



INTERVIEW:

**Nicoló Roveda****“The market is outside in the field. It’s not in our office”**

The result of the leading distributor of agricultural machinery in Italy is the result of the efforts of several generations. We talked to Nicoló Roveda about his beginnings, challenges and also about how he sees working with SIP. He also confided in us how his private life thrives despite all his obligations.

**Company SAVE was established in 1956. How the company looked like in 1958 when your father joined the business?**

The company was founded to import Welger and Stoll equipment. Still today we represent Stoll and this is the sign we search for long-term relationships with suppliers and dealers. In 1960 we started with Amazone which is now our biggest supplier. Best market share is obtained with historical brands and this is the significant success can be achieved only in long term being consistent and persistent in the market.

**When did you join the family company? Has the agricultural industry always been a part of your life? You can trust us more about SAVE?**

I start working in Save right after university in 1995 and my sister and my cousin start 10 years before me. From 1997 I took over the management of the company when my father

suddenly passed away. When I start biggest part of our business was on a tractor. Today we concentrate on implement only covering the full demand of arable and dairy farms. We always try to select brands with professional products to differentiate ourselves against the cheap Italian producers.

**You are very passionate about your work and products in your portfolio. Owners of big companies typically assign a product manager to a new brand and let product managers do all the presentations and training. But in your case, you've prepared all the necessary training tools by yourself. You stated to promote our brand among your dealer network, mostly by yourself. Where did your passion come from?**

What you are saying is not completely correct. I have a very good salesman which did most of the job and a very good after-sales team. On the other hand, Roveda is a heavy name to carry. We are very respected and I use my name to start a process and a project that I consider very important for our company. Presentation at our farms, visit with dealers at SIP, and first visit our main dealers as the starter of the project. From that point, Save is having a very good organization and everything is running by itself.

**Nicoló Roveda is a director of our Italian partner SAVE s.p.a.. He joined the family business 25 years ago and manages it for the last 23 years.**



Nicoló Roveda during preparations for the SIP dealer conference, July 2019 Milan - Italy

**“One of the main advantages of SIP is its diversity and wide range of products.”**

**“In the north and central Italy were customers very well received the new player.”**

**Your company was observing SIP for a long time. Could you share with us why you haven't decided to cooperate with us back then, and what convinced you in 2018/2019 to reconsider the partnership?**

When I visit SIP after 7 years for the second time, I have noticed many positive changes. At first, people were very motivated, products renewed and well designed, and at the same time, I noticed large investments in the modernization of production and the factory. For me, they were all positive signs of good cooperation in the future.

**What is your view on SIP products and services compared to the rest of SAVE's product portfolio?**

I am generally satisfied with SIP products, the quality is definitely at a high level. As an organization, you have progressed in sales. Opportunity for improvement I see it mainly in finishing details, solving mistakes, and after-sales and support activities. Any machine is breaking but this could be a resource as well if we can show to our customer we are efficient in giving solutions.

**From your perspective, how did the Italian market accept "a new" player in your portfolio?**

In the north and centre of Italy, we got very good acceptance. The old supplier was not accepted anymore due to lack of range and quality of the product. On the other hand, the dealer network was there and it has been relatively easy to start. A different story is in the south and in the island where the main product is the single rotor rake. STAR line is very professional but too expensive for this market and therefore we found some more difficulties but we don't give up. It is a question of time because any market moves to more professional products and it will happen the same in our south region.

**If we look at the Italian market. You have Pianura Padana in the north, the central agricultural region in Italy, the Apennines in the centre of the country, and specific rocky regions in the south and the islands. How do you manage to cope with such diversity in the market? What are the**

**main challenges you are facing?**

It is just more fun for us. We have huge diversity in our market and we are selling from very basic alp line up to very professional. We are used to it with any of our suppliers and one of the main strengths of SIP is exactly the complete product range. This was one of the main reasons why we always search in the last years for cooperation with you.

**We often talk about the fact that customers are not just customers, but also our partners. Your dealer network consists of more than 100 dealers, and We believe that you have excellent relations with all of them. In July 2019, you organized a stunning SIP introduction conference on your farm near Milano. We were impressed with your effort by inviting all of them (most of them) to the introduction of the SIP brand on your farm near Milano in July 2019. What would be your advice on how to build such a relationship with customers?**

As said before the success of a company is not built in a day. It is a question to be loyal, correct with our dealers at any time. We gain the respect of our partners over decades of the professional job made for two-generation. Wherever I go whoever I visit, I always find an open door because in one way or another all dealers know about Save and the way we work. We have several dealers working with us for 50 -40 -30 years and with a lot of them, we have a very familiar relation. This way of working is our trademark and this is the main attribute that separates us from large corporations, where is a personal relationship often lack. This is why we guested our partners in our farm offering food there rather than in the restaurant. We are a family company and we are proud of it.

**This year we can't go around the current situation with the pandemic crisis. Customer support faced a serious challenge due to the complete lock-down. How did you cope with the given situation? How you've managed to stay in contact with your customers?**

It was a very difficult task and again our relation was of great help. Deal-

ers simply rely on us and even if our visits were not so frequent we did not suffer that much. For sure in normal time we would have achieved better results. Introducing a new brand without having the chance of making active promotions like a presentation at the dealer's place or more visits at the Sip plant was a limiting factor especially for Sip which is somehow a newcomer in the market.

**Your professional career requires a lot of traveling and sacrifice in your private life. How does your family support you, and who is Nicoló Roveda in his free time?**

I was lucky to marry a fantastic girl who always supports me. I am lucky as well to have my sister and my cousin in the office. I have been good to find very good employees which are very professional and over the years we build an organization which is working very well.

The combination of all of these factors was leaving me the time to travel everywhere. The market is outside. It is not in our office. After 25 years all I can say I know every single corner of the Italian market and this the knowhow we are carrying as a company. Anyway, I still have enough free time for myself and I am enjoying life with my family and my friends over the weekend or on holiday and still able to run 5000 km with my bike every year. I feel good!



Nicoló Roveda during the presentation of SIP machines.



The Roveda family owns an estate with a farm in the vicinity of Milan. Last summer, the farm organized a dealer conference for its partners with a presentation of the entire SIP line.



SIP and SAVE teams