

# SEED SELLER BLUEPRINT

LIVE STREAM



(9)

Field Visit to Protect Sale

THE 9-STEP BLUEPRINT



# Goals for This Livestream

## Goal 1

Prepare to \_\_\_\_\_ sales year by conducting winter field visits.

### Locking Down the Current Sales Year Means 2 Things:

- Making sure every unit of seed I've sold gets planted in the spring
- Making sure every customer who plants my seed wants me to win on his farm

That makes the Winter Field Visit to Protect the Sale a \_\_\_\_\_ yet \_\_\_\_\_ strategy.

## Goal 2

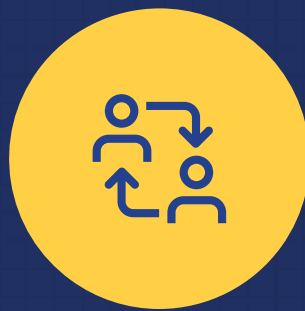
Prepare to \_\_\_\_\_ the new sales season by preplanning the entire calendar year.

### Preparing My Entire Plan for the New Sales Year Means:

- Basing my new sales goal on potentials, not on hopes, expectations or previous sales
- Calendarizing the SeedSeller Blueprint and following each step throughout the entire year
- Studying each step of the Blueprint and learning the scripts
- Practicing and role-playing with a partner to perfect my approach and story
- Getting my customers to change how they think so they will change what they do
- Developing ways to excite my customers about making changes they're not used to making

**Everything I do from this day forward determines my success in the new sales year.**





(9)

Field Visit to Protect Sale

## APPROVAL SEASON

# (9) Winter Field Visit to Protect the Sale



## Introduction

The final step in the SeedSeller Blueprint is the winter field visit to protect the sale. Your goal for this visit is to protect the sale during the "hell time" of the year. That's the time of the year when competitors offer crazy deals to farmers you've already sold. These companies will do almost anything to steal sales to try to salvage their sales year. You can depend on "hell time" to take place about the same time every year. That's why it's so crucial to execute this last step in the SeedSeller Blueprint.

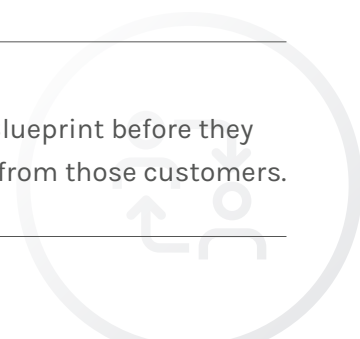
- The winter field visit is essential to protecting your entire sales year
- It takes place two to three months before planting season after your last APPROVAL contact with customers
- The winter field visit is the final step in the SeedSeller Blueprint

Check the boxes indicating the Blueprint steps you executed so far the past year.

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Seed Delivery      | <input type="checkbox"/> Prospecting   | <input type="checkbox"/> Harvest Rides       |
| <input type="checkbox"/> Planter Visits     | <input type="checkbox"/> Sales Story   | <input type="checkbox"/> Approval Visits     |
| <input type="checkbox"/> Report Card Visits | <input type="checkbox"/> Crop Planning | <input type="checkbox"/> Winter Field Visits |

## What Do the Above Boxes Tell You?

- The fewer boxes checked, the \_\_\_\_\_ to prepare before conducting winter field visits.
- It's important to \_\_\_\_\_.
- Every step in the Blueprint \_\_\_\_\_ to getting customers to understand what comes next and why.
- When you don't adequately prepare customers for the next step in the Blueprint before they experience it, \_\_\_\_\_ from those customers.
- You need to prepare \_\_\_\_\_ before executing each step in the SeedSeller Blueprint.



## A Successful Winter Field Visit Starts with Preparation

Most customers have never experienced visiting their fields during the winter months, so you need to show them the value before executing the strategy.

### How Prepared Are You and Your Customers to Visit Fields This Winter?

Do you write cropping plans with customers instead of orders?  Yes  No

If you're simply writing orders with customers and not creating cropping plans, those customers will have a harder time visualizing how field visits fit into the relationship. In addition, without a cropping plan, there is no place to record variety by field placements, bushel per 1000 plant goals, and so on. If you've been writing orders with customers, this can be a great time and place to introduce the cropping plan concept to customers.

How many days since you last approved your customers' cropping plans or orders?

\_\_\_\_\_ days

The more time between final approval and the winter field visit, the greater resistance you may encounter in getting customers to see the value in going to the field in the winter.

Have you approved a variety by field plan for every customer?  Yes  No

If you answered "no" that lack of a variety by field plan will leave little to talk about on a winter field visit. It does, however, give you the opportunity to tell customers why you need to take them to the field and show them the concept. DO NOT skip this step even if you don't have a cropping plan with a customer.

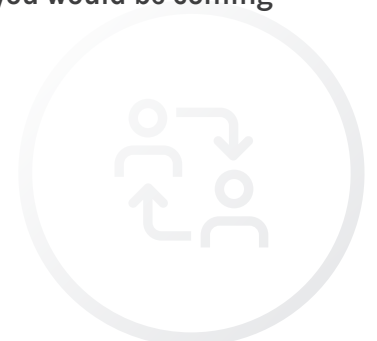
What percent of your customers are totally committed to your variety by field plan?

\_\_\_\_\_ %

This is a no-brainer. The lower the percent committed, the less chance that they will want to conduct a winter field visit with you.

At the beginning of the selling season, did you tell your customers that you would be coming to take them to visit their fields this winter?  Yes  No

If not, you will encounter resistance to the idea.



**Do your customers know what to expect when you take them to visit their fields this winter?**

Yes  No

If they know what to expect on the winter visit, they will be excited and looking forward to it.

**Have you already achieved or exceeded your sales goal?**  Yes  No

If you answered yes, congratulations, the next step is execution. Just don't let success keep you from protecting your sales. Finish the year by executing the winter field visit.

**Are there competitors in your area who always announce big programs in the winter?**

Yes  No

Of course, there are, and they will surface when and where you least expect them. Don't delay in keeping them at bay.

## **Winter Field Visits Create Success Because They're Special**

Winter field visits are so \_\_\_\_\_ because no one else does them.

Winter field visits are so \_\_\_\_\_ because they're a new, very effective strategy.

Winter field visits are so \_\_\_\_\_ because farmers have never done them at that time.

Winter field visits are so \_\_\_\_\_ because they focus customers on their spring goals.

Winter field visits are so \_\_\_\_\_ because sellers must create a new story and approach.

Winter field visits are so \_\_\_\_\_ because they validate sellers' rules to raise a top crop.



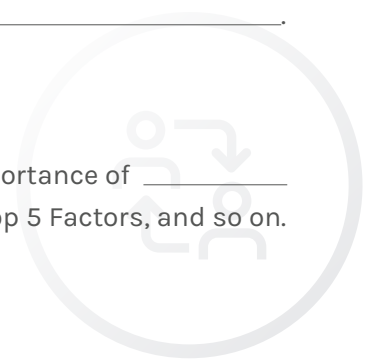
## Winter Field Visits Offer Huge Benefits

### Customers

1. The \_\_\_\_\_ in the High Yield Plan to raise yields to new levels.
2. Focuses on the \_\_\_\_\_ of the plan and how they will be executed.
3. Reminds growers of \_\_\_\_\_.
4. Allows growers to \_\_\_\_\_.
5. Puts customers in a \_\_\_\_\_.
6. Focuses customers \_\_\_\_\_ by getting them to look forward to spring.
7. Protects customers \_\_\_\_\_ and focuses on what's best for them.
8. The most successful growers \_\_\_\_\_ in part by conducting winter field visits.
9. The strategy prevents \_\_\_\_\_ during planting because everyone knows the plan.
10. Winter planning decreases \_\_\_\_\_.
11. Gives customers a reason to tell your competitors \_\_\_\_\_.

### Sales Reps

1. They're the \_\_\_\_\_ for assuring the seed will be planted.
2. They \_\_\_\_\_ creating a foundation for future planning.
3. They \_\_\_\_\_.
4. They reveal which customers are \_\_\_\_\_.
5. They are \_\_\_\_\_ for the sales rep.
6. They are a great opportunity for the rep to remind customers of the importance of \_\_\_\_\_ such as one variety per field, the Top 5 Factors, and so on.



# Executing the Winter Field Visit

Start by reminding customers that the winter field visit is the final step in the High Yield Plan designed to maximize yield. Review the 3 key questions to maximizing yield and profit.

1. **Where do you want to take your yields next year?**
  - Bushels per 1000 plant goal for your entire farm
  - Bushels per acre goal for your entire farm
  
2. **Review the plan to achieve those goals**
  - Field-by-field
  - Variety by field (one variety per field)
  - Bushels per 1000 plants for each field
  - Execution of the Top 5 Factors
  - Crop protection plan for the entire season
  
3. **Review what would keep you from achieving those goals**
  - Not executing the plan
  
4. **Get Agreement**
  - Agree on the plan
  - Agree on the process
  - Agree on the timing
  
5. **Confirm the Process**
  - Set the date and time to visit each field.
  - Determine the number of fields you will be visiting
  - Tell customers how much time it will take
  - Review the benefits
  - Take your sparkling clean vehicle



## The Winter Field Visit Script

The winter field visit is the 3rd and final grower field visit in the Blueprint year. The following dialogue can be used on a new prospect, a new customer, or a current customer. This particular winter field visit script will be with a current customer who you did a field by variety cropping plan with the past summer. This contact will begin in the grower's office.

Frank, it's great to see you again. Thanks for taking time today to execute the final step in your High Yield Crop plan. One of my favorite things to do this time of year, when there's snow on the ground and it's really cold outside, is jump into my nice warm pickup with good customers like you, a cup of hot chocolate in hand, and look at their fields.

**Well, I have to say, this is a first for me. I've never done this during this time of year before. What can we see in a field covered with snow?**

A lot of what we're going to see is what is either already on the cropping plan for that field or in your mind, Frank. You're going to visualize each field being planted this spring. That's how we're going to review each field plan and make sure it matches your vision of the kinds of yields you want come spring. Sounds kind of exciting, doesn't it.

**Yes, it actually does.**

If it's ok with you, Frank, and the roads are open to each field, I thought we'd use the same route you laid out for us when we did our summer tour.

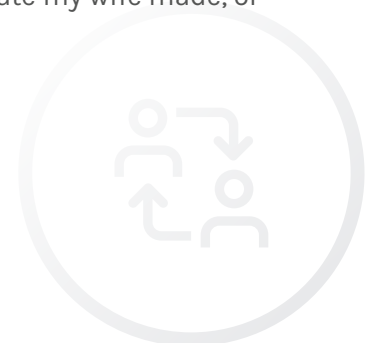
**Actually, I was thinking the same thing. That means we'll go to the Raymond farm first. I have a total of 8 cropping plans with me – can we look at all of those fields in one day?**

We probably could, but I'd rather not. If it's ok with you, we're going to do a good job with 4 of those fields this morning, the ones farthest from home, then if you're available, let's do the other 4 tomorrow morning. I should have cleared that with you before.

**Oh, that's no problem. My schedule is pretty open this time of year.**

Ok great. Let's jump into my pickup and get going. I've got some hot chocolate my wife made, or coffee if you prefer.

**Sounds great.**



(We arrive at our first field)

I'll Park right here. Let's start by reviewing the cropping plan for this field. This is a pretty nice field. Tell me what you learned about this field this past year.

**Well, most of all, it surprised me how well it held the little water we got this year. The soil is a little lighter on this field, but I think the timing of those rains helped.**

I think you're right. But you did some other things that made a real difference too. (Make sure you remind him of changes he made that made a difference)

**Yeah, you're right. I suppose one of the other things that really helped was that I had the highest bushels per 1000 I have ever had. 95% or more of the plants in this field were full size right from emergence and produced full ears at harvest.**

I totally agree. Do you recall that this was also the field that you did not want to slow down in when you were planting because you said it was working so well?

**Yeah, I do remember. I shouldn't tell you this, but you know the place in the field where you got me to slow down?**

Yeah, we put a flag there.

**Well, everything planted before the point where I slowed down was 20-30 bushel less.**

It sure does make a difference, doesn't it.

**It sure does.**

Great job, Frank. So, where did your final bushels per 1000 end up in this field?

**It averaged about 7 across the field.**

Wow, that's great, up from your previous 5.5. The yield sure reflected those numbers, didn't it.

**Yes, it did.**

What else did you learn about this field?

**I learned that I don't have to plant it or any other fields early to get high yields. But now that I'm getting close to 8 bushels per 1000, I was thinking about raising my population a little next year. What do you think?**



What was your average yield across your farm?

**Almost 240. But this field went 270. In the past, I had a hard time getting 225 out of this field.**

Would you be happy with 270 in this field next year?

**Heck yeah.**

Then let's stick to the plan. Remember, we need to get 8 bushels per 1000 plants 3 years in a row before we think about increasing population. You've only done it once, so we need to do it 2 more times.

**Yeah, I guess you're right.**

Let's leave it at 35,000 planted and see if we can break 270 again. Remember what you did to get your bushels per 1000 up to that level? You need to do those things again.

**Ok great**

I'm going to put Variety A back in this field. It likes this light ground and will give us a great opportunity to break that 300-bushel level.

**Wow, that would be great.**

Out of the 8 fields I'm helping you manage this year, when will this field most likely get planted if things go according to plan?

**I would like this to be the first field I plant.**

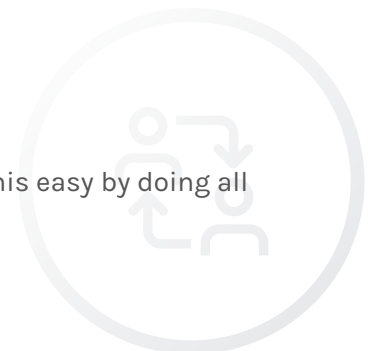
Ok. When we deliver your seed, we'll arrange your warehouse so you can get at Variety A first.

**That sounds good.**

Do you have any questions about this field? Do you have all the inputs and crop protection products from the crop plan finalized?

**Yeah, it's all in place.**

Great. Let's have a cup of coffee and head to the next field. You sure make this easy by doing all the early planning you did with me.



**I don't know how other guys can even think of being successful without a plan like this that started way last summer. Actually, I guess it really started at the planter when you asked me to make some changes that paid off so well.**

You're the one who makes it all work. You're smart and easy to work with.

**Ok, the Johnson farm is next.**

*After the second day of winter field visits, you have all of Frank's cropping plans finalized. You're back at his farm, sitting in your pickup chatting. Now you tell him about the next steps.*

By now, Frank, you know my process. I will be at your warehouse when the seed is delivered to make sure everything is delivered as planned and to help organize that nice warehouse according to planting intentions. At that time, I'll review the variety by field plan one more time and give you a calendar of the upcoming year, so you know what to expect from me during the new season.

**I can't believe how organized you are. No one else has ever done anything close to what you do.**

I do those things because those protocols get the results my customers want...more profit. I can't believe everyone hasn't adopted these strategies by now.

**I agree. Thanks so much. I really appreciate what you do.**

I appreciate YOU. Thanks, and if you need anything, just give me a call.



## Summary

Winter field visits are mandatory when you're selling living, breathing organisms like seed or any ag products for that matter. But we're not just talking about scouting fields. The winter field visit is a relatively new strategy we developed as the marketplace changed and customers needed more help raising yields. Notice that the only scouting that is done is in the customer's mind. It's what they see with the mind's eye. And once field sellers experience the changes in customer thinking that result from taking them to their fields in the winter, they make winter field visits a permanent part of their sales strategy. The winter field visit is a true leadership strategy. It's not only about protecting the sale, but more importantly, it's about protecting customers' opportunities to raise the highest yields possible.

The winter field visit is one of the easiest and most fun strategies to execute, but it also seems to be the most challenging for sales reps to conduct. That's because most are afraid to propose the concept to customers who have never done them. But as I said before, once sellers experience what happens in the grower's mind during the visit, they make the strategy a permanent part of their sales plan, and you should too.

## How Do You Make the Most Progress with Your Customers?

### Take Customers Outside the Circle and Keep Them There

- Get all growers to write early cropping plans
- Execute every step in the Blueprint
- Write your story word-for-word for each conversation
- Practice and role-play to keep customers out of inner circle conversations



## DECISION TIME – FIELD VISIT TO PROTECT THE SALE

### 🔖 Strategy 1

What I'm going to do: \_\_\_\_\_

\_\_\_\_\_

When I'm going to do it: \_\_\_\_\_

\_\_\_\_\_

How I'm going to do it: \_\_\_\_\_

\_\_\_\_\_

### 🔖 Strategy 2

What I'm going to do: \_\_\_\_\_

\_\_\_\_\_

When I'm going to do it: \_\_\_\_\_

\_\_\_\_\_

How I'm going to do it: \_\_\_\_\_

\_\_\_\_\_

### 🔖 Strategy 3

What I'm going to do: \_\_\_\_\_

\_\_\_\_\_

When I'm going to do it: \_\_\_\_\_

\_\_\_\_\_

How I'm going to do it: \_\_\_\_\_

\_\_\_\_\_

🔖 **Strategy 4**

What I'm going to do:

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When I'm going to do it:

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How I'm going to do it:

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🔖 **Strategy 5**

What I'm going to do:

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When I'm going to do it:

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How I'm going to do it:

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🔖 **Strategy 6**

What I'm going to do:

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When I'm going to do it:

---

How I'm going to do it:

---

## Goal Two

Prepare to kickoff the new sales season by preplanning the entire calendar year.

### 1. Basing My Sales Goal on Potential

- 30% of the business is FREE for the asking
- 30% of available buyers will never buy from you
- 40% of the business is available but you have to take it from the ones who have it

30% of the business is FREE because it moves around every year, no one claims it. This is the 30% I use as my 5-year goal for increase.

#### Formula

30% x \_\_\_\_\_ (total units sold in MY territory) = \_\_\_\_\_ FREE units

#### Example

30% x **80,000** (total units sold in my territory) = **24,000** FREE units of increase available to me

**24,000** units increase available ÷ 5 years = **4800** increase potential available each year

### Determining My Sales Goal Based on That Potential

_____	÷	_____	=	_____
increase units needed		current average order size		<b>new customers needed</b>
_____	÷	_____	=	_____
# of new customers needed		closing percentage		<b>prospects needed</b>

2. Calendarizing the SeedSeller Blueprint and following each step throughout the entire year
3. Studying each step of the Blueprint and learning the scripts
4. Practicing and role-playing with a partner to perfect my approach and story



# The 9-Step Blueprint

## To the Complete Buyer Experience

### PLANTING SEASON



(1)

Seed Delivery



(2)

Follow the Planter



(3)

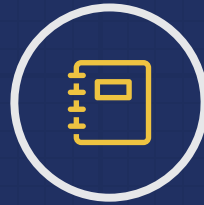
Planting Report Card

### 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

## 5. Getting my customers to change how they think so they will change what they do by:

- Believing 100% in the Blueprint Strategies and their positive impact on customers
  - Understanding there are no better options
  - Understanding I can't argue with the logic
  - Knowing every farmer needs what the Blueprint offers
  - Knowing I NEED everything the Blueprint offers
- Practicing how to transfer my belief in the Blueprint Strategies to customers
  - Show customers the Blueprint strategies and their benefits
  - Take customers with you to the field to experience the strategies mentally and physically
  - Provide results other growers have had utilizing the concepts
  - Repeat and remind customers the benefits of changing
- Understanding that a change in thinking requires my leadership
  - Be the expert, know the topic well and how to execute it
  - Demonstrate the downsides of not following your lead
  - Establish total self-belief in the concepts

## 6. Developing ways to excite my customers about making changes they're not used to making

- Keep my customers focused on maximizing production
  - Ask them the 3 essential questions for their business they need to have answered
  - Identify and address their biggest obstacles and how you can help overcome them
  - Show them results of following the Blueprint on their farm



A blue-tinted background image featuring a pencil, a tablet, and architectural blueprints. The pencil is positioned diagonally across the center, with its tip pointing towards the bottom right. The tablet is located in the lower-left quadrant, displaying a dark screen. The blueprints are spread out across the background, showing various lines and diagrams. The overall scene suggests a professional or educational setting.

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

**-ARCHILOCHUS**