

GROW STRONG ACADEMY

# Preparing the Grower for the Field Visit **SCRIPT**



## Preparing the Grower for the Field Visit: Script

In the AXIS Grow Strong Academy there are actually three field visits we'll be talking about during the year. But in this series, we're just going to talk about field visit No.3—the field visit to protect the sale. One of the key factors in making every field visit a success is preparing customers for the visit before it takes place. The more customers know about the process prior to going to the field with you, the more successful every field visit will be. The AXIS Grow Strong Academy will show you how to deliver customer experiences that are totally different from what they've experienced before. Since these experiences are so different, the more customers know about the experience ahead of time, the easier it is for them to accept it.

The following is a short dialogue you can use to prepare customers for field visits. I want you to start with this group. Start with those you already have the best relationship with—those who really like you and will do what you ask them to do. Remember, the earlier you visit with them about it and prepare them, the easier and more effective it will be when it's time to execute.

**So, let's talk about how to introduce the field visit concept to a customer you've already been selling. In this case, you're going to make a special point of meeting with this grower so you can tell him about our new and exciting strategy. Here's how the conversation may go in the Script:**

**You:** Bill, thanks for taking the time to see me. I have something new and exciting I want to tell you about that I think you're really going to like. We just finished fin- tuning this new strategy and I want you to be one of the first customers to hear about it.

One of the things we're going to be doing with customers from now on is to take them to visit their fields at three critical times of year in addition to the regular field scouting visits we already do for you. The three-field visit idea is unique and not something farmers are used to doing.

I would do the first field visit with you 2-3 weeks after planting when your crop has fully emerged. This is the time when we'll assess the quality of your plant stand to see if there are any problems that need to be corrected. We call that the Planting Report Card Visit. We will also record your bushels per 1,000 plant readings at that time to be sure we're on-track to achieving the yield goals we set for each field. Sounds like a great benefit, doesn't it Bill.

**Bill:** It sure does

**You:** The second field visit will be done during the growing season a few months prior to harvest. Bill, in the past, you've done next year's cropping plan after harvest, but this year let's start planning next year's crop before harvest. Early planning is the No.1 factor to raising top yields. Virtually every farmer who does his cropping plan prior to harvest has the highest yields every year. We develop your field-by-variety plans at that time, then finalize those plans on the harvester in the fall. Early planning almost always guarantees the highest yields possible.

We will do a third field visit to your fields during the winter 2-3 months prior to planting. The goal is to revisit each field in your crop plan and reaffirm those plans and the yield goals for those fields. It will keep you focused on your yield goals and looking forward to a successful new year.

These three field visits are one of the things I believe you will really look forward to, Bill. You will love the results that come from every field visit because it gives you greater control over your yields. Isn't it amazing no one else in the business has done anything like this for you before?

**Bill:** Yes, it really is.

**You:** My plan with you, Bill, is to do three primary field visits during the year. You and I will get into my vehicle and drive to the fields that I'll be helping you manage the next season.

**Bill:** That sounds great.

Remember, field visits are one of the best ways to create emotion in growers. This process is not only strategic, but also very physical. It involves the physical act of putting farmers in your vehicle, taking them to their fields, and creating a dialogue on how to take their yields to totally new levels. I want you to utilize the field visit strategy with every grower. You will see immediate changes in the way they think and their level of cooperation with you throughout the entire season.

## Field Visit to Protect the Sale: Script

As I indicated, Field Visit No. 3, the field visit to protect the sale is such a powerful tool when fully executed. The key is to know how to conduct this field visit by preparing your story and practicing that story ahead of time. The following dialogue can be used on either a new prospect, a new customer or a current customer. This particular script is with a new prospect, who ordered seed from me 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're visiting, now we're 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 the 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 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 SeedSync 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 won’t risk getting stuck in the snow.

**You:** Sounds good. I’ll park right here. Let’s start by reviewing the SeedSync 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 isn’t 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 2 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 group of 1,000 plants. So, let’s review what bushels per 1,000 plants means. 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 (Actual Production History) 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—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 because 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 two or three years. And, 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. Do you have any questions about the high yield cropping plan we just finished reviewing?

**Grower:** No, I think it looks really, really 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.

We will look at the soil conditions you're planting in, to make sure they're conducive to giving you the best emergence possible. Soil conditions at planting is the No.1 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're 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.

The No.3 factor is seed quality—are you happy with how our seed looks and is it planting ok? 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 SeedSync 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 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.

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

These scripts are designed to be your template to practice with. Please follow them, word for word. Don't make the mistake so many salespeople make. They don't like the script so they try to write their own and fail. Once you have this one memorized, if you want to make a few modifications, fine. But only do that once you have this one memorized. This is a template to practice with, use it.

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