



ROD OSTHUS TEACHES

# SEED SELLING

## During COVID-19

LIVE STREAM

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# Introduction

## Goal for this session:

Not to cause panic, but to help you better understand the enemy so you can create a plan for how to build your sales territory during the Coronavirus Pandemic.

Start by answering a few key questions.

### 1. What Do We Know About the Virus?

a. It is a long-term problem.

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b. We need to respect the virus and its potential effects.

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c. The potential effects of the virus on you and your Team.

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d. Virus facts

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## 2. What Do We Know About Our Business as It Relates to the Virus?

a. It's going to affect how you operate into 2021 and beyond.

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b. We need to create a plan around the key processes that involve personal contact.

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c. The potential effects of the virus on your business.

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**What can we do to achieve sales success in 2020?**

# Time to Wake Up!

List the 4 biggest challenges you will face during this selling season.

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2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

List the 4 REAL challenges you will face during this selling season.

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3. \_\_\_\_\_
4. \_\_\_\_\_

Challenge number:

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3. \_\_\_\_\_
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**All Four of Those Challenges are Outside the Circle Strategies  
Requiring Outside the Circle Tactics**

# The Goal of the Buyer Experience: Stay Outside the Circle of Competitors

When you step Inside the Circle, you lose!



When Inside the Circle, you discuss...

- Price
- Product Performance
- Data
- Commodity Markets
- Weather
- Competitors

All objections come from Inside the Circle.

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## Basic example of how to get Outside the Circle

What is the standard way people greet each other every time they meet? They say...

“How are you?” or “How’s it going?”

Both are meaningless greetings that immediately put you Inside the Circle! These greetings get you started in the wrong direction and cause you to give up control!



Instead we say...

“Good morning, nice to see you.”

“Good afternoon, nice to see you.”

“Good evening, nice to see you.”

You Must Stay Outside the Circle

“Good morning, my name is Rod, Rod Osthus,

...nice to see you.

...glad I caught you.

...is this a good time?”

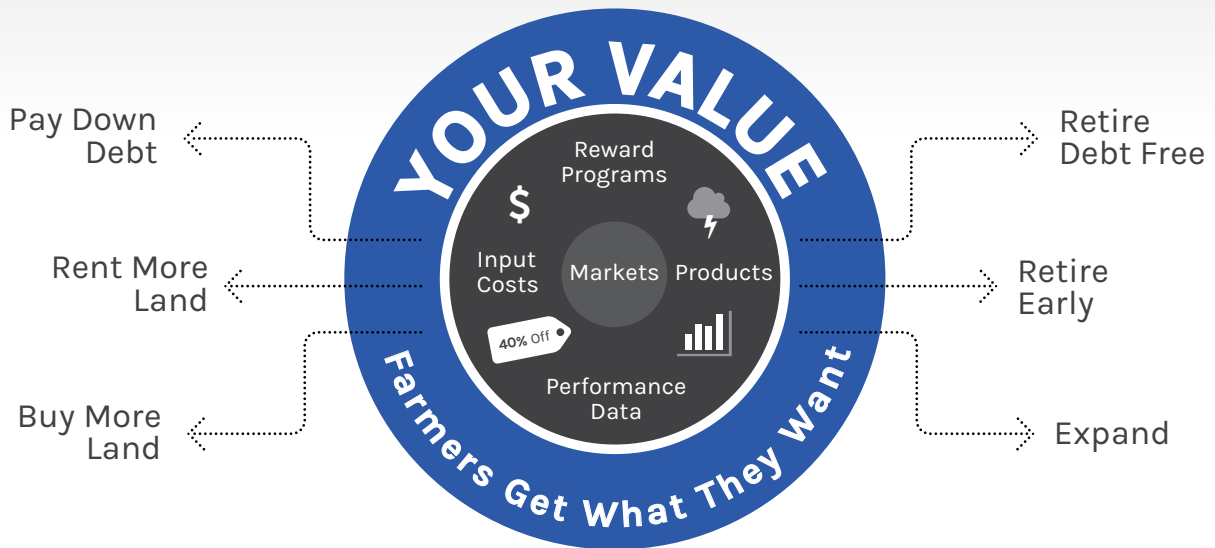
If they call you on the phone...

...great to hear from you.

...I was just thinking about you.

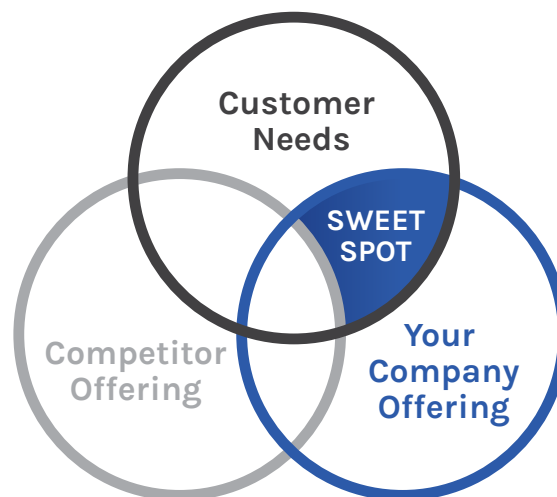
or

...thanks for calling me back, I appreciate it.



The buyer experience can ONLY be gotten Outside the Circle.

The goal of the Buyer Experience is to *Stay in the Sweet Spot* where you meet customer needs and competitors can't touch you.



## Your No.1 Goal Is...

To become highly-trained in the art of delivering a true buyer experience, which results in 100% customer retention.

**Session 1:** **LIVE STREAM**  
**Achieving Sales Goals  
Prior to 2020 Harvest**



1

# Achieving Sales Goals Prior to 2020 Harvest

Define the Ag Cycle: \_\_\_\_\_

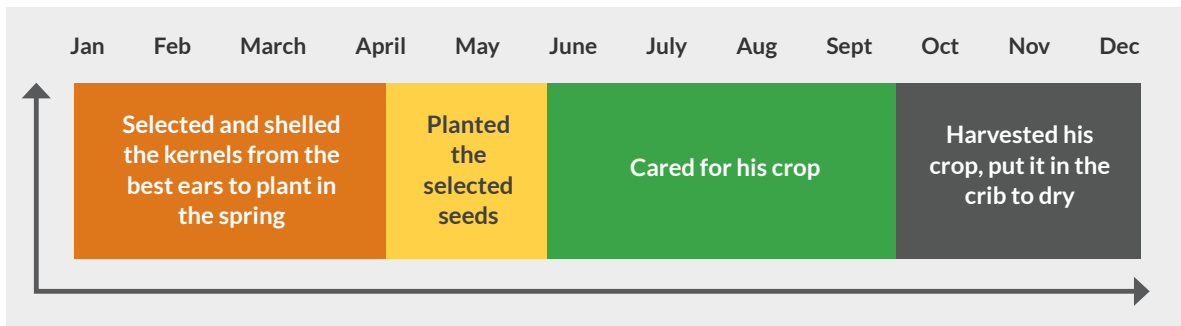
List 3 reasons why a farmer doesn't want to order his seed prior to harvest.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Summary statement: \_\_\_\_\_

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List reasons why a farmer NEEDS TO order his seed prior to harvest.

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- \_\_\_\_\_
- \_\_\_\_\_

Summary statement: \_\_\_\_\_

## How Good Is Your Early Order Sales Story? How good are you at getting growers out of the Ag Cycle?

### Sample Script

**You:** Good morning John, Rod, Rod Osthus. I'd like to come by tomorrow and look at a few of your fields with you. Would that work into your schedule?

**Grower:** Yeah, that will be fine.

**You:** John, how are you and your family doing during this unusual time? Are you all staying safe?

**Grower:** Oh, yeah, we're fine. I don't worry too much about it.

**You:** It's good to hear you're all doing well. But just so you know, I'll be following certain guidelines when we get together. Why don't we meet at one of your fields? How about the Johnson farm where you have one of my varieties planted and we can move on from there? I'll have masks with me and will be wearing one during our visit. I'll have extras in case you want one too.

**Grower:** No problem. I don't wear one much, but if you want to that's fine.

**You:** Ok, great. How does 9:00am tomorrow sound?

**Grower:** That will be fine.

**You:** Ok, I'll see you then. Thanks.

### The Next Day

*(I arrive at the field and John is already there. I have my mask on when I get out of the truck.)*

**Grower:** The masked man.

**You:** Yes, sir. This virus thing is very unpredictable. I'm taking no chances of infecting my friends or customers or getting it myself. I want to be sure I do my part in helping prevent the spread.

**Grower:** That's great, I respect that.

**You:** What I want to do this morning is look at the fields planted to our varieties, then get your cropping plan started for next year while I'm here.

**Objection/Grower:** Well, it's really too early for me to order anything. I want to wait to see how your varieties do first. After all, this is my first year planting your seed.

**Response/You:** Are you planning on planting ALL of your acres to my seed next year, if we do well?

**Grower:** No, no, maybe half at the most.

**You:** Well, then there is no reason to wait, is there?

**Grower:** Ha!

**You:** Do you look at how individual varieties yield on your farm to make buying decisions?

**Grower:** Yes, I do.

**You:** Interesting. Why do you do that?

**Grower:** Well, it's how I decide what to plant next year. Doesn't everybody do that?

**You:** Not anymore. How long have you been farming, John?

**Grower:** About 20 years.

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

**Grower:** There sure have.

**You:** One of things that has really changed is that the top farmers no longer select varieties based on how they performed the year before.

**Grower:** Really. Why not?

**You:** Because doing it that way is thinking you're going to have the same weather as last year, and that never happens does it, John?

**Grower:** No, it sure doesn't. So how do those farmers choose what they're going to plant next year?

**You:** They don't choose—I do. Have you ever heard of the 1,000 variable concept?

**Grower:** No, I haven't.

**You:** There are more than 1,000 variables that determine the performance of every crop every year. Your crop is a living, breathing organism affected by all of those variables differently every year. They're a combination of good old Mother Nature and management. It makes it almost impossible to say one variety is better than another from year to year because every year is different, and every year one variety is at the top and the next year a different one is. You've seen that, haven't you?

**Grower:** Yes, I sure have.

**You:** We help growers select portfolios—a group of varieties that will, as a group, have a better chance of raising the overall farm average than trying to guess individual winners year after year. Portfolios always win. It's like having a stock portfolio. You wouldn't have one stock in it, would you?

**Grower:** Heck no.

**You:** Where would you like to take your yields next year?

**Grower:** I don't know, it really depends on the weather.

**You:** Well, let's take weather out of it. If you don't mind me asking, what is your APH right now?

**Grower:** It's about 200.

**You:** Where would you like to take it in a year or two?

**Grower:** I'd love to break 220.

**You:** Ok. What's your plan to get there?

**Grower:** I really don't have one.

**You:** We have one—it's called a high yield cropping plan. Have you ever done a high yield cropping plan?

**Grower:** No, I haven't.

**You:** All the growers we work with who have the highest yields every year all have one thing in common. They work with us to develop a high yield cropping plan and they do it done prior to harvest every year. How thick do you plant?

**Grower:** My final stand is usually around 34,000.

**You:** Right off the bat, you are leaving over 70 bushels of corn in the field every year.

**Grower:** What? How is the possible?

**You:** I'll show you. But it all starts with the number one factor outside of production to getting top yields, and that is getting your cropping plan started before harvest.

**Grower:** Why so early?

**You:** Because it becomes a real plan that removes the emotion from the process. Those top farmers aren't second guessing market prices or waiting to see how varieties do in the fall. They make a pragmatic plan that takes care of all those variables and they follow it. You need to get started with a high yield crop plan now and stop that yield loss. Let's go look at your fields. I know we can help you a lot. I'll show you the impact this kind of plan has on your business. And when we're done, let's get that plan started. We can always change it.

**Grower:** Ok, let's do it.

**John was stuck in the Ag Cycle and his old way of thinking, but now he's out and my job is to keep him out forever.**

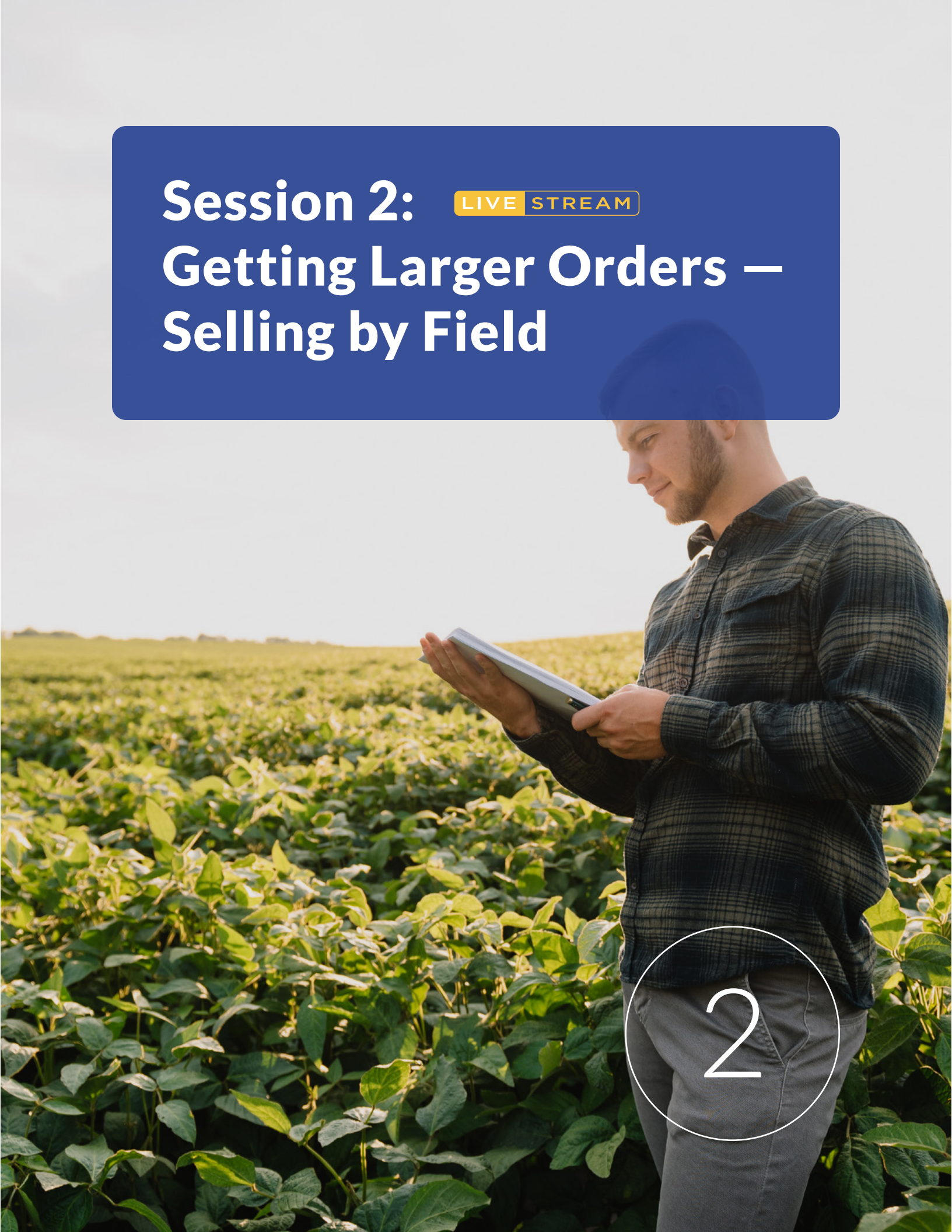
## How do you achieve sales goals prior to harvest during COVID-19?

The answer: \_\_\_\_\_

The key to making pre-harvest goal achievement a successful strategy is to:

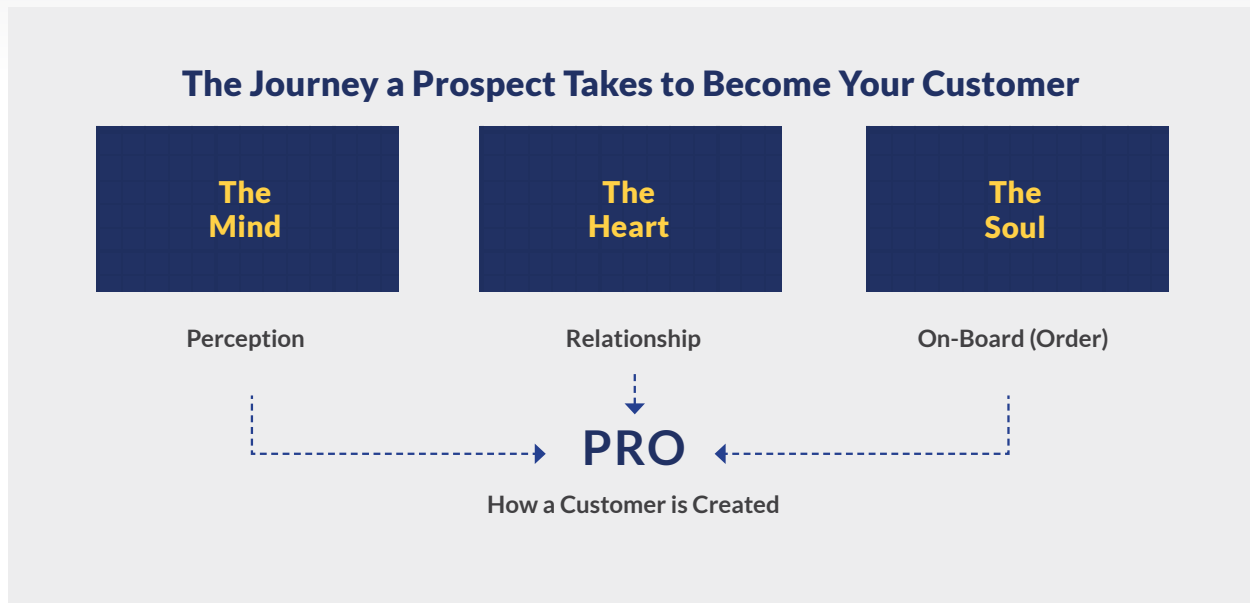
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# Session 2: **LIVE STREAM** Getting Larger Orders — Selling by Field



2

# Getting Larger Orders – Selling by Field



## The Field Visit is An Essential First Step in Making a Sale

The **summer field visit** is conducted with the primary purpose of beginning the development of the cropping plan for next season. The foundation for this visit is to get the grower focused on his yield goal for that field and how he can raise his average yield to a new level in each field.

Here are reasons why selling by field is so valuable for both you and the grower.

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### Factors That Make Every Field Visit a Success

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## Following is dialogue you can use to prepare prospects and customers for field visits.

### Scenario:

*You are visiting with a prospect or customer that you have never conducted a field visit with. You have just finished given him a StoryBook presentation so it's time to introduce him to the process of visiting fields.*

**You:** John, I mentioned during my presentation that one of the things we do with customers that they like most are the field visits.

**Grower:** Yes, I remember that.

**You:** There's no need to talk about varieties until we look at your fields first and survey their potential to give me an idea of which varieties may fit best on each field.

**Grower:** Most salespeople want to sell me something right away.

**You:** Well, that doesn't help you, does it?

**Grower:** No, it doesn't. I really don't like it.

**You:** We don't even know if we're a fit, so we won't be talking about varieties until we discover your needs and your targets.

**Grower:** I like that.

**You:** These field visits are not associated with the typical field scouting you're probably familiar with either. These field visits are totally different. So, if we decide we are a fit for your operation, we would do three primary field visits during the year where you and I meet at your fields, make sure yields are on track, and survey any adjustments we may want to make.

**Grower:** Great.

**You:** The field visits we're doing today will allow us to see your crops in action right now and to talk about each field's potential. We'll talk about where you would like to take your yields in those fields next year. One of my favorite things to do is visit growers' fields before I start their cropping plans. This is where we both learn a lot about the opportunities we have to take yields to new levels. Which fields are we going to look at today?

**Grower:** I thought we'd look at three different fields—the Johnson quarter; the Milford farm, that's another 160 acres; and the Smith 80. Here are the field maps you asked me to have for those fields.

**You:** Great. Which one will we be visiting first?

**Grower:** Let's go to the Milford farm first since it's the farthest away, then we can work our way back.

**You:** Any questions before we leave?

**Grower:** No, I'm good.

**You:** I'll follow you.

The following dialogue can be used as you're riding to the field with the grower. Remember, this is a new prospective buyer. You did a 5-Minute Drill with him to get an appointment. You came back and did a 25-minute StoryBook, and then made an appointment to look at his fields. This should take 1-2 hours. This exact script can also be used during a field visit with a current customer for the purpose of developing a cropping plan. We're now leaving to meet each other

**You:** Let's visit for a minute about these acres before we go into the field. (*You have your mask on and are leaning on the hood of the pickup taking notes.*) I see last year's crop was soybeans. Is this a fully tillable 160 acres?

**Grower:** Yes, it's 160 and next year it's going to corn.

**You:** It's kind of a personal question—you don't have to answer if you don't want to—but what's the APH on corn in this field?

**Grower:** No, I don't mind telling you—it's 200 bushels per acre.

**You:** Excellent. Where would you like to take your yields in this field in 3 years?

**Grower:** Gosh, I don't know. I'd like to be able to hit 220, I guess.

**You:** Ok, do you have a plan to get there?

**Grower:** I really don't. It depends on the weather, I guess.

**You:** How thick have you been planting corn in this field?

**Grower:** About 36,000 and ended up with about 34,500.

**You:** This looks like a great field. We'll need to look at the soil tests before we actually set the goal, but I'd like you to shoot for at least 270.

**Grower:** Wow, that sounds pretty crazy, but it'd be great.

**You:** We're going to put together a plan that will give you a yield advantage over everyone else every year, regardless of the weather. What do you think is keeping you from increasing your yields to those levels right now?

**Grower:** Again, I have to say it's the weather. I'm thinking about increasing my population even more—that's what my seed guy told me to do.

**You:** Do you know how many bushels per 1,000 plants you've gotten in this field in the past?

**Grower:** What do you mean?

**You:** We don't use plant populations or row spacing anymore to plan high yield strategies. The only thing that matters is bushels per 1,000 plants. Here's what bushels per 1,000 plants means. (*Illustrate this on paper for him.*) There were approximately 34 groups of 1,000 plants per acre in this field the last time you planted corn here, right?

**Grower:** Yeah, I guess so.

**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 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. Are you following me?

**Grower:** Yes, it's very interesting.

**You:** So, in this field, the 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. If you produced 8 bushels per 1,000 plants, we take 8 times 34 and your yield would be 272 bushels per acre. So, we don't need to increase population until we hit 270 at 8 bushels per 1,000. If we hit 8 bushels per 1,000 at 34,000 ppa that would give us 272 bushels per acre. If we do things right, we could possibly do that within two to three years.

**Grower:** Wow, no one has ever told me that before.

**You:** That's because they're still trying to increase yields the old way—the way that doesn't work. With that concept in mind, let's go look at the rest of your fields. I want you to tell me whatever comes to mind about each field.

## Field visits are one of the top 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. Use them with every grower. You will see an immediate change in the way they think and their level of cooperation with you throughout the entire season.

**It's easy to see how selling by field significantly increases average order size while helping the grower raise a better crop. It's a great benefit to both you and the customer.**

## How do you get larger orders during COVID-19?

The answer: \_\_\_\_\_

The key to making selling by field a successful strategy is to::

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# Session 3: LIVE STREAM Being There During Harvest and Prevent Looting



3

# Being There During Harvest and Prevent Looting

## The Third Most Important Customer Contact of the Entire Sales Year

### Riding Harvesters

- One of the most important aspects of \_\_\_\_\_ with customers.
- Customers are forming \_\_\_\_\_ of you, your company, and your products while harvesting your varieties.
- You must be there to reinforce the \_\_\_\_\_.
- Harvest is the \_\_\_\_\_ you have done with the grower all season long.
- The best time to \_\_\_\_\_ for next year's cropping plan.
- When done right, one of the greatest \_\_\_\_\_ you can execute.

Harvest season is one of the most emotional times in the life of a farmer, second only to planting season. So many things, both positive and negative, can happen during harvest. You want to turn every negative possible into a positive.

The other thing you need to do during harvest is protect your customers from LOOTERS. That's right—looters. Looters are salespeople who will do anything they can to steal a sale and your customer, if you let them.

### What do you know about seed looters?

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### How do you prevent looting?

- Write variety-by-field plans with your growers and write them prior to harvest. The most effective way to prevent looting is not having to battle a looter for an order during or after harvest.
- Let the grower know the day you do the cropping plan that you will be riding his harvester in the fall and why.
- Stay in communication throughout the entire season.
- Send cards to all your growers, reminding them you will be coming to ride their harvesters.

- Ride your best growers' harvesters first. They will be the first targets for looting because they are someone else's new prospect.
- Make it a top priority to ride with any growers who may be having product performance issues.
- Keep the grower focused on the goals he has for each field and how to achieve them.
- Never allow the conversation to go to price. It only compromises your value.

## How do you ride harvesters during COVID-19?

The answer: \_\_\_\_\_

The key to making riding harvesters a successful strategy is to:

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## The Harvesting Customer Script

### Establishing Contact

Get out of your vehicle, have your mask on or with you, and bring a bottle of water for him. Also bring your metal clipboard with his cropping plan inside.

Walk into the field and get an ear of corn or pull up a plant of the crop being harvested.

As the harvester is coming your way, hold it up, point to it and smile. You will have the operator curious and he will want to stop.

Wearing your mask will remind him to social distance. Give him a quick compliment and an Outside the Circle greeting. This puts you in immediate control.

**You:** Good morning, John. Nice to see you. Great weed control—probably one of the nicest fields I've been in. Would you like a bottle of water?

**John:** Sure, thanks.

**You:** What's it yielding? *(Before he has an opportunity to answer, tell him what it is by the counts you took in the field before he came to the end. He will be impressed.)* About 245?

**John:** How did you know? You did a count, didn't you?

**You:** Yep. Pretty close, huh?

**John:** Really close. About 240, some places 245.

**You:** Thanks. This field looked good all year. Sounds like you're about 40 over your APH.

**John:** Yeah, and I think it's because I waited until conditions were right this year.

**You:** It paid off, didn't it?

**John:** It sure did. I guess I finally learned my lesson. It doesn't pay to be first out.

**You:** Yes, it's not about the calendar—it's about soil conditions. What can I do to help you?

**John:** Nothing really. Everything is going well.

**You:** How's the family? Everyone okay?

**John:** Yeah, everyone is good.

**You:** I won't take a lot of your time. I just wanted to confirm your field-by-variety plan for next year. I know it's early into harvest, but do you see any changes in the plan?

**John:** No, we went over it enough this summer. I think it's all good. This field is going back to corn again. It was the only one I told you I was debating on. But I'm staying with corn.

**You:** Ok great. It looks like you're at about 7 bushels per 1,000. We're still shooting for 8 which would take you to about 270.

**John:** Gosh, I can't believe it.

**You:** It's all you buddy. What do your neighbors think?

**John:** I'm afraid to tell them. They'll think I'm bragging.

**You:** That's ok. It can be our secret.

**John:** I couldn't have done it without you.

**You:** We make a great team. Well, I'll finish this up and come back with a copy tomorrow. You will be on the home farm then, won't you?

**John:** Yes.

**You:** Ok, I'll see you tomorrow. I've got 5 more stops to make yet today.

# Session 4: LIVE STREAM Earning a Prospect



4

# Earning a Prospect

## How Many Prospects Are You Owed?

Did you know that you need to earn prospects? So many salespeople go prospecting without having earned a single prospect.

Earning a prospect means having brought enough value to current customers that they feel you have earned the right to ask them to share that value with someone else. That's why the best referrals come from your best customers. They are willing to share the value you have given them in order to help you grow your business.

However, buying seed is a very serious purchase for a farmer because it determines his entire livelihood. Therefore, we don't ask new customers or prospects for referrals—we haven't earned that right yet.

When you're prospecting a totally new grower, keep in mind that your goal with that grower is to bring him on board and deliver enough value so, at some point, you can start earning the right to ask him to help you get more new customers. That's also why prospecting requires more practice, so you get started off on the right foot the first time.

If you have a current customer base, how many prospects have you already earned? Don't you think it's time you went and got them?

## What is Prospecting?

**Prospecting is realizing that it is:**

- An imperative activity for every field seller every year.
- Your number one protection mechanism against a flat or down sales year.
- The primary way of sharpening your selling skills.
- Opening new relationships—the number one goal on every prospecting call.
- The most rewarding part of selling.

### Rules of Successful Prospecting

- Create a prospecting StoryBook
  - \_\_\_\_\_
- Perfect a prospecting story
  - \_\_\_\_\_
- Role-play the prospecting story until it's instinctive
  - \_\_\_\_\_

- Heat the territory prior to prospecting using a list
  - \_\_\_\_\_
- Block time to create consistency
  - \_\_\_\_\_
- Utilize the 5-Minute Drill to qualify prospects and set appointments
  - \_\_\_\_\_
- Present the StoryBook on the second call
  - \_\_\_\_\_
- Use the field visit to close the deal on the third contact for 1/3 of the acres
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**My reasons for not prospecting**

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Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Totals
Prospecting 6	Prospecting 6	Sales Calls	Sales Calls	Planning Role-Play Fishing	OFF	
Prospecting 6	Prospecting 6	Sales Calls	Sales Calls	Planning Role-Play Fishing	OFF	
Prospecting 6	Prospecting 6	Sales Calls	Sales Calls	Planning Role-Play Fishing	OFF	
Prospecting 6	Prospecting 6	Sales Calls	Sales Calls	Planning Role-Play Fishing	OFF	72@ ____ Units
24	24	48 Per Month	@3 Months	144 Prospects	50% = 72NC	_____ New Units

## How do you prospect during COVID-19?

The answer: \_\_\_\_\_

The key to making prospecting a successful strategy is to:

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## 5-Minute Drill

*You dropped in to conduct a 5-Minute Drill on a prospective buyer. You don't know his name.*

**You:** Good morning, my name is Rod, Rod Osthus. I'm a High Yield Specialist for the RC Thomas Company. You are? *(John Smith)* It's nice to meet you, John. I work with top producers to help them get on track to doubling production over a 3-5 year period. You have a nice place here.

**Grower:** Thanks.

**You:** Is this your home farm?

**Grower:** Yes, I grew up here and took it over from my dad about 10 years ago after he passed away.

**You:** It's beautiful, you get a lot of compliments on it, don't you!

**Grower:** Yes, I do, actually.

**You:** Oh, before I forget, I have something for your wife. As I drove in the yard, I saw she raises flowers. Here's a package of 24 different wildflowers—it covers 1,000 square feet. My wife has a patch and just loves them. They come back every year and require absolutely no maintenance. Please give them to her.

**Grower:** Thank you. She'll like them.

**You:** I have something for you, too. I understand you're one of the best corn farmers in the county. Do you happen to read the *International Weekly Journal of Science*?

**Grower:** No, I don't.

**You:** Here's an article concerning research to increase the protein content in corn. It's written by Daniel Gallie at the University of California Riverside. The corn industry has been working hard on the project with very little success. But he created a breakthrough he calls Atkins corn. You've probably heard of the Atkins diet—a high protein, low carbohydrate diet.

**Grower:** Yes, I have.

**You:** Basically, he inserted two embryos into the corn kernel and cut the size of the endosperm in half. The result was a very high protein and low carbohydrate corn. You can just imagine the excitement that food companies will have when this kind of technology comes to market.

**Grower:** Yes, I sure can. Thanks, I'll check it out.

**You:** I didn't have an appointment, but I'm going to be back in the area next Tuesday and Wednesday morning. Would it be possible to set up an appointment to meet with you so I can tell you about some of the things I do to help corn producers significantly increase their yields?

**Grower:** Yeah, I guess I could do that.

**You:** I am an early-riser—would Tuesday or Wednesday morning work best for you?

**Grower:** Let's meet Tuesday at 8:00.

**You:** Great. I'm going to give you this appointment card and put it in my schedule also. I won't be calling to remind you because I know that you're a businessman and you don't need reminding. Do you have anyone else involved in your operation?

**Grower:** Yes, my son.

**You:** What's his name?

**Grower:** Tom.

**You:** Would your son be able to join us at the appointment?

**Grower:** Yeah, I'll make sure he's around.

**You:** Please give this extra appointment card to your son so he can put it on his calendar, too.

**Grower:** Okay, thank you.

**You:** I'll make a special trip out here on Tuesday and I look forward to seeing you again. Thank you for your time this morning and have a great day. It was nice meeting you.

**Grower:** Thanks. Nice meeting you.

# Summary: LIVE STREAM Following a Blueprint

The Secret to Goal Achievement



# Follow a Blueprint

## Introduction

In the past, typical sales reps would call on farmers once or twice a year to sell them their seed needs. Then they would return after harvest (hoping their products performed well on the farm) and start the process all over again.

Those days are over.

Selling crop inputs to a farmer is a very serious sale. What he buys to raise a crop totally affects his very livelihood. In this tough marketplace, sales reps can't just *wing it* anymore.

The gap between those who are willing to train to be successful and those who aren't is getting so big that those who train on how to sell seed have the entire selling world at their feet. No one can beat them.

Selling seed today is a mental game that requires changing how you sold in the past. It requires learning how to sell without a product, price, or program advantage.

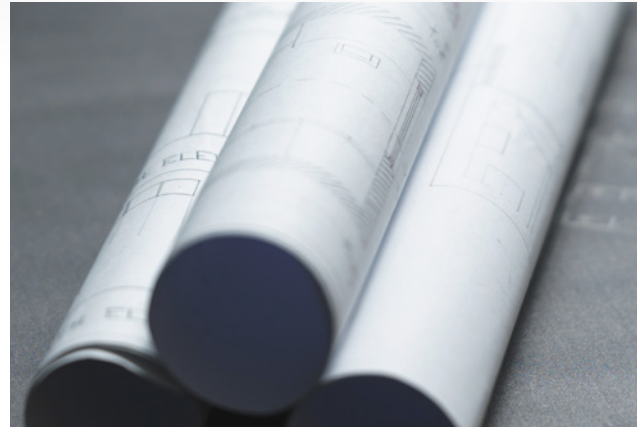
I'm going to show you exactly how to do that.

## Who's Stealing Your Sales?

**(Hint: it's not the competition)**

Every year, seed sellers say they are robbed blind by their own prospects and customers. The primary loot taken from them in these robberies is their time, and that takes away their ability to make sales goals. Growers are masters at stealing seed selling reps' calendars right out from under them, interfering with their ability to plan their days.

Farmers are notorious for putting off ordering their seed needs until very late in the season. Putting off ordering forces sellers to call on the same grower multiple times, which interferes with their ability to manage their own selling calendars.



## The selling calendar is the No.1 tool for success in sales, therefore, that loss of time is devastating to the seller's sales year.

Unless you, the sales rep, know the danger of not being in control of your calendar and are solely trained in *time-defense* tactics, your entire sales year could be stolen out from under you. That kind of robbery is the most devastating because, unlike stolen property, the time for selling can never be recovered.

Truth be known, it's not the farmer's fault at all. He's not the one committing the crime and robbing the seed seller. Sales reps don't have their calendars stolen—they *give them away* by not taking control of their own time schedules. Most don't assemble selling calendars, stick with those schedules, or teach prospects and customers to follow them.

Sales reps like to believe seed selling involves just one long season—a year-round activity. However, there are *three* seasons in the seed selling calendar year, only *one* of which is actually the *selling season*.

To be successful in this challenging ag marketplace, your seed selling calendar must be made up of three distinct and critical seasons—not just one. There's the *Selling Season*, then there is the *Confirmation Season* and, lastly, the *Planting Season*. When a seed seller understands the different things that need to happen during each of these three critical times of year, and gets growers to follow the same pattern, real progress is made.



The sales rep finally gets control of the most important thing in his or her job and life—time.

**Take a look at the calendars on the next pages and see what's going to happen to many seed sellers in the coming year, if they can't stay in control of every call and get growers to take action during each critical season.**

## What's Your Sales Calendar?

Look closely at the calendars on the right side of this page and the next.

Notice the sharp contrast, not only between the amount of selling time, but also when that selling time occurs.

Is there any wonder why sales reps struggle to grow their sales territories?

Pay very close special attention to the *typical* selling calendar on this page. This is what happens when you get robbed of your precious selling time. Because of all the delayed ordering from farmers, sales get pushed back until after harvest.

Instead of being in the *Confirmation Season* and making sure your current orders are locked in and safe from competitor deals, you're stuck in the *salvage season* with every other seed seller.

All you can do at that point is hope and pray you get enough last-minute orders to make your sales goals. This is going to happen to many poor, unsuspecting seed sellers again this year, if they continue to get their time pickpocketed by customers, while following the wrong sales calendar.

When you follow the *SeedSeller Blueprint Calendar* you will instantly notice that the calendar is broken into three distinct seasons—the *Planting Season*, the *Selling Season*, and the *Confirmation Season*.

When sales reps understand the different goals **and** customer contacts that need to happen during these three critical seasons, they will start to see real progress with the grower's decision-making process.

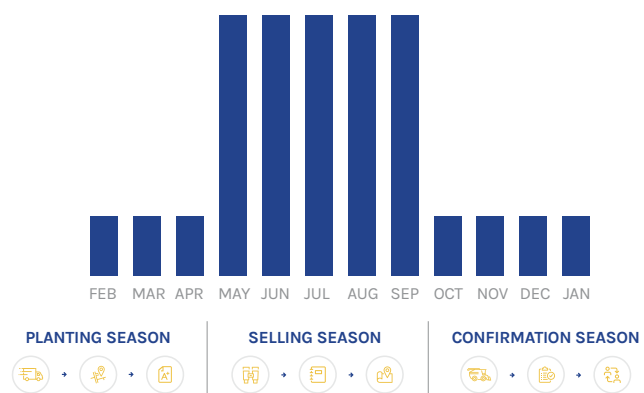
Delayed ordering will become less of a problem and real progress will take place in your sales territory.

Most importantly, when you follow the *SeedSeller Blueprint*, you have a special reason for making contact during each of the three different seasons, so your prospects and customers won't feel like you're trying to *sell them something* every time you step on the farm.

### Typical Sales Calendar



### SeedSeller Blueprint Calendar



## You Must Have a Blueprint

We know that a clear Blueprint is all you need to go from feeling stuck and frustrated with your sales progress, to creating competence and extreme levels of confidence in your sales ability.

I'm proud to present the *SeedSeller* Blueprint: A Step-by-Step Training Plan to accelerate your sales and improve your relationship with each customer. It was specifically designed to help you take your sales to the next level, making you the leader in your sales territory and in your company.

Nowhere else in the world can you find a more targeted, effective, and easy to understand method of selling seed to farmers.

Our *SeedSeller* Blueprint contains nine key customer contact points that, when fully executed, are designed to turn every farmer you sell seed to into a long-term, loyal customer.

Each of the following touch-points is grouped into its respective portion of the three-part sales season. All you must do now is follow the Blueprint!

**At the end of this Blueprint, I'll tell you more about a brand-new live event that teaches you what to say and how to execute each one of these critical steps with a grower and take your sales to levels you never thought possible.**

# The 9-Step Blueprint

To the Complete Buyer Experience

## PLANTING SEASON



(1)

Seed Delivery



(2)

Follow the Planter



(3)

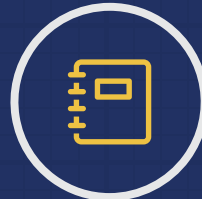
Planting Report Card

## SELLING SEASON



(4)

Prospecting



(5)

Sales Story



(6)

Develop Crop Plan

## CONFIRMING SEASON



(7)

Harvester Ride



(8)

Confirming the Order



(9)

Field Visit to Protect Sale

# LIVE STREAM

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

**-ARCHILOCHUS**

