

OBJECTIONS & ROLE-PLAY

Farmer says: “Why Are You So High Priced?”

SCRIPT



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Price is the most common complaint I get from salespeople about their own companies, even though it's the easiest concept in the world to understand and to believe in. Many reps complain about being higher priced than their competitors so, in this video, I want to focus on this particular objection. But remember, understanding price is nothing more than understanding simple math—adding and subtracting. It means setting a price—a dollar amount that covers your costs and allows you to invest in growth and provide for profit. It's simply a price, minus cost, equals profit, equation. But farmers love to control salespeople by bringing up price. **In fact, they gut out and eviscerate most salespeople just by saying their price is too high.** In the last video, I told you how growing up on a farm, I watched my father do this dozens of times to poor, unsuspecting sales reps. Most farmers, including my dad, loved to take the power away from the seller and put themselves in control by bringing them into a price conversation early into the conversation.

The reason they do this is because farmers are independent businessmen, they thrive on being in control. But it's that control attitude that often gets farmers in trouble. They don't realize they need to relinquish some of that control and listen to ways to grow more bushels—not just save money—if they truly want to grow their businesses. At the same time, salespeople have to learn how to stay Outside the Circle and in control to help both themselves and their customers stay in conversations about how to achieve those kinds of goals—the highest yields and the most profit.

As promised, let's jump into a short role-play. As you know, there are many ways to handle price objections, but the best way is to never have price come up until you're ready to bring it up. If it does come up, just remember the goal is to get Outside the Circle and back in control because when price comes up, the value-selling stops.

Let's say the grower says to you, "What's your price?" or "Why are you so high priced?" First of all, don't use the standard comebacks you've heard over the years like, "Well, is price the most important factor to you?" or "What's more important to you, price or value?" To me, those are insulting. I never use those kinds of comebacks at all. Let me demonstrate this with a short role-play on price. In this scenario, John is the name of the farmer I'm calling on.

John: Why are you so high priced?

You: When was the last time you raised your corn yields by 60 bushels per acre, John?

John: Well, I just asked you about price.



You: Yes, you did and I just answered it.

John: You did?

You: When was the last time anyone came into your office to help you raise a better crop than you ever raised in your life, instead of trying to just save you a few dollars on inputs? Nobody does it, do they?

John: No, I guess not.

You: That's because they actually believe input costs have something to do with profitability.

John: Well, they do.

You: Not when your goal is to raise your corn yields by 60 bushels per acre. Input costs mean virtually nothing. Your two biggest worries in farming are input cost and market prices, aren't they, John?

John: Yes, they are.

You: Well, you're a very smart person, so tell me the only solution you have to taking the worry out of managing both input cost and market prices.

John: High yield?

You: Exactly. I'm not here to compete with someone on price or try to save you a few bucks on inputs. I'm here to help you do what you have the ability to do—that is produce higher yields than you ever dreamed possible. I want you to produce higher yields than anyone else around. Are you with me?

John: Absolutely.

You: Then let's get started.



Do you see how the question on price can cause the average salesperson to want to jump Inside the Circle and talk about price? You have to get Outside the Circle and go after the real Outer Circle values he wants to have in his farming operation—raising his own yields by doing things he has never thought about before so he can retire early, retire debt-free, pay down debt, rent or buy more land, expand his operation, and so on.

The first step in making sure price never becomes an obstacle for you when selling seed is believing in the value you offer at such a high level that nothing can shake that belief. The problem is few salespeople believe in those values at a high enough level to convince anyone to pay the price they're asking. So many seed sellers are just going through the motions, acting like they really believe in their offering, when they don't. Farmers are smart. They can pick up on that level of belief very quickly, and one of the first things they do to test that belief is to ask about your price.

Let's do another role-play for the same objection—price.

John: Why are you so high priced?

You: We set the price once we know the varieties, technologies, and quantities we will be talking about. How long have you been farming?

John: 20 years.

You: We'll get to price once we talk about what you really need. Right now, let's talk about what you really want to know and that's how to increase your APH by 25%-50% in the next 3 years (*APH is Actual Production History which is a 10-year yield average*). Where do you want to take your yields in the next 3-5 years?

John: I really don't know. I'm just trying to save some money and out-guess these markets.

You: Yeah, those are the two biggest challenges you face. But we can help you decrease those two worries dramatically.

John: How?

You: It looks like you're a very good farmer. If you had the ideal situation, how high would you like to take your yields?



John: I would love to increase them by at least 20%. That would help me a lot.

You: Why not shoot for 30-50%?

John: On my soils?

You: Yes, on your soils. We may not be a fit for your operation but, if we are, we can help you achieve or even exceed those yield goals. Just so you know, we don't even talk about varieties or ordering product until we look at your fields first and understand your operation a little better.

John: Ok.

You: Why don't I come back next Tuesday or Wednesday morning. I have 8:00am open on both days and we can look at your fields. You shouldn't be ordering anything until we have a plan in place for taking your yields to new levels. Which day would work best for you?

John: Let's do it Tuesday.

You: Great. Here's my card with the time on it. I won't be calling to remind you. I'll see you then. Thanks, and have a great day.

John: Thank YOU!



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