**SERVICE MEMBER POSITIONING AND MESSAGE HIERARCHY**

It’s vitally important for AEM Service Members to understand the vision and be able to articulate a consistent and clear value proposition. This document articulates that position in a clear voice so our service members can promote and communicate the value we contribute and the role we play in the AEM organization as a whole.

### POSITIONING STATEMENT

The Service Member Group provides market intelligence and thought-provoking information regarding best-in-class service offerings in safety, technology, engineering, research, product support, finance, sales and marketing that can help AEM members drive growth globally through efficiencies in product development that will help accelerate their business.

### VALUE PROPOSITION

We are subject matter experts in the fields of safety, technology, engineering, research, product support, finance, sales and marketing. By collaborating with the OEM and Component members of AEM, we can share our expertise in this industry and help OEM and Component members leverage cutting-edge trends that will help them accelerate momentum for their business, products and services.

### MEMBER PROFILE

**OEM Members** – companies involved in the manufacture of agricultural, construction, forestry, mining and utility equipment.

**Component Members** – companies providing essential components to OEM members.

**Service Members** – companies providing expertise in the areas of safety, technology, engineering, research, product support, finance, sales enablement and marketing to equipment manufacturers.

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**Elevator speech:** We are subject matter experts in the fields of safety, technology, research, engineering, product support, finance, sales enablement and marketing. Our expertise and deep understanding of your business, markets and end-users help increase your speed to market, helping you to build, market and service the best, safest and most productive equipment in the industry. Our expertise accelerates your momentum.

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### PROSPECTIVE GROUP MEMBERS

Become part of the AEM Service Members Group and share thought-provoking information around safety, technology, engineering, research and marketing insights with AEM members. This collaboration builds synergy between the OEM and Component members, helping accelerate momentum for everyone’s business, products and services. These are proof points/action items that align with AEM goals:

- Share insights into precision technology to help AEM and its members develop a data strategy
- Help AEM members better understand new technology and how to optimize in their business
- Provide thought-provoking and educational content to AEM publications and at AEM events
- Provide insights into research and marketing efforts to help AEM members expand
- Help AEM staff leverage the I Make America campaign to expand awareness and reach

### OEM AND COMPONENT MEMBERS

AEM Service Members are subject matter experts in the fields of safety, technology, engineering, research, product support, finance and marketing. AEM members can leverage this expertise through collaborative information sharing programs, programs that can benefit OEM and Component members – especially those without internal access to this expertise – by having access to cutting-edge trends. These are proof points/action items that align with AEM goals:

- Share insights into precision technology to help AEM and its members develop a data strategy
- Help AEM members better understand new technology and how to optimize in their business
- Provide thought-provoking and educational content to AEM publications and at AEM events
- Provide insights into research and marketing efforts to help AEM members expand
- Help AEM staff leverage the I Make America campaign to expand awareness and reach

### AEM STAFF

AEM Service Members are subject matter experts in the fields of safety, technology, engineering, research and marketing. Through collaboration, the AEM staff can leverage this expertise to provide thought-provoking and cutting-edge content to AEM members, creating a deeper understanding of industry trends and challenges. Service members offer AEM a broader, more diverse and innovative membership through our expertise and contributions. These are proof points/action items that align with AEM goals:

- Provide thought-provoking and educational content to AEM publications and at AEM events
- Provide insights into research and marketing efforts to help AEM members expand
- Help AEM staff leverage the I Make America campaign to expand awareness and reach

### MESSAGING BY AUDIENCE

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**CURRENT GROUP MEMBERS**

The AEM Service Members Executive Committee harness the collective power of service members by collaborating with the OEM and Component members of AEM to share insights and thought-provoking information to help them understand cutting-edge safety, technology, engineering, research and marketing trends that can help OEM and Component members accelerate momentum for their business and products. These are proof points/action items that align with AEM goals:

- Share insights into precision technology to help AEM and its members develop a data strategy
- Help AEM members better understand new technology and how to optimize in their business
- Provide thought-provoking and educational content to AEM publications and at AEM events
- Provide insights into research and marketing efforts to help AEM members expand
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