

OBJECTIONS & ROLE-PLAY

Farmer says: “Do You Have any Plot Data...” SCRIPT



Scenario #1

You are giving a sales presentation to a new prospective buyer. [Broll of Rod giving Storybook to Scott at SJ Office] As you're going through your sales StoryBook he stops you and says...

Prospect: "Do you have any plot data or information on how your products perform?"

You respond like the average seed seller does by saying: "Absolutely. We had five test plots in my territory this year and they are all in this booklet right here."

Prospect: "Oh, you don't need to give me that booklet, you won all of them, didn't you?"

You look at the prospect and, feeling a little sheepish, you say: "Well, yeah. We won all but one of them...I mean we're honest in our book."

The farmer just yawns and says: "Every company wins in their own plots."

Scenario #2

Prospect: "Do you have any plot data or information on how your products perform?"

You: "I have lots of data—I rode 64 combines last year and saw the varieties I will be talking with you about, if we're a fit for your operation, 60 times on more than 120 soil types. How long have you been raising corn?"

Prospect: "20 years."

You: "There have been a lot of changes in the past 20 years, haven't there."

Prospect: "Yes, there sure have."

You: "What kinds of changes have you made in your corn operation over the last 4-5 years?"

Prospect: "We've gone to narrower rows, rented more land, and brought my son into the operation."



You: "We've made a lot of changes in our business, too. We've stopped doing plots, side-by-sides, and using weigh wagons because farmers tell us they want real information from their combines in their own fields. Where do you want to take your yields over the next three years?"

You're back in control and on your way to helping the farmer answer the questions he needs the answers to most. What does **he** need to do to raise yields the most on **his** farm? That's why he was, supposedly, looking at test plots.

So, what do you think means more to this prospect? That you have data from 5 test plots that he believes you manufactured the data for and won, or the fact that you rode 64 combines and saw the varieties that you're going to place on his farm 60 times across more than 200 soil types? The answer is simple and that's why you gave up using test plots years ago.

I understand the desire for data on your products. My background is in research and I love *good* data, but I hate poor data. Most data collected on farms is poor data unprotected from the more than 1,000 variables. Data for the sake of data is absolutely worthless to a salesperson.

Virtually every seed seller who uses test plots or gathers performance information relies on that information for one reason—they don't believe in their own products enough to sell on faith alone. They believe that telling the farmer everything about a variety will somehow make that variety perform better on his farm. It won't. The only thing that ensures your varieties perform is getting the farmer to help protect every variety from the more than 1,000 variables that affect the crop every year.

Riding combines allows you to see your products perform in all the conditions that are real to you and the farmer. Think about how many more replications and locations you get to see your products in when you ride a combine. Plus, riding 64 combines gives you information on your varieties planted in 64 different locations, managed by 64 different growers, exposed to 64 different environments, across hundreds of different soil types affecting the attitudes of all 64 customers in 64 different ways.



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When you're observing a test plot, you're trying to focus on the performance of many different germplasms all at once. That's not possible. When riding a harvester, you focus on one germplasm at a time and observe it in every possible scenario on that field.

On top of that, you get to focus only on your products on a combine ride and not spend time comparing yourself with competitors. Plots not only confuse you, but they also confuse your customers. You get 10 times more data from combine rides than planting and harvesting dozens of test plots—10 TIMES!!! That is powerful.



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