

# CHAINBAR

## DEALER

### Product Training Manual



**BROOKFIELD**  
FARMING THE FUTURE

# Why This Matters for Dealers

## Strong Demand for Efficient Residue Management

Modern broadacre farmers are looking for smarter, more efficient ways to manage stubble, improve soil contact, and prepare seedbeds. The Brookfield ChainBar delivers exactly that, high-performance residue management with wide working widths, minimal passes, and superior build quality, giving your dealership a distinct advantage.

## Broad Market Appeal

From mixed farming operations to large-scale grain growers and CTF (Controlled Traffic Farming) systems, the ChainBar suits a wide range of applications. Its versatility in stubble management, light tillage, and chemical incorporation allows you to appeal to diverse customers across regions and farming styles.

## Recurring Sales Opportunities

The ChainBar's frame and interchangeable chain types open doors for add-on sales, replacement chains, and custom configuration upgrades, creating long-term customer value and repeat business.

## Dealer Differentiation

Representing a product like the ChainBar positions your dealership as a forward-thinking partner in practical innovation. Farmers looking for durable, efficient, in-field proven gear will associate your brand with quality and results.

## Comprehensive Support

Brookfield offers thorough dealer training, marketing collateral, setup documentation, and after-sales technical support, empowering you to sell and support ChainBars with confidence.

## Minimal Downtime and Low Maintenance

Engineered with rugged components and fewer moving parts, the ChainBar is built for tough conditions with minimal servicing. This means fewer support calls and happier customers with more uptime in the field.



# Selling Tips

## Lead with Coverage and Speed

Highlight how the ChainBar can cover large areas in a single pass, significantly reducing fuel use, time, and machinery wear compared to traditional tillage or burning methods.

## Emphasise Simplicity and Strength

Focus on the ChainBar's minimal moving parts, durable RHS construction, and easy folding/transport features. It's strong, simple, and built for longevity.

## Focus on Versatility

The ChainBar isn't a one-job machine. Emphasise its year-round utility, from pre-sowing prep to post-harvest stubble breakdown to pasture terminations and incorporation.

## Demonstrate Chain Options

Show how different chain configurations can be tailored to specific soil types, crop residue levels, and farming systems, giving the farmer more control and customisation.

## Standout features

### True 45° Working Angle

The Brookfield ChainBar runs at a genuine 45-degree angle, steeper than competitors. This design allows each disc to bite into the soil more effectively, reducing the need for added excessive weight in majority of conditions.

### Close Disc Spacing for Complete Coverage

Close disc spacing ensures a full-width cut across the entire ChainBar, eliminating missed strips and promoting even stubble management and weed control.

### More Discs, More Performance

The combination of close spacing and the 45° working angle means Brookfield ChainBars feature up to 30% more discs than comparable units. This delivers superior coverage, better residue handling, and enhanced effectiveness in a single pass.

## Reinforce Reliability

Talk about the proven track record, especially in demanding Australian broadacre conditions. Farmers can trust that the ChainBar will perform, season after season.

## Highlight Dealer and After-Sales Support

Let customers know they'll have ongoing access to expert help, parts, and advice from Brookfield's national dealer network and technical support teams.

## Tailor Your Pitch

Learn the customer's operation type and pain points (e.g., stubble issues, seedbed prep delays, or weed control), and match ChainBar benefits to their real needs.



### Crossover Pull Pattern

The Brookfield ChainBar's unique crossover pull design ensures overlapping disc coverage, minimising missed weeds and delivering consistent, uniform results across the entire working width.

### Heavy-Duty Walking Axles & Transport Wheels

Built for Australian conditions, the heavy-duty walking beam axles and robust transport wheels provide stable, fast, and safe movement between paddocks, even over rough terrain or long distances.

# Selling Points: What Sets Brookfield Apart

## Built by Farmers, for Farmers

With over 60 years of real farming experience, we design our equipment based on the practical needs of broadacre operators. The ChainBar is no exception — it's engineered to work as hard as your customers do.

## Proven Manufacturing Expertise

Backed by more than 30 years in agricultural machinery production, Brookfield builds durable, high-performance tools that handle harsh conditions and heavy workloads without compromise.

## National Dealer Support Network

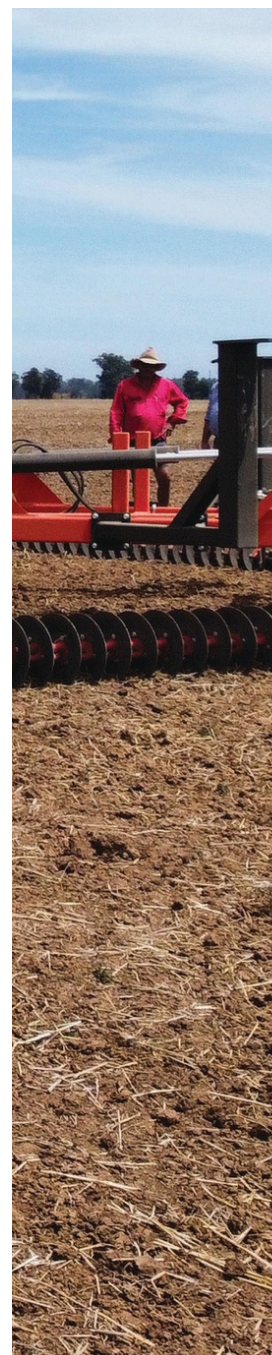
Our Australia-wide network of trained dealers ensures your customers have expert support from pre-sale consultation through to operation and service — backed by Brookfield's dedicated ag support team.

**Ask these qualifying questions:**

## Customer Discovery Questions

### Questions

- What specific problem are you trying to solve with a ChainBar?  
(e.g. stubble management, weed control, soil drying, or chemical incorporation)
- What equipment are you currently using to manage this issue, and why is it falling short?
- What level of tillage are you aiming for?  
(How deep do you want the discs to cut or disturb the soil?)
- What size tractor (HP) will you be using to pull the ChainBar?
- What working width are you considering for the ChainBar?
- Is transport width or folding a concern on your roads or gateways?
- What soil types are you working with?  
(e.g. heavy clay, loam, sandy soils — this affects chain choice and performance)
- What kind of terrain do you farm?  
(e.g. flat, undulating, hilly — helps determine width and chain options)
- What is your crop rotation?  
(Understanding this helps recommend chain configurations for residue loads)
- How many hectares/acres will the ChainBar be working per year?
- Is this purely for your operation, or are you looking to hire it out as well?
- What is your timeframe for delivery or first use?
- Do you have a budget range in mind?
- Are you interested in finance options?
- Who is the final decision-maker for this purchase?



# Training Objectives for Dealers

## Dealers should be able to:

- **Identify and Explain Key Features Across Models**

Understand the differences between ChainBar model widths, configurations, and chain options — and explain how these relate to different farming systems (e.g. CTF, mixed cropping, light tillage).

- **Demonstrate Setup, Folding, and Transport Features**

Confidently walk customers through the hydraulic fold/unfold process, transport mode safety features, and basic field setup to ensure proper use and safe operation.

- **Provide Accurate Technical Specifications**

Supply customers with reliable data on working widths, transport dimensions, weight, power requirements, and chain types — and help match equipment to their tractor and farm layout.

- **Advise on Chain Selection and Maintenance**

Recommend the right chain type based on soil type, residue level, and intended application. Explain chain tensioning and wear indicators.

- **Troubleshoot Basic Setup and Operational Issues**

Assist customers in resolving common issues, such as incorrect folding, uneven chain wear, or field performance challenges, reducing service calls and downtime.

- **Use the Dealer Portal for Ongoing Support**

Navigate Brookfield's Dealer Portal to access up-to-date manuals, setup guides, interactive parts catalogues, marketing resources, service bulletins, and technical support contacts.

## Dealer Support & Tools

- Sales and service support knowledge base
- FAQs and troubleshooting
- Feature descriptions and comparisons
- Pre- and post-sale instructions
- Interactive parts catalogue and component specifications

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