

OBJECTIONS & ROLE-PLAY

Seed Delivery SCRIPT



Seed Delivery Strategy

The best way to create trusting relationships with customers, and enhance those relationships, is by constantly bringing them new information, while keeping them focused on the future.

The Seed Delivery Strategy is one of the best ways to make both of those things happen because it's a personal face-to-face conversation farmers don't have with anyone else. But, before making this important contact, you need to ask yourself a few key questions.

#1. How do I look? Am I dressed like a professional—like someone who is an effective leader?

#2. How does my vehicle look? Does it represent my company well, and does it create the personal perceptions I want to portray both inside the vehicle and outside the vehicle?

#3. Do I have all my seed delivery tools with me?

- The variety-by-field cropping plan
- The yield-by-field plan
- The Top 5 Factors to Produce a Top Crop to leave with him
- The Planter Visit Report Card to leave with him to study
- The calendar of events for the upcoming season?

#4. Am I practiced and prepared for the Seed Delivery Visit?

When you're prepared, you will take the lead, enhance that trusting relationship, and get what you want. The current sales year with that grower is put to bed and the new selling year is kicked off. In this lesson, I give you a word-for-word role-play for making a seed delivery call on a grower. Be sure to download the Study Guide below this video so you can study and role-play with this script.



The following is an example of how the entire seed delivery conversation may go. Look at how much you can accomplish when the seed delivery contact is done right.

Sales Rep: Good morning, Bill, it's great to see you. Boy, you sure have your place looking nice. I really like your new warehouse. When was it completed?

Grower: We just finished it last fall. It turned out better than I thought.

Sales Rep: It sure did. What kinds of things do you plan to use it for, other than storing your seed and other crop inputs? I see you have your office out here now, too.

Grower: Yeah, my wife was happy about that. It's so much easier for everyone. But I plan to use it primarily as climate-controlled storage, shop, and a good place to do business.

Sales Rep: Wow, not too many growers have a building as nice as this one. I feel lucky to have you as a customer. You're such a great manager of your business.

Grower: Thanks. I'm excited about it. As you can see, I have all my seed in place.

Sales Rep: Yeah, I bet your forklift works really well on this nice concrete floor, doesn't it.

Grower: It has saved us a ton of work.

Sales Rep: Bill, I have a list of things I want to go over with you today that will make it easier for both of us to prepare for the upcoming planting season AND the upcoming growing season.

Grower: Ok, let's go into my office.

Sales Rep: Here's a list of what I want to cover today. It should only take about an hour or so. I have more time than that, if we need it. I just want to be respectful of your time.

Grower: Thanks, but I am pretty free this morning.

Sales Rep: Ok, great. Let's start with the Variety-by-Field Cropping Plan. I brought an updated copy based on the seed you received in your warehouse. Did the shipment look ok to you?



Grower: Yeah, everything was fine. Your truck drivers are very professional and really seem to know what's going on. You must have talked to them ahead of time. They even knew about my new shed.

Sales Rep: Yes, I have a meeting with each driver when he knows which customers he'll be delivering to—to make sure they know everything about the directions to your place, the type of facility you have, and the accessibility to your farm. You can never communicate too much.

Grower: Well, it went really smoothly.

Sales Rep: That's great to hear. Now that we've finished the variety-by-field plan, I want you to remember not to change anything in the plan, unless you talk to me first. It's important to put the varieties in the fields as we've prescribed, so we have the best opportunity to produce the best crop possible.

Grower: No, I won't change it. Besides, I've never been so well-prepared for a planting season in all my days of farming.

Sales Rep: It's a great feeling to be that organized. Now, let's review the Yield-by-Field Plan. We developed yield goals for each of your fields based on your targeted bushels per 1,000 plants at the populations you will be planting. Do you have any questions about the process, the numbers, or anything for any of the fields? Let's take a look at each field and review the yield goal for each field.

Grower: I think I understand all of it pretty well. I'm excited, but at the same time wondering if I can actually raise yields that high. I was looking over the plan last night and got so excited that I told my wife I wanted spring to be here right now.

Sales Rep: That's great, Bill—you'll like the results of this level of planning. The next thing I want to review with you is the Top 5 Factors to Produce a Top Crop. We've been talking about these a lot, haven't we.

Grower: Yes, we have.

Sales Rep: Before I show you the list, do you have them memorized in order?

Grower: Actually, I don't.



Sales Rep: Let's go over each one of them. I'll also leave this list with you. I just want you to remember that these are the keys to getting those top yields. If you don't follow them closely, those yield levels probably won't be achieved.

Grower: Ok.

Sales Rep: Those factors won't be hard to follow, will they.

Grower: No, not really, but I guess slowing down with the number of acres I have to plant will be the hardest.

Sales Rep: When you see the results, you will ask yourself why you didn't plant slower before. The next thing is the Planter Visit Report Card. When I come to visit you when you're planting my seed, here are the things we're going to talk about. I'll give you this form when I arrive and ask you to fill it out as we go through the survey. As you can see, the first thing I'm going to check is how our seed looks, and make sure it's planting to your satisfaction. At that point, you will give us a rating from 1-10, 10 being the highest. The next two questions involving seed placement and soil conditions are also rated 1-10. I'll assist you in making any fine-line judgement decisions, if needed. The fourth question is, of course, a yes or no question. Is the Variety-by-Field Plan being followed? We want to be sure the right variety is being planted in the prescribed field. At that point, I'll take the form back and we'll set the date to begin your cropping plan for next year—prior to harvest—when we do your Summer Field Visit. Do you have any questions?

Grower: No, it all sounds good.

Sales Rep: The last thing I want to give you is a list of the months I'll be contacting you to make sure the new year is off to a great start and we're getting next year's plan in place at the same time. You'll notice that I'll be inviting you to go to the field with me about three weeks or so following planting to do what we call the Post-Planting Report Card Visit. I'll show you how to take bushel per 1,000 plant readings at that time—so you'll already know approximately what the yield potential of that field will be.

Grower: Wow, how do you do that when the corn is that small?



Sales Rep: I'll show you—I think you'll really like it. And, depending on what date we set at the planter, we'll be visiting all your fields on that date to begin next year's cropping plan, as well as survey each field to make sure it's on-point to getting those yields we're looking for. I'll also be riding your combine during harvest to review this year's Field-by-Field Plan and how it worked, while finalizing next year's plan. After harvest, we'll conduct our annual Winter Field Visit sometime in late January or February. And then that brings us right back to where we are today—Seed Delivery. Do you have any questions?

Grower: Wow, this is quite a plan you've put together. I'm really excited about the new year. I've never felt more prepared.

Sales Rep: Preparation is the key. You can never be over-prepared in this marketplace, can you.

Grower: No, that's for sure.

Sales Rep: Well, Bill, thanks again for everything. Give me a call if you need anything. Have fun in Arizona this winter and I'll see you at the planter this spring.

Grower: I look forward to it. Thank you so much.



Address

P.O. Box 206
Olivia, MN 56277
U.S.A.

Telephone

(320) 523-5249

E-mail

seedseller@rcthomas.com