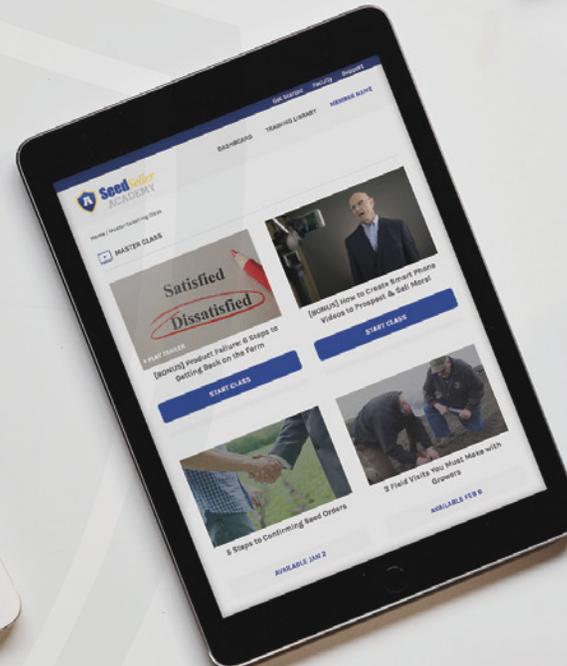




Teaching Sales Reps How To Increase Sales

Introducing the SeedSeller Academy from Rod Osthus, an online training membership designed to help you overcome sales objections, stay out of price fights, and close more sales with farmers.



MEMBERSHIP OVERVIEW 

Welcome!



I am very excited you've chosen to master the world of selling seed by enrolling in the SeedSeller Academy. Nowhere else on the planet can you find the kind of leading, innovative, and effective strategies necessary to take your seed sales to levels you never thought possible.

Seed is the hardest thing in the world to sell. It's a living organism, where 80% of its performance is out of your control. In addition, seed is the most important purchase a farmer makes because it determines his entire livelihood. That's why successful seed sellers must be leaders, taking growers where they don't know they need to go.

I hope you're excited because you are about to take the next steps to reaching levels of sales achievement you never thought possible, while having fun doing it. Enroll in the SeedSeller Academy today!

Happy Selling,

A handwritten signature in black ink that reads 'Rod Carter'. The signature is written in a cursive style and is positioned below the 'Happy Selling,' text.





EXPERIENCE

- 40-Plus Years in the Agricultural Industry
- Bachelor of Science in Agronomy from SDSU
- Registered Seed Technologist
- Research, Trojan Seed Company (5 ½ years)
- Director of Hawaiian Research, Maui, Hawaii (2 years)
- First employee, eventually became VP of Sales – Keltgen Seed Company (17 years)
- Founder and President, RC Thomas Company (20-Plus Years)

About Rod



After 44 years in the seed business, I've developed a unique understanding of how to stay relevant and ahead of all the changes that continue to revolutionize selling.

The selling skills we teach help salespeople lead 21st century growers where they don't know they need to go. Since products, technologies, and production practices change so fast, farmers need smart, young-thinking sales reps who are constantly working to improve themselves so they can lead their customers into the future.

During my 17 years of selling seed, I helped orchestrate 17 consecutive years of sales increases, supervised more than 1,200 sales reps, and 42 District and Regional Managers. Today, based in Olivia, Minnesota, I'm President of the R.C. Thomas Company—we help seed and ag companies explode their sales.

My extensive background in research, production, sales, and marketing, gives me an in-depth understanding of the agricultural business that few people have. I'm blessed to provide 21st century sales and marketing strategies to agricultural companies world-wide.

What is the SeedSeller Academy?



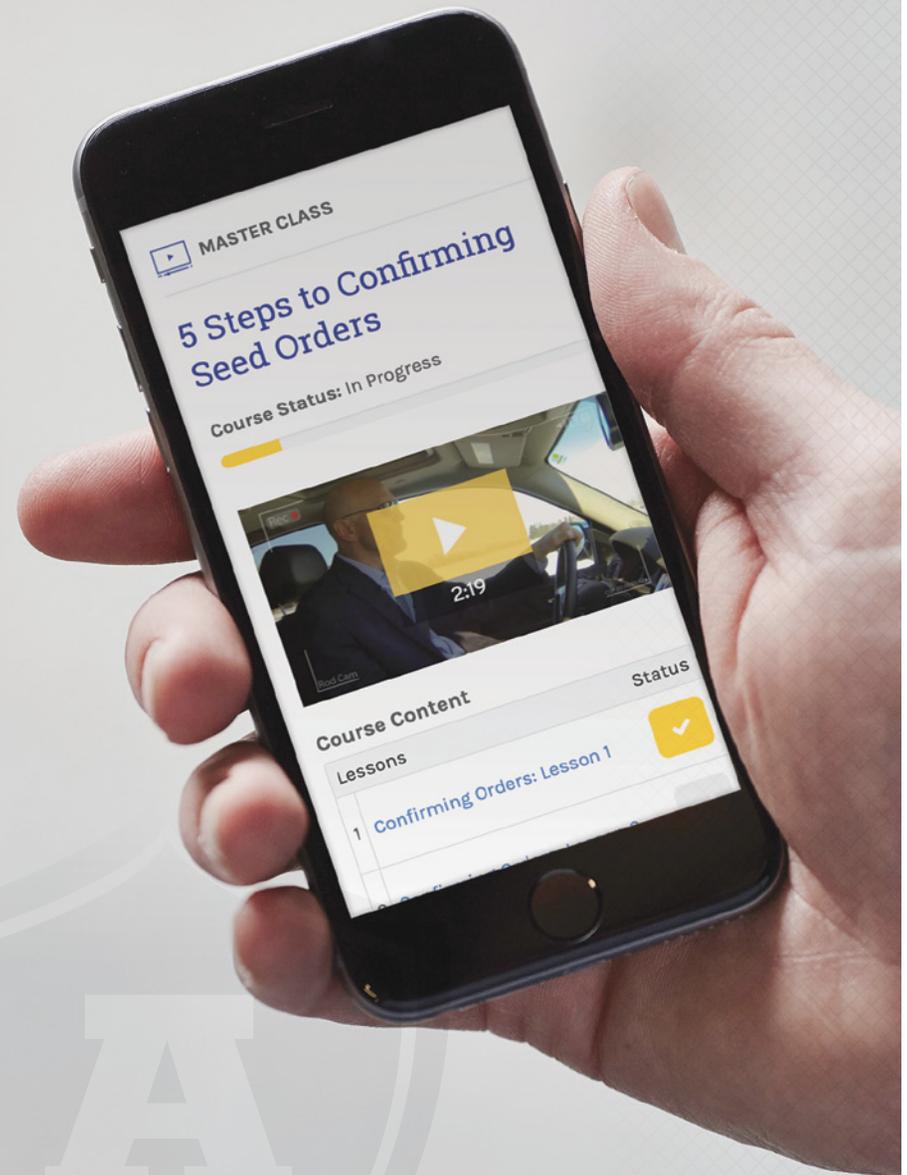
The SeedSeller Academy is a monthly membership subscription that provides world-class seed sales training. Each month you get online access to video classes, study guides, scripts, and live webinars that provide cutting-edge ideas for increasing sales in your territory and your entire company.

THE ACADEMY IS DESIGNED FOR:

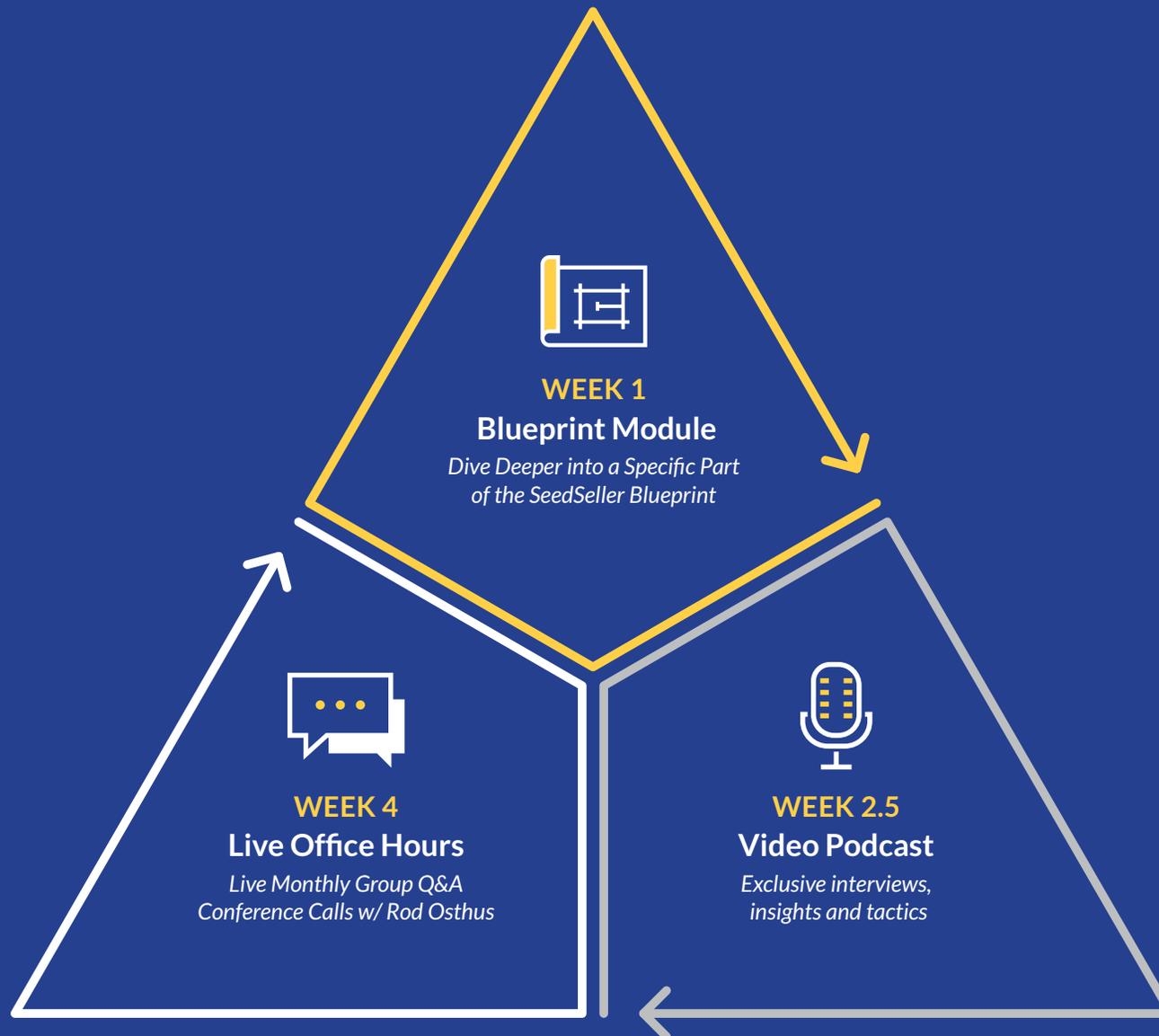
- Territory Managers
- Regional Managers
- Retailers
- Farmer-Dealers
- Distributors
- Sales Managers
- General Managers
- CEO's

OUR GOAL IS TO PROVIDE YOU WITH THE:

- Knowledge to make selling easier
- Tactics to allow you to sell more in less time
- Tools that turn your hard work into actual sales
- Level of confidence you need to overcome every obstacle you face



Monthly Learning Model



\$67
/month

Academy Membership



Membership into the most ELITE Seed Sales Training program ever offered.

The Academy is broken up into three major training sections and one section is delivered each week.

MEMBERSHIP INCLUDES:



Blueprint Module

WEEK 1

The first week of each month you will dive deep into a specific Step of the 9-part framework called the SeedSeller Blueprint. These courses will help you differentiate yourself from the competition and close more sales by going deep into each part of the blueprint. To make it easier to follow, each course will be broken into short lessons and conclude with a quiz to test your knowledge and retention.



Video Podcast

WEEK 2.5

The second piece of content delivered in the middle of the month will be our exclusive Academy Podcast, only for Academy Members. This will be available to watch on-line or listen to from your smartphone or tablet. Episodes will contain exclusive interviews with fellow seed sellers, business people and Ag professionals will offer insights and cutting-edge ideas you can't find anywhere else in the world.



Live Office Hours

WEEK 4

The last week of each month Rod Osthus' conducts a live group Q&A to answer each and every question that Academy members have about selling in their territory. Be sure to write down questions you have throughout the month and send them in ahead of time. Recordings of these calls will also be available for you to listen to, but nothing is better than being there and getting your questions answered live.



Academy Library

BONUS

Our entire Academy Library will be available to you once you become a member. The library includes videos, articles, audio programs, plus study guides and cliff notes from previous classes to download and print out. This library will constantly be updated with new materials and only available to Academy members.



Seed Sales Reps, Managers or Company Executives



It's time for you to eliminate sales obstacles, keep competitors from taking away your business, and overcome Mother Nature's impact on your product's performance.

The gap between those who can do those things and those who can't, is getting so big that those who can have the entire seed selling world at their feet. Their opportunity for growth has never been greater.

Selling seed in today's marketplace requires changing how you sold seed in the past. Farmers can get great products, great programs, and great prices from any company in the business, but they can't get you. The only REAL value that comes with any seed sale is you, the professional, highly trained person who makes a real difference in the farmer's operation. That's why you must be that highly trained provider of cutting-edge information the farmer can't get anywhere else.

The SeedSeller Academy gives you the opportunity to maximize your true potential by showing you how to successfully run your own sales territory and grow sales to levels you never thought possible.



Frequently Asked Questions



Is SeedSeller Academy membership a one-time fee or billed monthly?

It is billed monthly. Your credit/debit card will be charged \$67 immediately upon enrollment. You will be charged \$67 again approximately every 30 days for as long as you are a member.

If I get busy and miss a month, can I still get the materials?

We realize that time is the most valuable resource you have as a sales rep. That's why you don't have to worry about being able to have enough time to take full advantage of the Academy. Once classes are released, they will be available 24/7, for as long as you're a member of the Academy. You can learn, study, and review every class at your convenience.

Can I share my log-in access?

No. The Academy classes and Training Library are ONLY available to active paying members. We have intentionally priced the Academy to be very affordable so every sales rep can have their own membership and track their own progress throughout the year. For the price of filling your truck with gas one time, you can access the latest sales training, specific to what you sell, and you're able to do it from any device, from anywhere in the world. Where else can you get access to this type of training? Sharing of log-in information will result in an automatic cancellation of your account.

Is there any long-term commitment?

No. You can cancel your membership any time. But please note that we only open enrollment 1-2 times per year. So if you cancel, but change your mind, you will have to wait until the Academy opens its doors again.

Additional FAQs can be found online at :

seedselleracademy.com

Contact Information & Customer Support



Customer Support Email

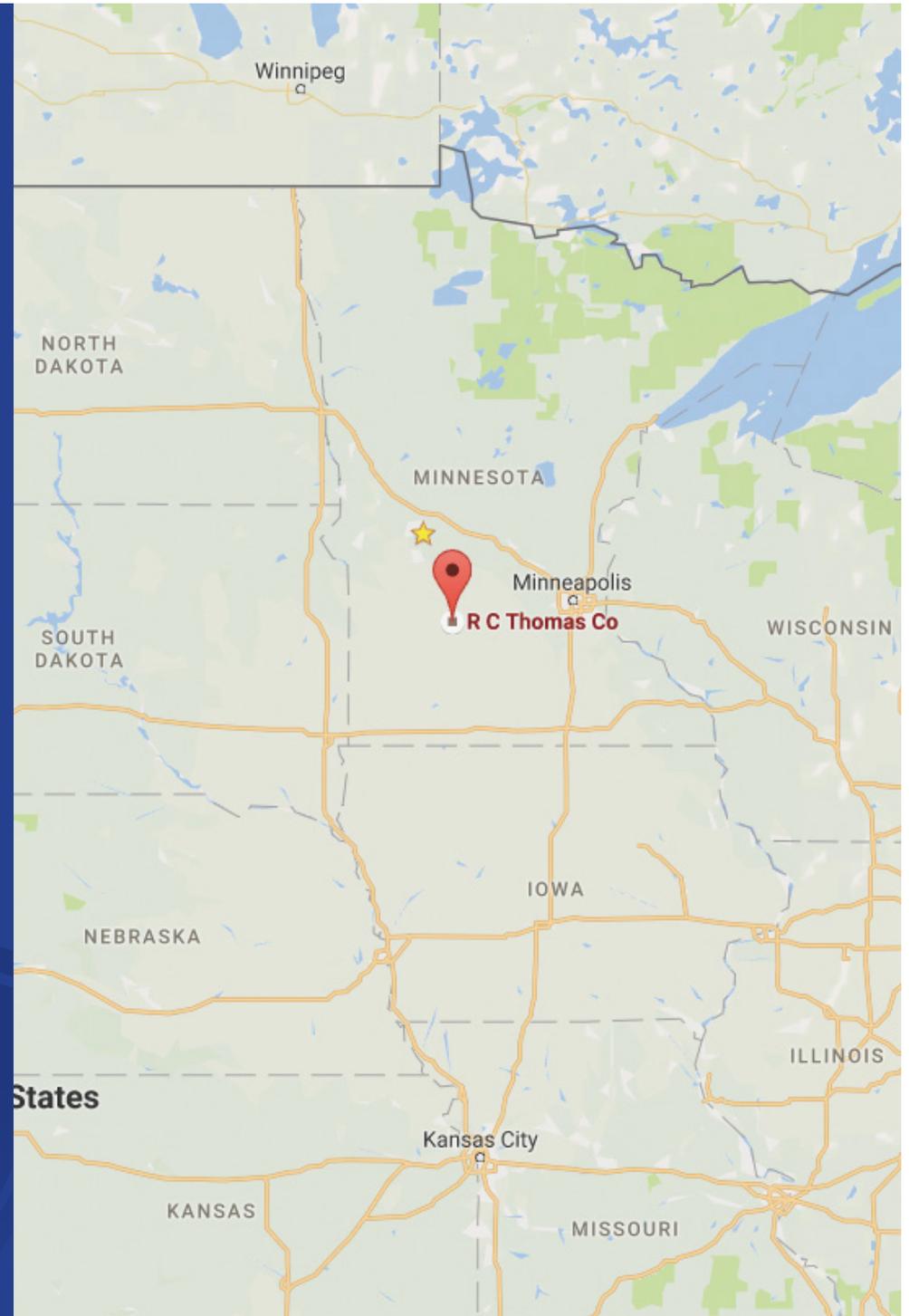
seedseller@rcthomas.com

320.523.5249

Mailing Address

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Olivia, MN 56277



**“We don’t rise to the level of our expectations,
we fall to the level of our training.”**

-ARCHILOCHUS



SEEDSELLER ACADEMY