

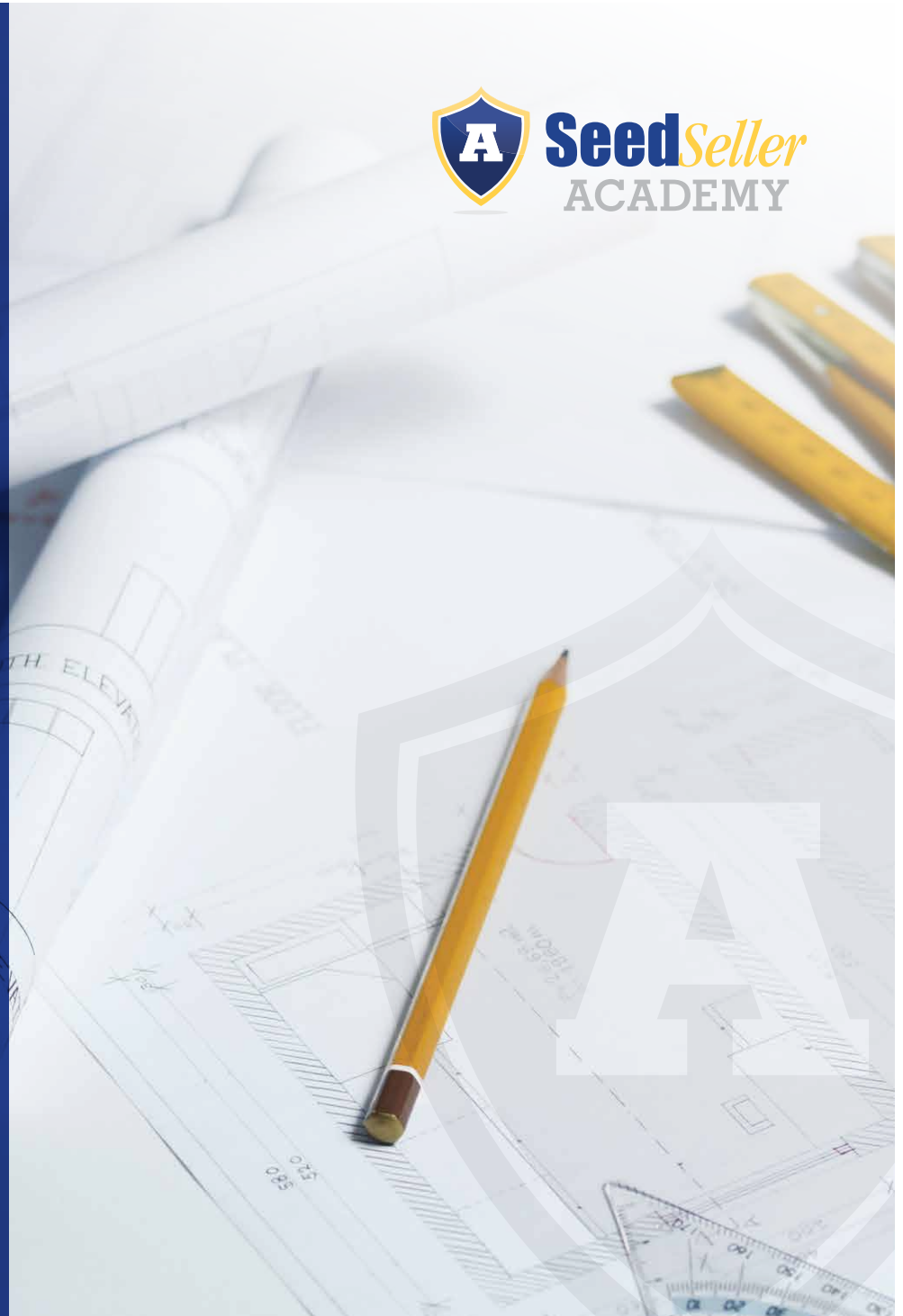


SEEDSELLER

# BLUEPRINT

A Step-by-Step Training Plan to Accelerate Your Sales  
and Improve Your Relationships With Customers

GET STARTED 



# Who's Stealing Your Sales?



(Hint: it's not the competition)

Every year, the majority of seed sellers say they are robbed blind by their own prospects and customers. The primary loot taken from them in these robberies is their time and that takes away their ability to make sales goals. Growers are masters at stealing the seed selling reps' calendars right out from under them, interfering with their ability to plan their days. Farmers are notorious for putting off ordering their seed needs for next year until very late in the season.

Putting off ordering forces sellers to call on the same grower multiple times, which interferes with his ability to manage his own selling calendar. The selling calendar is the No.1 tool for success in sales, therefore, the loss of time is devastating to the seller's sales year.

So unless you, the sales rep, know the danger of not being in control of your calendar and are trained in "time-defense tactics," your entire sales year could be stolen from you. That kind of robbery is the most devastating because, unlike stolen property, the time for selling can never be recovered.

But, truth be known, it's not the farmer's fault at all. He's not actually the one committing the crime and robbing the seed seller. Sales reps don't really have their calendars stolen, they actually give them away by not taking control of their own time schedules. Most don't assemble selling calendars, stick with those schedules, or teach prospects and customers to follow them. Too many sales reps believe seed selling involves just one long season—a year-round activity. But in reality there are three seasons in the seed selling calendar year, only one of which is actually the "selling" season.

To be successful in this challenging Ag marketplace, your seed seller calendar must be made up of three distinct and critical seasons, not just one. There's the *Selling for Next Year Season*, then there is the *Confirmation Season* and, lastly, the *Planting Season*. When a seed seller understands the different things that need to happen during these three critical times of year, and gets growers to follow the same pattern, real progress is made. The sales rep finally gets control of the most important thing in his job and life—his or her time.

---

*Take a look at the calendars on the next page and see what's going to happen to many seed sellers the coming year, if they can't stay in control of every call and get growers to take action during each critical season.*



# What's Your Sales Calendar?



U.S. CORN BELT  
**SeedSeller Blueprint Calendar**



U.S. CORN BELT  
**Typical Sales Calendar**



*This is the typical calendar because sales reps let farmers decide their selling schedule.*

# Those Days Are Over...



In the past, typical sales reps would call on farmers once or twice a year to sell them their seed needs. Then they would return after harvest (hoping their products performed well on the farm) and start the process all over again.

Those days are over.

Remember, selling crop inputs to a farmer is a very serious sale. What he buys to raise a crop totally affects his very livelihood.

In this tough marketplace, sales reps can't just "wing it" anymore.

The gap between those who are willing to train to be successful and those who aren't is getting so big, that those who train on how to sell seed have the entire selling world at their feet.

No one can beat them.

Selling seed today is a mental game that requires changing how you sold in the past. It requires learning how to sell without a product, price, or program advantage.

In the Academy, we are going to show you exactly how to do that.





# You Must Have a Blueprint



We know that a clear Blueprint is all you need to go from feeling stuck and frustrated with your sales progress, to creating competence and extreme levels of confidence in your sales ability.

So we're proud to present the SeedSeller Blueprint: a step-by-step training plan to accelerate your sales and improve your relationship with each customer.

It was specifically designed to help you take your sales to the next level, making you the leader in your sales territory (and company) that you have always desired to be.

Nowhere else in the world can you find a more targeted, effective, and easy to understand method of selling seed to farmers.

Our SeedSeller Blueprint contains nine key customer contact points that, when fully executed, are designed to turn every farmer you sell seed to into a long-term, loyal customer.

Each of the following touch points is grouped into its respective portion of the three-part sales season. All you have to do now is follow the Blueprint!

What do you say and how do you execute each customer contact? When you enroll in the Academy, I show you how much time each step in the Blueprint takes and how efficient the system will make you once you begin to follow it.

In the final video of the workshop, you'll learn all about the SeedSeller Academy and how you can enroll.



# SeedSeller Blueprint

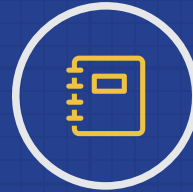


## SELLING SEASON



(1)

Prospecting



(2)

Sales Story



(3)

Develop Crop Plan

## CONFIRMING SEASON



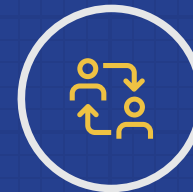
(4)

Harvester Ride



(5)

Confirming the Order



(6)

Field Visit to Protect Sale

## PLANTING SEASON



(7)

Seed Delivery



(8)

Follow the Planter



(9)

Planting Report Card



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

**-ARCHILOCHOS**



**SEED SELLER ACADEMY**