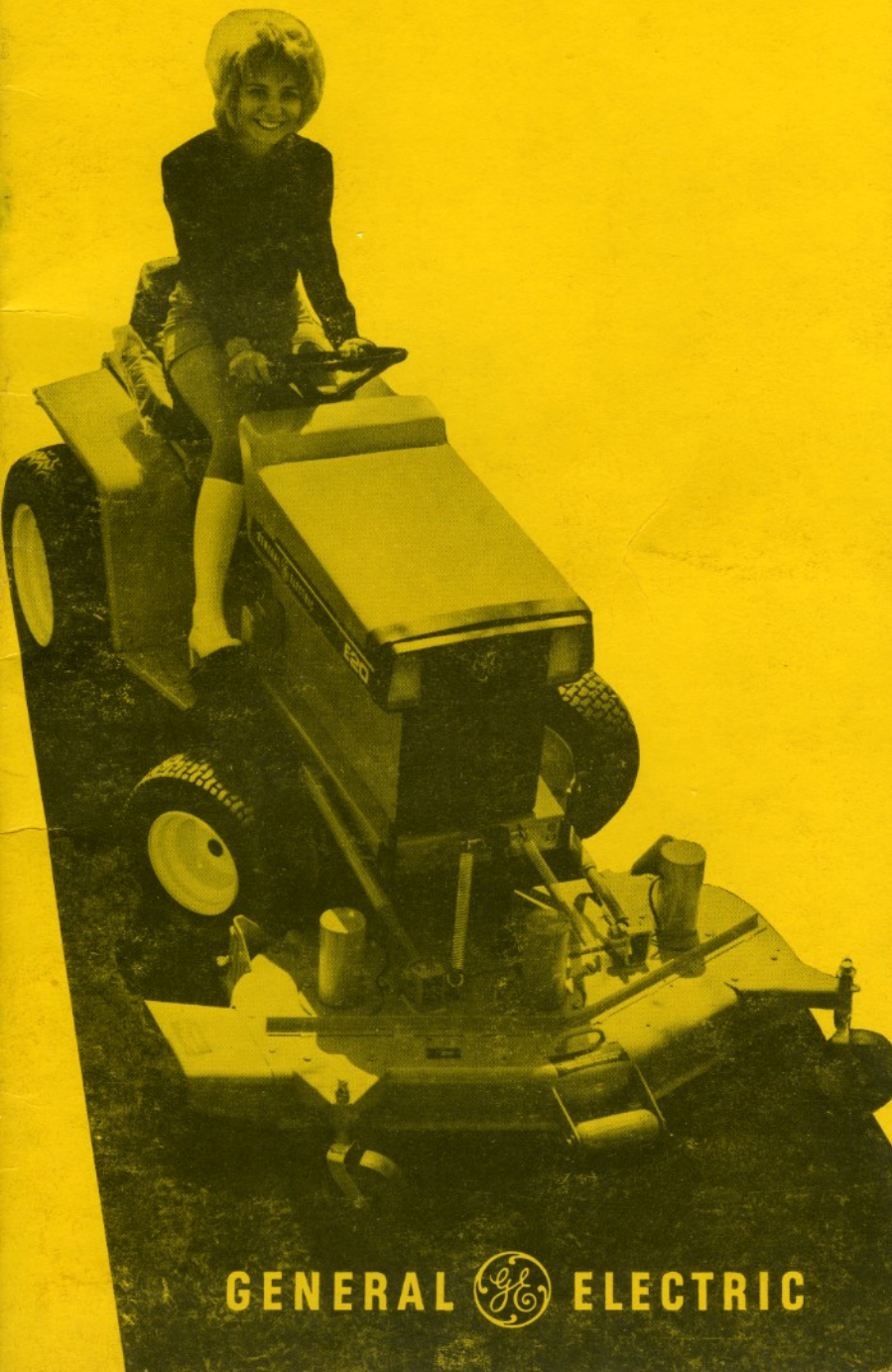


So now you're a GE Elec-Trak[®] tractor dealer

(or everything
you always wanted to know
about electric tractors
but were afraid to ask)



GENERAL  ELECTRIC

Table of Contents

Here's the Story	3
First Impressions Are Important	4
Why Electric?	6
Take Your Pick	7
Face-To-Face With the Customer	8
Electric Tractor Jargon	20
Review With Customer on Delivery	28
Tractor Facts	30

Here's the Story...

You're going to be asked a lot of questions about the ELEC-TRAK tractor. This booklet will help answer these questions. Questions about the tractor itself, how it operates, what its features are, how its accessories work, how to set up effective displays.

The booklet is not a substitute for understanding the technical information in the Owner's Manual, the Franchise Manual or your Product Service Manual. It's a sales guide. Its only purpose is to make selling the ELEC-TRAK tractor a little easier and help you build a successful ELEC-TRAK tractor franchise.

Keep it handy for quick reference.

Contact your ELEC-TRAK tractor sales representative for additional information or assistance.



