

OBJECTIONS & ROLE-PLAY

Importing Prospects

STRATEGY & AGENDA



Introduction

In a previous SeedSeller Academy Master class, I taught you about a new way to prospect for new business. It takes the traditional method of driving from farm to farm to search for new business and turns it on its head.

Clients who follow my teaching of this strategy and have executed it, see dramatic increases in closing rates on new buyers, as well as dramatic increases in customer retention. In the Master Class, I defined Importing. In this Objections and Role-Play class, I lay out exactly how to execute this strategy, how many people need to be involved in it, and I'll make sure you understand the true goals of the process.

Importing Defined: The process of transporting prospects and customers to a preplanned, private location and spending time with them.

Importing is the fastest and most effective way to grow your business.

Here are a few questions you need to answer before you begin to import producers.

Question #1: Why do we import producers?

To change their reality—plain and simple. We want them to develop the perceptions of your company we know are real in their minds. We want to change any of the wrong perceptions growers may have of us and strengthen the right ones. Everyone develops their own perceptions until they are purposefully given the real ones.

Question #2: Which producers do you import?

You want to import the producers who are easy to talk with, well-liked by others, leaders in the community, not afraid of change and, most of all, ones that will enhance your perceptions merely by your association with them.



Question #3: What do we want to happen while they are at the import?

Most of all, we want them to decide they need to begin working with you right away. A good import puts you in the best position to do that.

Question #4: WHAT do you want them to DO before they leave?

There are three key things you want them to do before they leave:

1. Complete your visitor survey form about their operation. This is totally optional but helps prepare you in the event they decide to take the next step with you—the field visit.
2. You want to set the date to visit his farm and fields (remember the Golden Rule: don't talk about products until you visit his fields first).
3. Get prospects to start thinking about setting new 3-year yield goals for each of their fields.

Question #5: WHAT do you want them to KNOW when they leave?

We want them to know and remember two things:

1. You can help solve the problems facing their farming operation.
2. You have a new direction—an actual plan for their farming operation.

Question #6: WHAT do you want them to DO after they leave?

We want them to:

1. Plan the schedule and route for the farm visits.
2. Develop 3-5-year yield goals for increasing production.

Question #7: WHAT do they expect YOU to do after they leave?

They expect YOU to:

1. Follow-up as promised by visiting their farm.
2. Ask them for your required amount of business.



Question #8: WHAT are the next steps after the import?

The next steps are to begin plan development for the farm along with seed ordering plans.

Question #9: Who is part of your import team?

There are four main parts to any great import strategy:

1. Welcome and schedule for the day
2. Orientation to the company
3. Orientation to the customer
4. Deciding if we are a fit

Think of team members who can fill those four roles. For example, maybe you have a receptionist at the front desk who greets them when they come to your facility and does the formal welcome and lays out the agenda. The orientation to the company should be done by the highest-level manager available—it builds their perceptions of the company.

Schedule for Importing

The schedule can take many forms:

For example: Monday, Wednesday, and Friday from 9am to 11am and 1pm to 3pm. Alternately, Tuesday and Thursday mornings and afternoons, or you could do only one day per week with one import per day.

The schedule doesn't matter—the only thing that matters is that you actually execute. Let me take a moment here to remind you that the biggest complaint I get from seed sellers is that THEY DON'T HAVE TIME to prospect. Well, guess what? I just gave you a strategy that helps **bring the prospects to you**. What would your sales look like if you were conducting imports 2-5 times per week? Your sales would explode.

How many imports can you conduct July through September or within one sales season?



Sample Agenda for the Import

(I like to pick up the prospect and drive to the import location.)

9:00 am – Greeting (10-15 minutes) Assigned person for this role: _____

- a. Provide refreshments
- b. Describe the schedule
- c. Facility history/tour (when applicable)

9:15 am – Landing the prospect (30 minutes) Assigned person for this role: _____

Move to the main conference/meeting room

- a. Talk about their operation and the biggest problems facing their farm today
- b. Brief company history and describe how you and your company can help
- c. How we are different

9:45 am – Orientation (30 minutes) Assigned person for this role: _____

- a. How we work with growers (the plan)
- b. Requirements for first-year customers

10:15 am – The closing story (the next steps) Assigned person for this role: _____

- a. The next steps
- b. Complete prospect survey
- c. Schedule a time to visit their fields

11:00 am – Catered in meal or lunch at local restaurant (optional)

(I like to drive the prospect home.)



FAQ

- 1. If the prospect has other people in the farming operation, who should I invite to the import?**
You should invite anyone he feels is an important part of his operation.
- 2. What happens if my territory is quite a distance from the main office?** You have several options. First, you can provide transportation and lodging for a prospect and his people if the prospect is important enough. Second, you can pick up the prospect yourself and drive him to the import site, then take him back home again. This works well when the import site is 4-6 hours or less away. Another option is to hold the import in a hotel meeting room or restaurant meeting room that is closer to the prospect. In that case, the importing team would need to travel to you.
- 3. Can I use a hotel or conference room and conduct the import in my own sales territory?**
These venues can work very well. They are a neutral site for both parties and they are private and free from interruptions. The most important part of importing success is the people and their presentations, not the venue.
- 4. Can I import current customers/buyers?** Your best customers should be among the first groups you import. Not only do they need to hear the same message, but they are the perfect group to practice on.
- 5. What about company personnel? Should they be Imported?** The answer to that is **absolutely**. They also need to know what you are telling customers and prospects and, through the process, you may find people in the company who would be good presenters for an import.
- 6. How do you keep the conversation on-track if the farmer asks about things like price or products?** That's easy. Take the farmer back Outside the Circle. Any questions about products, prices, or programs can be dismissed by saying, "We'll address those questions once we look at your fields and look at your cropping plan. Until a cropping plan is started, we have no idea on which products we will be recommending or what the price will be."



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