

# Video 2:

The Farmer's "Success Path"





## Note from Rod



One of the biggest reasons farmers are so hard on Ag sellers is they're tired of getting called on by reps who use the same old song and dance every time they make a sales call. They already know what most sales reps are going to say when they see them drive into their yard or walk into their office.

Well, from this point on, you're going to surprise them by being different. You are going to learn how to be perceived as the most professional, well-prepared leader the farmer comes into contact with.

It's not hard for a sales rep or company to stand out, get noticed, and be perceived as a leader—it just takes a little effort.

I'm going to help you take your sales game to a whole new level. The proprietary framework we teach at the R.C. Thomas Company shows you how to deliver the value you possess within you.

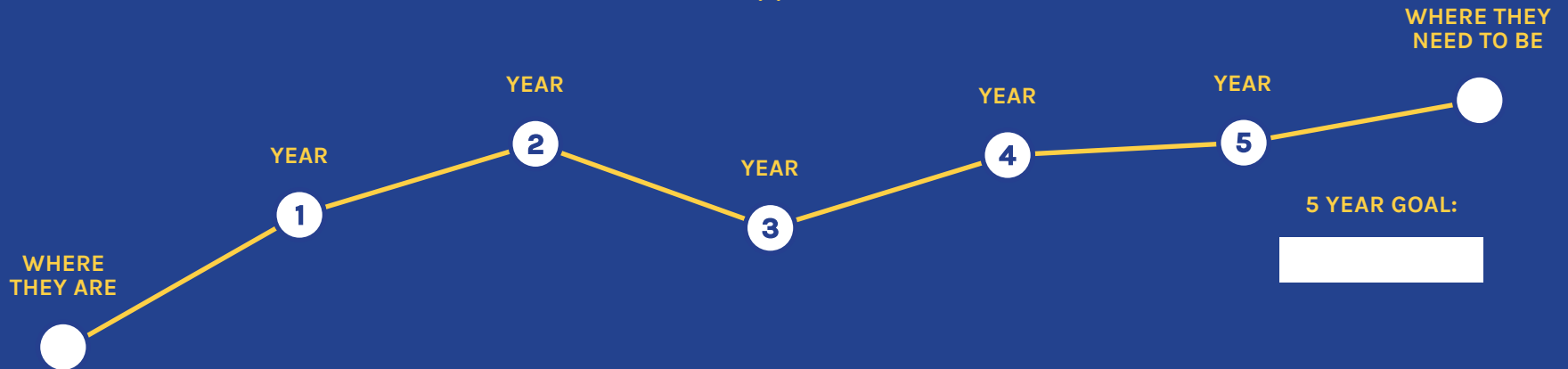
You're ready to take your sales to new heights, so let's do it.

Happy Selling,

A handwritten signature in black ink that reads "Rod Thomas".



# Production Roadmap



What steps does your customer need to take to get from where they are to where they need to be?

## YEAR 1

List the steps/changes to implement in Year 1:

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## YEAR 2

List the steps/changes to implement in Year 2:

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## YEAR 3

List the steps/changes to implement in Year 3:

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## YEAR 4

List the steps/changes to implement in Year 4:

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## YEAR 5

List the steps/changes to implement in Year 5:

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**“We don’t rise to the level of our expectations,  
we fall to the level of our training.”**

**-ARCHILOCHOS**



**SEED SELLER ACADEMY**