms do not cover travel.
- Our warranty period starts on the greater of ship date or warranty registration date. Please make sure all products get registered when sold. You can do this online [here](#).
- We use flat rate labor to compensate our dealers. Let us know up front what that is and pro-actively communicate any changes to your labor rates.
- The more visuals, pictures, and video, the better we can assist.
- Our techs want to work directly with your techs. As much as possible, we will push to eliminate the “middleman” and go directly to the source.
- Designating your Dealers Service and Part contacts up front helps to speed this process up.

Diamond Mowers Accounting

Diamond Mowers Credit Resources For Dealers

- Diamond Mowers Credit Line
 - Diamond Mowers offers Net 30 terms to all of our Diamond Mowers Dealers with approved credit application. Simply complete the form and return to Diamond to get set up today! Parts allowed for return to Diamond must be in new condition and be non-obsolete (rubber products are not returnable, i.e., hoses, O-rings, etc.)
- [Wells Fargo Floor Plan](#)
 - Diamond Mowers has partnered with Wells Fargo to provide a 90-day Floor Plan on our products.

Additional Financing Resources For Customers

- [NCL Government Capital](#)
 - Provides flexible, customized financing solutions to empower state and local government and tribal nations to get the equipment they need. NCL is the ONLY Sourcewell awarded contract lender, #0011620-NCL.
 - Cora Boesl - 320.763.7600 - CoraB@NCLGovCap.com
- [North Star Leasing](#)
 - Provides equipment financing for new, used or private sale business equipment.
 - Frank Jansen - 949-394-4909 - Frank@NorthStarLeasing.com

Account Setup

Along with your Dealer Agreement, you will receive a New Customer Account Form. This is used to properly set your account up with Diamond Mowers to ensure we have the correct billing and shipping address along with point of contact for all accounting needs!

Diamond Mowers Remit to Address

PO Box 85030
Sioux Falls, SD 57118
United States
605.977.3300

Questions? Contact Us Directly!

Jason Heikkila
Controller
JHeikkila@DiamondMowers.com
605.977.3336

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