

OBJECTIONS & ROLE-PLAY

3 Field Visits You Must Make with Growers

SCRIPT



Introduction

Welcome to this month's Role-Play Class.

In the upcoming lessons, I'm going to tell you what to say, how to say it, and when to say it when conducting each of the three types of field visits that we learned about in the last Master Coaching Class. The three field visits are the Planter Report Card Visit, the Summer Field Visit, and the Winter Field Visit. Be sure to memorize these scripts then role-play them with fellow field sellers. Once you feel comfortable with conducting one of the field visits, take one of your most loyal customers to the field. When the visit is completed, ask them for honest feedback following the field visit. Practice, practice, practice is the key to success. Remember, if you can't do it in training, you can't do it at the scene!





Field Visit Script No. 1

This lesson provides you with a sample script for Field Visit No. 1 that can be used when you're ready to conduct this particular field visit with a grower following planting. This dialogue begins in the office of either a new or current customer and continues as you're riding to the field with the farmer. You conducted a Planter Visit with the grower and everything went well at that time. You gave him generally good ratings on the Planter Checklist, but asked him to make a few small adjustments while you were there. When you arrived at the field, he was driving 5.5 mph and planting his corn only 1.5 inches deep. You asked him to both slow down and plant deeper, which he agreed to do. You also placed a flag at the point where he made those changes so you could compare the results of the changes later. During this field visit you're going to compare the differences in the condition of the plant stands as a result of slowing down and planting deeper. You're looking to verify the results of the changes you asked him to make.

You're in his office having a cup of coffee prior to leaving for the fields.

You: Jack, one of my favorite things to do is visit growers' fields before I start their cropping plans for next year. This is when we both learn a lot about the opportunities we have to take yields to new levels. Which of the fields you planted to our seed will we visit first?

Grower: Let's go to the Milford Farm first since it's the farthest away, then we can work our way back.

You: Ok, let's take my pickup. I'll do the driving and you can do the navigating.

Grower: Ok. I hate to see you get this clean pickup dirty on these gravel roads. We should really take mine.

As I start my vehicle and begin driving, I respond to his comment.

You: Well, this is my office and, like any office, it's intended to be used. I do work hard to keep it clean because I wouldn't want a good farmer like you to think I didn't take care of things. Plus, I want its appearance to properly represent my company.

When you arrive at the field, you park in a safe place out of the way of traffic. You both walk into the field together. If you see something you like about the field, give the grower an immediate compliment.

You: Wow, this field looks great. Your weed control is near perfect, isn't it?

Grower: Yes, it is. I'm really happy with it.



You: I want you to count off 50 plants in the row you are in, and I'll do the same in the row I'm in. Then I want you to mark that spot and count only the largest plants among those 50 plants and I will do the same.

Grower: Ok.

You: Out of my 50 plants, I have 45 that are the biggest. How many did you get, Jack?

Grower: I got 45 also.

You: I took a population count and you have approximately 36,500 plants emerged from the 38,000 you planted. So 45 out of 50 means that 90% of the plants in this field will produce to their full potential, and giving you at least 8 bushels per 1,000 plants. So 90% of 36,500 is 32,850 and 32,850 times 8 bushels per 1,000 means your yield potential in this field right now is more than 262 bushels per acre. That's 62 bushels per acre over your 200 APH in this field.

Grower: Wow, is all I can say.

You: Well, you did it. You did a great job of following the Top 5 Factors to Producing a Top Crop. Awesome job, Jack. Let's go check the part of the field you were planting before we made those changes.

Grower: Ok. There's the flag. Let me do the calculations this time.

You: Ok, you tell me what you want me to do.

Grower: I will check the field population. You count off 50 plants, then tell me how many of those 50 are the biggest.

You: Ok.

Grower: The final population here is about 34,000. There are a few skips and late emerging plants. Pretty uneven actually.

You: I got 35 plants out of 50 that are the biggest. That's 70%. Ok, figure your potential yield, Jack.

Grower: Ok, let's see. 34,000 times 70% is 23,800. Now I take 23,800 times 8 bushels per 1,000 and that is 190.4 bushels per acre. Oh my gosh, I would have left more than 70 bushels per acre in the field. That is unbelievable.

You: It's easy to see what taking a little extra time and care at planting can do for you, isn't it?



Grower: It sure is. I am so happy you came by during planting and now I can see that all I have to do is protect the yield I have out here.

You: That's exactly right. Let's go take a look at the rest of the fields and see what kinds of yields we are looking at.

Now that you have done the Planting Report Card on all the fields you have seed in, it's time to leave. But before you do, set up the next field visit.

You: Well, I better get going. Don't forget we have July 14th set aside to start your cropping plan for next season. So, between now and then I will be reminding you of that important date.

Grower: Ok, that sounds great, THANK YOU SO MUCH.

Field Visit Script #2

This lesson provides you with a sample script for Field Visit No. 2 that can be used when you're ready to conduct the Summer Field Visit with a grower. This particular dialogue begins in the farmer's office and continues as you're riding to the field with the grower. If this was a totally new prospect, who hadn't planted any of your seed, you wouldn't have done a Planter Visit or Field Visit No.1 with him. But this is a new or current customer who you already had done both a planter visit and Field Visit No.1 with. You are now ready to take him to the field for Field Visit No. 2.

You're in his office prior to leaving for the fields.

You: Good morning, Jack, nice to see you. How's your crop looking? Are we still on-track to achieving those high yields we put in place?

Grower: I think we are. In fact, I've never had such a great looking crop of corn on every field you helped me manage. I'm going to turn my entire farm over to you next year. Your system really works.

You: That sounds great, Jack. I really appreciate that. Let's go look at those fields again and get your cropping plans started for next year. Our goal is to take those yields even higher. Then I'll come back tomorrow and we can visit the additional fields I'll be helping you manage next year.

Grower: Sounds great.

You: Ok, let's take my pickup again. I'll do the driving and you can do the navigating.



Grower: Ok. I like riding in your nice clean, shiny vehicle. No one does as good a job as you do at keeping their vehicle clean.

You: Well, thanks. As I said before, this is my office so I want it clean and I also want its appearance to properly represent my company.

You arrive at the field, but before you get out of your vehicle and walk the field, you say this...

Before we go into the field, let's stay here and visit for a minute about these acres. We have this field on-track, but we still have work to do. This year we are going to take a look at doing a little more fine tuning on the fertility and crop protection side.

Grower: Where should we set our yield goal for next year, since it looks like this year we will hit 260 or better?

You: I would like to raise the planted population next year in this field to 40,000 if that's ok with you, Jack. If we can, once again, get 90% of the living population to give us full production, we could hit over 280 bushels or more next year.

Grower: That would be awesome.

You: Ok, let's get out and look at the field and make sure we are still on-track to 260 bushels per acre this year.

Grower: It all looks really good, doesn't it?

You: Yes, it does, Jack. There is just one more change I would like to recommend for this field next year.

Grower: Ok.

You: I want to add a third variety to this field. We have two on these 160 acres now—I would like to expand the portfolio to three. It will give us an even greater chance of bringing that field average up, regardless of what the weather does.

Grower: Ok, that sounds reasonable. Let's do it.

You: Ok, Jack. Let's look at the other fields then I'll go home and finalize these plans and come back tomorrow to look at the new fields.

Grower: Perfect. What do I need to do?



You: I would start by getting your fertility plans in place so you can pre-order your inputs. Also, take a look at your marketing plan to see how and when you want to begin forward contracting your crop. When you plan this far ahead you have many more options. I better get going.

Grower: Thanks again, Rod. I really appreciate all you do for me. See you tomorrow.

Field Visit Script #3

This lesson provides you with a sample script for Field Visit No. 3 that can be used when you're ready to conduct the Winter Field Visit with a grower. This particular kind of dialogue can be used on either a new prospect, a new customer, or a current customer. *This* field visit will be with a new prospect, who ordered seed from you the first time this past summer and is getting ready to plant it in the spring. We have his cropping plans in place for the fields we are visiting. Now we are doing our Winter Field Visit.

This call will begin in the office of the grower and will continue as you're riding to the field.

You: Frank, it's great to see you again. Thanks for taking time today to look at your field with me. I have to tell you, one of my favorite things to do this time of year, when there's snow on the ground and it's really cold outside, is to jump into my nice warm pickup with my good customers like you, a cup of hot chocolate in hand, and look at their fields.

Grower: Well, I have to say, this is a first for me. I've never done this during this time of year before. What can we see in a field covered with snow?

You: Well, a lot of what we're going to see is what is either already on the cropping plan for that field or in your mind, Frank. You're going to visualize each field being planted in the spring. That's how we're going to review each cropping plan and make sure it matches your vision of the kinds of yields you want come spring. Sounds kind of exciting, doesn't it?

Grower: Yes, it actually does.

You: Great. If it's ok with you, Frank, and the roads are open to each field, I thought we would use the same route you laid out for us when we did our summer tour.

Grower: Actually, I was thinking the same thing. That means we'll go to the Milford Farm first. I have the cropping plans for each of the fields right here. Are you going to drive again?

You: Yep, I'll drive and you can review the plans on the way out and tell me what's on your mind as we approach spring.



As we approach the field, Frank says...

Grower: It looks like the snow is pretty deep in this first driveway—let's go to the next one that's a little more protected. We'll be off the road there and we won't risk getting stuck in the snow.

You: Sounds good. I'll park right here. Let's start by reviewing the cropping plan for this field. When's the last time you looked at the plan we did last summer?

Grower: Well, on the combine with you last fall. But I do remember the 280 bushels per acre goal we talked about achieving in a couple of years. I am looking forward to achieving that kind of yield. Sounds pretty crazy.

You: Well, that number is not crazy, Frank. In fact, it's very realistic and doable. That's why I like to do this, it keeps us on-track and everything fresh in our minds and reminds us that, if we stay on track, great things can happen to us. Do you remember how we got the 280 bushels per acre as a goal number for this field?

Grower: No, not really.

You: Ok, let's review it. Then we're going to talk more specifically about how we are going to achieve those high yields. You said you planted this field to corn two years ago at a population of 38,000 and that you ended up with about 35,000. Is that right?

Grower: Yes.

You: I also told you we don't use plant populations or row spacing anymore to plan high yield strategies. The only thing that matters is the number of bushels you get from every 1,000 plants. So let's review what bushels per 1,000 plants means. *(I'm going to illustrate this on paper, once again, for him)* There were 35 groups of 1,000 plants per acre in this field the last time you planted corn here, right?

Grower: Yes.

You: What we do is monitor how many bushels every one of those groups of 1,000 plants produces in the fall. To increase those levels of production, we monitor every plant to make sure it's producing to its full potential in the group. If we divide your APH on this field—which is 200 bushels per acre—by 35, that gives us the number of bushels of corn produced by every 1,000 plants. Is it coming back to you now?

Grower: Yes, it is.



You: So, in this field—the last year it was corn—you produced about 5.7 bushels per 1,000 plants. You need to be at 8 bushels per 1,000. That means that only 71% of the plants in your field were producing to their full potential. You need to be at 92-95% producing to their full potential to achieve the kinds of yields this field is capable of. That's the point when the population of 35,000 has basically peaked and it's time to increase that population. But you don't want to increase population until you achieve 8 bushels per 1,000 plants at least three years in a row. If you produced 8 bushels per 1,000 plants, we take 8 times 35 and your yield would be 280 bushels per acre. So we don't need to increase population until we hit 280 at 8 bushels per 1,000 plants. Are you with me?

Grower: I sure am. I am also getting very excited about spring and putting this to work.

You: Now, if we follow the Top 5 Factors to Produce a Top Crop, we will hit that goal of 280 bushels per acre within 2-3 years. But, if you take it one step further and produce 8 bushels per 1,000 plants at 38,000 plants per acre, your yield would be 304 bushels per acre. You can see that the real impact of raising plant population doesn't come until virtually every plant is producing to its full potential.

Grower: Yeah, that is awesome.

You: Now, let's go over the field-by-variety plan and how we intend to raise those yields and increase your bushels per 1,000 plants. I just want to remind you that the key to raising yields to levels you never thought possible is sticking to the plan.

Once you have gone over the field-by-variety plan, it's time to talk about the Top 5 Factors.

You: Do you have any questions about the high yield cropping plan we just finished reviewing?

Grower: No, I think it looks good.

You: Ok, let's talk about the key factors in raising your bushels per 1,000 plants readings and hitting those top yields. Once your fertility and crop protection plan is in place prior to planting, the next step is getting the crop planted properly. That's where the Top 5 Factors to Produce a Top Crop come into play. We've talked about the Top 5 Factors before, now let's be more specific. One of the things we talked about during our other conversations was visiting your planter in the spring. I'll be there when you start planting our seed to make sure the seed looks ok to you, that it's planting properly, and that the conditions are right to obtain the highest bushels per 1,000 plants possible. I will have a small card with me that contains five things we will do at your planter when you're planting. These are the Top 5 Factors to Producing a Top Crop. The first thing I will check will be the seed in your planter to make sure the quality is ok. That is the No.3 Factor to Producing a Top Crop. Then we will look at the soil conditions you're planting to make sure they are conducive to giving us the best emergence possible. Soil conditions at planting is the number one Factor to Producing a Top



Crop. Next, we will look at how the seed is being placed in that soil. Seed placement is the No.2 Factor to Raising a Top Crop. We want to make sure you are driving approximately 4-4.5 mph and planting at least 2 inches deep. The goal is for every plant to come up within 12 hours of each other. Next, I will verify that the variety we assigned to that field is, in fact, being planted in that field. And last, but not least, we will review what your plans are for the rest of the season to protect the crop after it's planted. That is the No.5 Factor. When you couple your well-thought-out cropping plan with perfect execution of the Top 5 Factors, you will be on your way to that 280 bushel goal and maybe even higher.

Grower: As I said, I am so excited. I can hardly wait.

You: Sounds great. We'll also set the date to begin next year's cropping plan prior to harvest on that day. I need to have you contact me a day or two before you'll be planting each of my fields, so I can be here when you start. I'll only be there for about a 10-15 minutes, but you'll like the things we do at that time. It will give you a lot more confidence that you're on-track to raising the highest yields possible.

Grower: Ok, that's sounds great.

After we look at the rest of his fields I will end it like this...

You: I better get going. Thanks for everything and I'm really looking forward to you raising the best corn crop you've ever raised!

Summary for Field Visits

Thanks for watching this Role-Play Class. Remember, take each one of these role-play scripts and commit them to memory. Practice them out loud—playing both the role of the sales rep and the role of the farmer. Once you feel comfortable with them, practice with a fellow sales rep. Ask the sales rep for feedback. When you are ready, take your growers to the field. You will find it to be some of the most worthwhile strategies you've ever used with a customer. Remember, if you can't do it in training, you can't do it at the scene. Happy Selling!



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