

PROCESS FLOW FOR TRAILBLAZERS

PROSPECT IDENTIFICATION

- Trailblazer uses their local influence to spot prospects (neighbors, sale barns, ranchers upgrading, etc.)
- They start the conversation: "Have you looked at MJE facilities? Let me show you what we've got."

INITIAL PITCH + PRE-QUALIFY

- Trailblazer presents approved one-sheets, layouts, and photos (provided by MJE).
- They gather critical info: herd size, facility type needed, budget comfort level, timeline.
- They confirm interest and note whether a walk-through/demo is requested.

PRICE REFERENCE

Trailblazer gives dealer-approved ballpark pricing (ex: "This system typically starts around \$XX,XXX") to anchor the prospect.

- No hard quotes — final pricing comes directly from the dealer.
- Lead Submission
 - Trailblazer submits the lead via a simple online form (prospect name, contact info, notes, and key details collected).
 - Dealer is automatically notified (if territory is covered).
- Dealer Closing
 - Dealer (or MJE if no dealer exists) takes the lead, provides final pricing, and closes the sale.
 - Trailblazer stays looped in for credibility — often the customer will call them back for reassurance.
- Commission + Credit
 - Trailblazer receives credit for the lead if their form submission clearly shows they initiated the contact.
 - Paid 5% commission on final retail price once the sale is completed.

WHY THIS WORKS

- Dealers stay in control of pricing and closing.
- Trailblazers feel ownership because they've already pre-qualified, educated, and nudged the customer toward yes.
- MJE gets clean data from the form for tracking, without leads being lost in text chains or side conversations.