

QUIZ

# What's Your *SeedSeller* Academy IQ?

Take the Test and Find Out

[seedselleracademy.com](https://seedselleracademy.com)





## A Specialized Learning Platform

As a sales rep, have you ever felt overwhelmed by all the information that comes your way telling you how to get sales increases?

Most of those generic sales techniques don't help those who sell seed to farmers. That's because selling seed is different from all other kinds of selling.

Seed is a living organism impacted by more than 1000 variables every year. In addition, when you sell seed to farmers, you're selling them their entire livelihood.

That's a pretty serious sale, and that's what makes the SeedSeller Academy so unique. Selling seed to farmers requires a special set of skills taught only at the SeedSeller Academy.

### Not the Typical Library

The SeedSeller Academy is not the typical library full of historical information and run by a quiet, sophisticated librarian. Instead, the SeedSeller Academy is a repository of new, progressive ideas, run by a highly successful, veteran seed seller, Rod Osthus.

Rod spent his entire five-decade career figuring how to bring values to farmers no one else does. The Academy's innovative ideas challenge even the most experienced seed sellers. It demonstrates how to solve current problems reps face with farmers while preparing them for future challenges in a fast-changing industry.

No one said selling seed was easy, but with the help of the Academy, it can become a lot easier and more profitable for those who execute its strategies.

### It Will Test You

When you enroll in the Academy, don't expect to agree with everything you see and hear immediately.

The Academy is a place that fosters change which means every enrollee will be challenged to change. But once you decide to put the Blueprint principles into practice, you will say to yourself, "Why didn't I find out about this reservoir of seed selling knowledge before?"



### **Do You Want to:**

- Make selling easier?
- Solve recurring challenges and problems?
- Master your ability to stay Outside the Circle and in control?
- Be an expert at answering questions and handling objections?
- Achieve every goal you set?

### **The Academy Will Monitor Your Progress**

It's easy to measure the progress you've made as a member of the Academy by analyzing how much your thinking has changed since joining.

The #1 motivator of people is progress, and the #1 way to measure that progress is by finding out how much you have changed your actions by first changing your thinking. Following is an Academy quiz designed to test your skills so you can gauge your level of progress as a seed seller.

Feel free to give this quiz to members of your Team so they can test their knowledge too. The Academy will benefit you if you sell to farmers – it doesn't matter whether you offer seed, crop protection, fertilizer, or other crop inputs.



## What's Your SeedSeller Academy IQ

Most of you know how I operate. I like to throw curve balls that look like they're going to be a strike, but often, at the last minute, the ball takes a sharp turn and goes to the outside of the plate. Many batters (sales reps) swing and miss. That's because they haven't studied and practiced enough.

**Go to page 22 to find the answers to the quiz.**

### How To Use This Quiz as a Tool for Learning!

The following questions cover a wide range of topics, all taken directly from the SeedSeller Academy. Many questions are positioned that way to force you to think beyond memorization and more into the application of the principles.

The multiple-choice questions are pretty straightforward. Some will have multiple answers. The fill in the blank questions will require some thinking. As challenging as they are, you will find once you source the answers, there may be several ways to answer particular questions. The true and false are self-explanatory. But if they are false, you are asked to indicate why they are false.

To get the most out of this exercise, take the test yourself first, then go through it with your team members. Create discussions around each section and question to get agreement. This can be a great learning tool for your entire Team while testing the progress you have made as an Academy member.

If you would like to email Jocelyn ([jocelyn@rcthomas.com](mailto:jocelyn@rcthomas.com)) or me your test score, we would love to hear how you did.

To make it simple, every question is worth one point. That means this quiz has a total of 71 points possible.

Have fun,

Rod  
[rod@rcthomas.com](mailto:rod@rcthomas.com)



## Section 1—SeedSeller Academy Principles

On the multiple-choice questions, circle the BEST answer(s)

**1. The SeedSeller Academy has two primary purposes:**

- a. Teaching selling and closing skills
- b. Increasing the ability to prospect and keep current customers long-term
- c. Increasing confidence and the ability to achieve sales goals
- d. Making selling easier and helping farmers raise a better crop

**2. The SeedSeller Academy is based on the #1 thing sales reps need to do to be successful which is**

\_\_\_\_\_.

**3. The #1 skill the SeedSeller Academy teaches is selling skills.**

True or False

**4. The Academy ranks the following from 1-5, 1 the most important factor in getting a sale and 5 the least important. Rank them from most important to least important.**

- a. \_\_\_\_ Product
- b. \_\_\_\_ Service
- c. \_\_\_\_ Price
- d. \_\_\_\_ The Salesperson
- e. \_\_\_\_ Quality

**5. The first way a rep creates an immediate, positive perception when arriving on a new prospect's farm the first time is**\_\_\_\_\_.



**6. The best way to get the most out of the Academy and the SeedSeller Blueprint is to study the entire Blueprint as a whole System.**

True or False

**7. The biggest factor(s) impacting every buyer's experience is:**

- a. A sales rep who challenges customers to think differently
- b. Turning down buyers who won't follow the seller's lead
- c. Having everyone on the Team working together, telling the same story
- d. All of the above

**8. The biggest obstacle to making the Academy and the Blueprint work is:**

- a. Lack of study time
- b. An obdurate attitude
- c. Not enough practice
- d. Not reviewing previous lessons

**9. Winter field visits are one of the greatest weapons in the Blueprint arsenal because every previous Blueprint step prepares the customer and the rep for the visit.**

True or False

**10. The most effective way(s) to get customers to follow you and the Blueprint steps:**

- a. Tell customers about rewards they'll get when they agree to follow the Blueprint
- b. Get leading growers to adopt the Blueprint strategies for other farmers to follow
- c. Be selective about which growers you choose to introduce to the Blueprint strategy
- d. Make early crop planning and minimum order size requirements for participation



## Section 2—Product Performance

On the multiple-choice questions, circle the BEST answer(s)

1. **How do you know prospects never buy from you the first time because of your products?**
    - a. They know nothing about your products
    - b. Even when you win on their farm, they often won't buy again
    - c. You don't know that for sure
    - d. Product is the reason all prospects buy the first time
  
  2. **The two factors that make up the 1000 variables impacting product performance every year are \_\_\_\_\_.**
  
  3. **The #1 way to protect your products from the impact of the 1000 variables is to sell portfolios.**

True or False
  
  4. **What is one of the easiest ways to introduce a farmer to the idea of planting portfolios?**
    - a. Show him the variability between all varieties across his farm
    - b. Show him the 3 varieties that topped your trials
    - c. Tell him about your 3 best sellers
    - d. Put in a plot and have him pick the top 3 yielders
  
  5. **The best thing about the 1000 variable concept is that it teaches sales reps that \_\_\_\_\_.**
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**6. The number one step to solving a product performance complaint from a customer is identifying the problem.**

True or False

**7. The number one job of every customer is to:**

- a. Create a cropping plan prior to harvest
- b. Follow the sales rep's lead
- c. Protect product performance at all cost
- d. Be with the sales rep on every field visit

**8. The two seasons of the year that have the most influence on varietal performance are**

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**9. Farmers can only use Yield Monitors to measure on-farm performance when they compare the yield of the portfolio of varieties they planted to their APH.**

True or False

**10. The #1 way to ensure your varieties perform to expectations on every farm is:**

- a. Be at the planter when your varieties are being planted
- b. Assign each variety to a field
- c. Deliver your seed early
- d. Turn down small orders





## Section 3—Planting the Crop

On the multiple-choice questions, circle the BEST answer(s)

1. List the Top 5 Factors to producing a top crop, in order.

- a. \_\_\_\_\_
- b. \_\_\_\_\_
- c. \_\_\_\_\_
- d. \_\_\_\_\_
- e. \_\_\_\_\_

2. The primary purpose of the Top 5 Factors to produce a top crop is:

- a. To get every plant to emerge within 12 hours of each other
- b. To show the grower what his job is when producing a crop
- c. To help farmers organize the production process
- d. To get farmers thinking about choosing their own Top 5 Factors

3. The #1 goal when a customer plants your varieties is to \_\_\_\_\_

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4. One of the most essential words farmers need to learn to say over and over in their minds when planting their crop is accuracy.

True or False



**5. One of the best ways to keep customers from rushing to get the crop planted is to:**

- a. Get them to visualize their planting season being 3-4 weeks long, not just a few days.
- b. Have customers do the exercise showing them how many days are available for planting a crop
- c. Teach every customer how to grade soil conditions, 1-10, eliminating the #7.
- d. All of the above

**6. Most farmers don't think about the fact that planting season is their best opportunity to**

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**7. The fact that 100% of a variety's yield is determined at planting means a producer can only take away yield potential once the seed is planted.**

True or False

**8. One of the most powerful but least recognized results of the planter visit is:**

- a. Getting growers thinking about what you did at their planters for the rest of the growing season
- b. Getting growers out of the Ag Cycle
- c. Getting growers to raise a better crop
- d. Making sure your products perform well on customers' farms

**9. The primary reason farmers plant early, even in less-than-ideal conditions, is \_\_\_\_\_**

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**10. Plant populations are not factors in achieving top yields until the farmer sets a yield goal for that field.**

True or False



## Section 4—Utilizing the Blueprint Seasons

On the multiple-choice questions, circle the BEST answer(s)

1. **The winter field visit is such a key time for reps because customers are able to:**
  - a. Be guaranteed to get what they ordered
  - b. Tell us when he wants his seed delivered or picked up
  - c. Have a reason to tell competitors to go away because they have their plans in place
  - d. See the rep getting involved in their success at a higher level
  
2. **The winter field visit is such a key time for sellers because they can do something for customers** \_\_\_\_\_.
  
3. **The seed delivery season is the end of the selling season.**  
True or False
  
4. **The seed delivery season is such a key time for sellers because:**
  - a. They can tell customers they will be setting their crop planning date at the planter
  - b. It's a chance to review the Top 5 Factors with customers and get agreement to follow them
  - c. It's an opportunity to ask farmers for permission to hunt in the fall
  - d. It means the selling season is over
  
5. **It's really easy to see why some sales reps are successful, and others aren't. All you need to do is see how closely they are**\_\_\_\_\_.
  
6. **The only reason sales reps aren't successful with customers when using the SeedSeller Blueprint is because they skip steps.**  
True or False



**7. The #1 benefit for properly conducting planter visits is:**

- a. Having the best early cropping plan program ever developed—customers expecting to do their plans prior to harvest
- b. Getting everyone in my company to see I am doing different things
- c. Doing more hunting, fishing, and golfing
- d. Finding out which customers want me at their planters

**8. It doesn't matter how much you know if you don't \_\_\_\_\_.**

**9. When visiting planters, we visit our best customers first, new customers last.**

True or False

**10. The results of a properly conducted planter visit are:**

- a. Permanently changed customers
- b. Increased sales next year from every customer whose planter you visited
- c. No trouble call during the growing season
- d. All of the above



## Section 5—Changing to Improve to Increase Sales

On the multiple-choice questions, circle the BEST answer(s)

**1. The #1 way to get the most out of the SeedSeller Blueprint is to:**

- a. Pre-schedule every step in the Blueprint in your calendar and execute it
- b. Train on the concepts and understand them
- c. Practice and role-play each step
- d. Consult with customers to see what part's they like in the Blueprint

**2. The Academy members who don't improve are the ones who** \_\_\_\_\_

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**3. You can increase your chances of winning to 95% on every farm by being at the planter and making sure your seed gets planted properly.**

True or False

**4. Which one of the following is NOT part of your Brand?**

- a. Your company's name and logo
- b. The feeling people get when they see you, think about you, or talk about you
- c. Getting customers to think differently about you than they do competitors
- d. The sales rep

**5. We must visit the planters of every customer** \_\_\_\_\_.

**6. Entering test plots seldom increase sales because it puts all of the responsibility for success on the product.**

True or False



## WHAT'S YOUR SEEDSELLER ACADEMY IQ?

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**7. The reason(s) for teaching farmers about managing bushels per 1000 instead of plant population is:**

- a. To get them to look at the condition of plant stands instead of plant stands themselves
- b. So, he knows there is no difference between bushels per 1000 and plant stands
- c. To give farmers a simple, measurable, and controllable way to get immediate yield increases
- d. To change how farmers think about raising a crop.

**8. One of the fastest ways for your brand to help you increase sales is to \_\_\_\_\_**

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**9. To get customers to agree to start next year's cropping plans prior to harvest, you should ask them to help you out by planning early because you are so busy with your family.**

True or False

**10. The #1 problem with customers who don't do their cropping plans prior to harvest is:**

- a. They operate throughout the season on emotion rather than logic that comes from pre-planning
- b. They're usually on vacation when I want to talk to them about planning early
- c. They're seldom on the same schedule as I am
- d. I can't reserve the varieties he wants early enough to ensure he will get them



## Section 6—Growing Sales?

On the multiple-choice questions, circle the BEST answer(s)

**1. The reason(s) Academy members struggle to fix problems is because they:**

- a. Don't understand Blueprint concepts and are afraid to put them into practice
- b. Try to "bolt" Academy strategies onto existing strategies because they're afraid of change
- c. Don't have the same problems every year
- d. They're afraid to ask for help when they don't understand a Blueprint strategy

**2. One of the fastest ways to grow a business is to use the best sources available to you to get sales increases. At the Academy, we call that strategy \_\_\_\_\_, also known as \_\_\_\_\_.**

**3. The first step to making the above tactic work as part of your prospecting strategy is to talk to your management Team about having them help you execute the strategy.**

True or False

**4. You can't depend on current customers for increases when setting increase goals because:**

- a. Every current customer may not keep buying or keep buying the same amounts for some reason
- b. Not every current customer may keep farming
- c. Some customers are already buying 100% of their needs from you
- d. All of the above

**5. The people who need to be Imported are the ones who \_\_\_\_\_, which includes everyone in your company, customers, prospects, and influencers.**



**6. Prospecting is a dreaded strategy because reps don't have a good prospecting plan, like importing or an effective prospecting story.**

True or False

**7. A prospect is a farmer who:**

- a. Has never used your products
- b. Hasn't used your products in the past two years
- c. Is buying less than 51% of his needs from you
- d. All of the above

**8. Setting minimum order sizes for new buyers is primarily a strategy to \_\_\_\_\_.**

**9. One of the best tactics to get a special grower to attend an event you really want him to attend is to offer to exchange your time for his by helping him on his farm.**

True or False

**10. The primary reasons for Importing customers are to:**

- a. Raise perceptions of your company and the value you bring growers faster
- b. Prepare the producer to buy at a higher level the first time
- c. Increase prospecting efficiency and effectiveness
- d. Show producers what they need to do to become customers





## Section 7—Successful Academy Members Know How to Execute

On the multiple-choice questions, circle the BEST answer(s)

1. 4 Key things all Great Sales Reps understand are:

- a. \_\_\_\_\_
- b. \_\_\_\_\_
- c. \_\_\_\_\_
- d. \_\_\_\_\_

2. \_\_\_\_\_ is what highly successful people rely on to remain consistent.

3. The best way to reduce worry is to tell others about your problems.

True or False

4. Great sellers are experts at staying Outside the Circle. That means:

- a. \_\_\_\_\_
- b. \_\_\_\_\_
- c. \_\_\_\_\_
- d. \_\_\_\_\_
- e. \_\_\_\_\_

5. You call on a new prospect for the first time. As you start to tell your story, he interrupts you and says, "Before we go any further, I want to know if this is going to be worth my time. What's your seed going to cost me?" Write your response.

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WHAT'S YOUR SEEDSELLER ACADEMY IQ?



6. You're talking with a good customer who tells you he can buy the exact same products, the exact same brands you offer, from your competitor and save \$30,000. Write your response.

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7. You call on a new prospective buyer who you don't know. You get out of your pickup, and the first thing the farmer says is, "What do you want?" Write your response.

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8. You make a planter visit and find the farmer planting your seed, but you think he's driving too fast. What do you tell him? Write your response.

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9. The current customer says, "Did you guys go up in price this year?" Write your response.

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10. One of your customers says he achieved the goal you set with him of 8 bushels per 1000 plants and had a record crop. Write your response.

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11. Planter visits are the #2 customer contact of the year, but the #1 way to:

- a. Reduce trouble calls and product performance complaints
- b. Get a customer to buy more next year
- c. Get customers to start cropping planning prior to harvest
- d. Get growers out of the Ag Cycle and on your schedule
- e. Increase the accuracy of all forecasting
- f. Ensure product success on 95% of the farms
- g. Protect your product from the more than 1000 variables.

12. The number one thing all salespeople must do to get and keep customers is to \_\_\_\_\_

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13. If a farmer doesn't follow the #1 Factor to Produce a Top Crop, which is \_\_\_\_\_

\_\_\_\_\_, then the #2 Factor, \_\_\_\_\_

won't be done right either.

14. The #1 factor to getting the highest yields from a seed variety, \_\_\_\_\_

\_\_\_\_\_, is the most mismanaged factor when producing a

crop, and it's not genetics.



**15. Rank in order of importance, 1-5, 1 MOST IMPORTANT to selling a first-time buyer.**

\_\_\_\_\_ My personal appearance

\_\_\_\_\_ Data on my product's performance in the prospect's area

\_\_\_\_\_ A fair price

\_\_\_\_\_ My sales story

\_\_\_\_\_ How clean my vehicle is

**16. A farmer says, "What population do you recommend I plant my crop?"** Decide the crop and write your response.

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**17. A farmer says, "Do you have some plot data you can show me?"** Write your response.

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**18. A farmer says, "What was your highest yielding variety this year?"** Write your response.

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**19. A farmer tells you, "Nitrogen prices and chemical prices are ridiculous this year. I'm going to have to cut back. It just doesn't pencil out."** Write your response.

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20. A farmer says, "With all of the disease last year, I was going to apply more fungicide next year, but with the prices the way they are, I can't afford to do it." Write your response.

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21. A farmer says, "I'm not going to order anything until I see what the prices are going to do. I may wait until just before planting." Write your response.

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## Final Steps

1. When you've completed the quiz, go to page 22 to find the answers.
2. To get the most out of this exercise, take the test yourself first, then go through it with your team members. Create discussions around each section and question to get agreement.
3. This can be a great learning tool for your entire Team while testing the progress you and they have made as Academy members.
4. Use this quiz as a guide to create your own quizzes that you can have fun with when meeting with your Team.
5. Use the quiz as a training tool.
6. Go back into the Academy and look up the answers to any questions you got wrong or want more information on.



## Answers to the SeedSeller Academy Quiz

### Section 1—SeedSeller Academy Principles

1. d
2. making themselves the value
3. False—It's social skills
4. a. 4 b. 2 c. 5 d. 1 e. 3
5. having a sparkling clean vehicle
6. False—study and perfect one element in a season at a time
7. d
8. b
9. True
10. b, c, d

### Section 2—Product Performance

1. a, b
2. management and environment
3. False—Get customers to help you
4. a
5. it's never the product's fault
6. False—Immediate response
7. c
8. summer and fall
9. True
10. a



### Section 3—Planting the Crop

1. Top 5 Factors in Order
  - a. Soil conditions at planting,
  - b. Seed placement
  - c. Seed quality
  - d. Right variety right field
  - e. Post planting management
2. b
3. have every plant in every field emerge with 12 hours of each other
4. True
5. d
6. counter rising input costs and variables market prices
7. True
8. a
9. they don't believe in their reps enough to follow their advice
10. False—Until the grower achieves 8 bu/1000 for corn, .6 for soybeans, 65# for cotton and .18 for canola

### Section 4—Utilizing the Blueprint Seasons

1. c, d
2. no one else is doing
3. False—The beginning of the new one
4. a, b
5. following the SeedSeller Blueprint
6. True
7. a
8. execute what you know
9. False—Visit new customers first. The opposite of riding harvesters
10. d



### Section 5—Changing to Improve to Increase Sales

1. a
2. refuse to schedule each step and execute according to their calendar
3. True
4. a
5. we plan to sell prior to harvest
6. True
7. a, c, d
8. get customers telling others about their experience
9. True
10. a

### Section 6—Growing Sales

1. a, b, d
2. milking the cow, importing customers
3. True
4. d
5. need their reality changed
6. True
7. d
8. manage your time
9. True
10. a, b, c, d

### Section 7—Successful Academy Members Know How to Execute

1. Many different answers are acceptable
  - a. Past success does not predict future success
  - b. Time is spelled M-O-N-E-Y





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- c. You must take the worry out of your job
  - d. Action equals healing
2. Focus
3. False—Diagram the problem to better understand it
4. Many different answers are acceptable
  - a. Being in control
  - b. Making yourself the leader
  - c. Staying out of fights
  - d. Eliminating Inside the Circle discussions
  - e. Focusing on what customers really want and need
5. "1/3 of your acres" is the answer. That will take the conversation in an entirely new direction because it immediately separates you from all other sellers. He is expecting a price comment and you hit him with something he wasn't expecting.
6. Review the kinds of things you have done with him and for him in the past that have added real value to his operation. Then say, "John, what am I worth to you?" He won't have an answer. If he says, "Not \$30,000, leave."
7. Respond with a big smile, "I'm looking for the best farmer in the country, is that you?"
8. There are several options. First say, "How would you like to buy a brand new tractor and planter every single year?" He will say, "That would be nice." You respond, "Well you can if you just slow down and protect the yield you are putting in the ground." You are driving way too fast. OR "If this was my field I would slow down, at that speed we're losing at least 30 bushels per acre." Or, "If this was my field I would slow down. Every customer I visited so far at their planters said, they're driving slower because it pays huge dividends."
9. Respond. "We went up a little. Your goal is lower the cost per bushel on every bushel you produce by raising the best crop possible don't you. Where do you plan to take your yields next year?"
10. Respond, "That's really great. Now you need to do that two more years in a row. When you do that we will talk about going to the next level."
11. Planter visits are the #1 way to
  - a. Reduce trouble calls and product performance complaints
  - b. Get a customer to buy more next year
  - c. Get customers to start crop planning prior to harvest



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- d. Get growers out of the Ag Cycle and on your schedule
  - e. Increase the accuracy of all forecasting
  - f. Ensure product success on 95% of the farms
  - g. Protect your product from the more than 1000 variables
12. Make themselves the value
  13. Soil conditions at planting, Seed Placement
  14. Protecting the variety at all cost
  15. Rank in order of importance
    - 2 My personal appearance
    - 4 Data on my product's performance in the prospects area
    - 5 A fair price
    - 3 My sales story
    - 1 How clean my vehicle is
  16. How many bushels per 1000 plants are you getting now?
  17. We have lots of data but it's not from plots. We haven't done plots for 15 years. We ride customers' combines. They tell us they want to know varieties do on their own farms. How long have you been farming?
  18. Every one of our varieties took first, second or third in our market area this year. How long have you been farming?
  19. You're not going to cut back. We're going to put together a high yield cropping plan that will show you how you are going to use higher yields to overcome input costs.
  20. You can't afford not to. All of my customers are going to put 2 applications of fungicide into their program this year.
  21. You respond, "If you walk into your bank today and tell your banker you want to produce the best crop possible next year but you need to borrow money, what would the banker ask you? He would ask what your plan is to raise that top crop. Do you want to raise the highest yields possible next year?" He responds, "Yes." You say, "Then you will need a high yield plan that lowers the cost of every bushel you produce won't you." "Yes, I guess I do." You say, "Then let's stop waiting around and create one. We can always change it."



**Address**

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

**E-mail**

seedseller@rcthomas.com