



ROD OSTHUS TEACHES

# Harvesting Sales During Harvest

LIVE STREAM

## Table of Contents

Introduction.....	3
The 5 Steps to skipping HARVEST SEASON and staying in the SELLING SEASON.....	9
Advantages for Farmers to Crop Plan for 2021 During Harvest.....	18
Summary.....	19



### WARNING

#### Harvesting Sales During Harvest is Not Just About Writing Orders. It's About Changing How You Teach Customers to Think.

Questions you need to ask yourself before starting this session.

##### Will this activity...

Help me stay \_\_\_\_\_ of my sales goal better?

Increase my perception as being \_\_\_\_\_ ?

Improve my ability to be a more effective \_\_\_\_\_ ?

Get more customers to \_\_\_\_\_ like me?

Get more customers to buy \_\_\_\_\_ from me?

All of the above questions will be answered during this unique training session. Simply prepare yourself to change how you think so you can get your customers to change how they think.

# Introduction

## What will be your primary reason for success this selling season?

There is only one answer to that question. The answer is...

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- Are you one of those salespeople who is struggling to achieve your sales goals in this challenging marketplace?
- Are you one of those salespeople who is operating without a well-thought-out plan for how to achieve your sales goals?
- Are you one of those salespeople who traditionally stops selling during harvest?
- If your answer to any of the above questions is yes, this session is for you!

## Goal for This Session:

Changing harvest season into a sales generating season.

## Our Strategy:

Follow a 5-step plan that allows us to SKIP HARVEST SEASON and stay in the SELLING SEASON.



## It all starts with planning for harvest selling.

### A Plan

1. Clarifies our mission and directs us toward our goals

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2. Helps us prepare for contact with growers during harvest

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3. Helps develop our harvesting customer story

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4. Allows us to make more effective use of our time and resources

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5. Gets cropping plans and orders in place earlier

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### We need to respect harvest season for what it is and what it is not.

Harvest season is: \_\_\_\_\_

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Harvest season is not: \_\_\_\_\_

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## How does harvest season impact your ability to...

Contact growers: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Write orders: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Facts about harvest season. It is...

- The most \_\_\_\_\_ in a farmer's business life.
- A \_\_\_\_\_ time of the year for every farmer.
- Different in both \_\_\_\_\_ every year.
- A time that can create \_\_\_\_\_.
- Either a \_\_\_\_\_ for every grower.
- A time when sales reps \_\_\_\_\_ with each grower.
- The no.1 reason sales reps fail to achieve their sales goals.

## What can you do to achieve your sales goals in 2020?

List the 3 biggest challenges you face during harvest season.

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

List the 3 REAL challenges you face during harvest season.

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

Challenge number:

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

## All Three of Those Challenges are Outside the Circle Strategies Requiring Outside the Circle Tactics



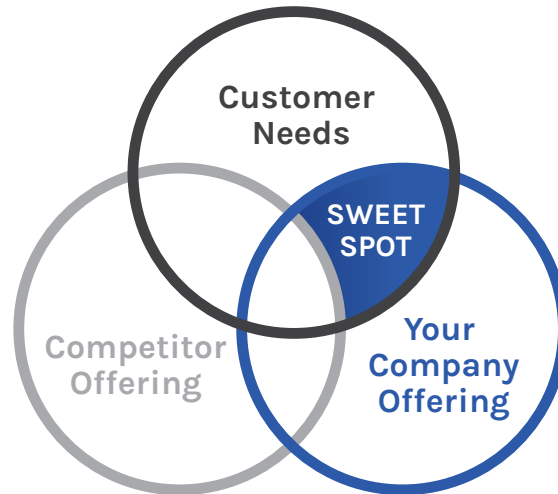
**Let's first look to see what's Inside the Circle during harvest and why those challenges are REAL**

What is the only Inside the Circle challenge we face during harvest?



## What is our “sweet spot” during harvest?

It is: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



### The Top 10 Comments or Actions Growers Have That Can Pull You Inside the Circle and Out of the Sweet Spot During Harvest?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

# The 5 Steps to skipping HARVEST SEASON and staying in the SELLING SEASON

What does skipping harvest season mean to you?

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## Step 1. Understand the Real Purpose of the Harvest Season

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Selling during harvest is the same way. It does not allow shortcuts.

When you are participating in harvest, what sales shortcuts are you taking?

1. 

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2. 

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3. 

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4. 

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5. 

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6. 

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## Step 2. Understand the Sales Rep's Job During Harvest Season

*You reap what you sow. Galatians 6:7*

Every sales rep needs to understand the need to be constantly planting the kinds of seeds (ideas) into customers' minds that you want to see grow into mature attitudes by harvest time.

My job as a sales rep during harvest is to:

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Harvest season is the time when you hope to see and hear that the ideas you've been planting in your customers' minds have become attitudes they are feeding back to you. When that happens, you are "harvesting" those ideas. They have become fruits of your labor. Your job during harvest season is not just to see how well your products perform or finalize a cropping plan. (Of course, those are important.) Instead, you need to see how far each customer's thinking has come since planting season toward how you want that customer to think. You want to measure his or her progress by seeing how many good ideas you can "harvest" during harvest.

***Your true measure of success at harvest time is determined by the level of acceptance of the ideas you planted during the season.***

As a result, you can see what happens when you focus customers' thinking on products, technologies, and price instead of working to change attitudes. They make little or no forward progress in how you want them to think, and no new attitudes are *harvested*.

What attitudes are you hoping to harvest during this harvest season that will not only demonstrate a change in thinking, but will also lead customers to writing or finalizing their cropping plans and orders?

Start by thinking about the kinds of attitudes you ultimately want your customers to have, then think backward. What kinds of seeds (ideas) do you need to sow?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_

One of the best parts of planting these ideas (seeds) in the grower's mind is that you will harvest far more than you sowed. For example, when the above attitudes become reality and are in place, what additional larger benefits do you get as a sales rep and as a company?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

### Step 3. Create a Strategy That Puts You in Communication with Growers

#### *"No one likes surprises."*

The most effective pathway to successful communication with prospects and customers is to inform them of your intentions ahead of time. That's why getting an appointment before a sales call always makes the sales call more productive. Both parties know what to expect and have agreed to meet based on those expectations.

No one likes surprises. It's much more difficult to have a productive visit with someone, or even get an appointment with them, if they don't know who you are and why you are contacting them. **That's why an important step in successfully skipping harvest season and staying in the selling season is letting growers know ahead of time that you will be visiting them during harvest and why.**

The goal is to "heat them up" before you contact them. That is, to raise perceptions of the value you intend to bring when you visit. Once they PERCEIVE there is value, they will want to hear more of what you have to say and actually look forward to the visit.

The following are examples of the kinds of Heaters you can use to connect with growers and begin the communication process. Generally, these are done in groups of three.

Heater #1 Theme: \_\_\_\_\_

Heater #2 Theme: \_\_\_\_\_

Heater #3 Theme: \_\_\_\_\_

## Why Are Heaters Important?

1. What do you know about the prospect you will be calling on?
2. What does the prospect know about you?
3. What do you know about the true needs of each prospect?
4. What does the prospect know about you and your company's capabilities?
5. What does the prospect know about your expectations when working with you?
6. What do you know about the willingness of a prospect to meet your expectations?
7. What are the chances of having a successful outcome without the prospect knowing something about you before you make contact?

The answer to questions 1-6 is most likely NOTHING. The answer to question number 7 is most likely NOT VERY GOOD.

Heaters raise perceptions of who you are and the value you bring, while sparking interest in your message. They greatly increase the likelihood of the contact with a prospect or customer during harvest taking place and the conversation being a whole lot easier to engage in because everyone knows what to expect.

## HEATER EXAMPLE 1

**ROD OSTHUS**

300 Bushel Corn  
YIELD SPECIALIST

**I can help get you where  
you want to go.**

- 100,000+ Hours Crop Production Experience
- Bachelor of Science in Agronomy/  
Plant Science from SDSU
- Registered Seed Technologist

**I will be stopping by to see where  
you want to take your yields!**

**Mobile** 320.296.3218

**Email** rod@rcthomas.com



P.O. Box 206  
Olivia, MN 56277



## HEATER EXAMPLE 2



P.O. Box 206  
Olivia, MN 56277



**Rod Osthus**  
300 Bushel Corn  
YIELD SPECIALIST

**I can help get you where you want to go.**

- 100,000+ Hours Crop Production Experience
- Bachelor of Science in Agronomy/Plant Science from SDSU
- Registered Seed Technologist

**I will be stopping by to see where you want to take your yields!**

Mobile 320.296.3218  
Email rod@ctthomas.com

**What do you know about RAISING YIELDS?**



Still trying to manage plant populations and row spacings....STOP!

**THOSE THINGS DON'T WORK.**

## DO YOU HAVE A PRODUCTION PLAN?

A detailed production plan gives you more control over input costs and market prices.

Stop looking at plot data, side by sides or varieties to raise yields. Those strategies are outdated.

## YIELDS DRIVE PROFITS


### Let's Talk


Let's answer the 3 most important questions to your farming business.

1. **Where do you want to take your yields next year?**
2. **What's your plan to get there?**
3. **What's keeping you from getting there?**

**I will be stopping by during harvest to visit about taking yields to new levels.**

Rod Osthus, Yield Specialist





## Step 4. Create a Story That Allows You to Measure Attitude Progress

If you want to know what you're not teaching, look at your students.

### Ways to Measure a Customer's Progress Toward Thinking Like You.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_

### Ways to Refocus Customer Thinking During Harvest

Get their attention by removing the uncontrollables:

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

Ask a question they can't answer, utilizing the teaching point:

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

Show the benefits to them of learning and utilizing the above teaching points that will lead them to their future goal:

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

## Step 5. Write Cropping Plans Instead of Orders

*“The thinking that has brought me to where I am, has caused some problems that thinking at this level can no longer solve.” Albert Einstein*

The above quote is very appropriate for Step 5.

The ag industry just can't seem to change from a meaningless selling process that offers absolutely no benefit to companies or their customers, to a meaningful method that brings true value to farming operations. Writing orders has long been an obsolete strategy for selling inputs to farmers, especially seed. Unfortunately, it is still the dominant way companies sell because it requires less time, less information, and less training of the sales staff.



Farming is one of the only professions in the world where a person starts a brand-new business every year. Each year brings new opportunities, challenges, crop rotations and, most importantly, a new business plan. Crop planning, especially when done early, gives producers and their suppliers the information needed to produce a top crop from planting to harvest.

The cropping plan is the business plan—essentially the roadmap—for reaching production goals. An order does none of those things. A cropping plan is not just thrown together after harvest once the crop is harvested like an order is. The best cropping plans are put together nine months before they're needed. Cropping plans lay out step-by-step instructions for each field in the farming operation and include the variety that will be placed on each field along with population and fertility recommendations. A completed cropping plan will also list a timeline for the application of all crop protection products. Many growers put off planning for next year until the results of the current crop year are completed. No two back-to-back years have identical growing seasons so, to succeed in farming today, you can't be looking in your rearview mirror. Each year brings new opportunities,



# Advantages for Farmers to Crop Plan for 2021 During Harvest

The No.1 Factor Outside of Production That Maximizes Profit is Crop Planning.

No factor affects on-farm profitability more than creating cropping plans instead of orders. Few farmers truly understand the level of impact planning can have on yields, quality, and profitability. Writing an order offers few, if any, benefits to farmers.

## Cropping plans:

- allow all other production decisions that impact profitability to be made
- allow for earlier identification of production goals
- are essential when employing a production “system”
- allow rotational decisions to be made far in advance
- provide a cohesive vision between the farmer and the seed supplier of the pathway to goal achievement
- allow for earlier financial planning and identification of cashflow needs
- allow more time to correct field problems prior to the next planting season
- remove the emotion from the process, creating a better plan that, when followed, produces the desired results
- avoid knee-jerk reactions to markets, input costs, or weather
- allow for better decision making during a time of less pressure to make those decisions
- allow more time to match the right varieties to the right fields
- lower stress and increase confidence, creating a more positive outlook on the future
- give growers more control over their production system
- create continuity in the cropping system by sequencing where varieties will be planted and when
- make farmers who plan prior to harvest leaders, not followers
- keep farmers who plan before harvest ahead of everyone else
- are the common factor that almost all top producers have in common
- are the latest and most effective method of ensuring profitable growth

## Summary

### What is your goal for Harvesting Sales During Harvest?

What percent of your current customers have their cropping plans started and their orders written for next year? \_\_\_\_\_

What percent of your current customers will have their cropping plans and their orders written by the time harvest is over? \_\_\_\_\_

How much could you sell during a 6-week harvest period if you skipped harvest and, instead, Harvested Sales During Harvest? \_\_\_\_\_

How much could you sell during a 6-week harvest period if your customers and prospects knew your plans to Harvest Sales During Harvest? \_\_\_\_\_

How much would you increase your chances of achieving or exceeding your sales goal if you Harvested Sales During Harvest instead of participating in harvest? \_\_\_\_\_

### Final Question

In your own words, indicate how harvest season, when managed right, could make your ability to achieve your sales goals easier.

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### Script

# LIVE STREAM

**“Show up in every moment like you’re meant to be there, because your energy precedes anything you could possibly say.”**

**-MARIE FORLEO**

