

2022

# SEEDSELLER ACADEMY

In-Field Training Program



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

# Seed is the most important purchase a farmer makes every year.

How good are you at selling it?



WATCH VIDEO

[seedselleracademy.com/2022-training-calendar/](https://seedselleracademy.com/2022-training-calendar/)

“IF YOU CAN’T DO IT IN TRAINING,  
YOU CAN’T DO IT IN FRONT OF A  
PROSPECT OR CUSTOMER.”

— Rod Osthus



## 90-Minute — Drill Down Sessions

### In-Field Tactics You Need When Selling Seed



#### **February 25<sup>th</sup>**

##### **5 Sales Skills You Must Have Before Spring Planting Starts**

“Don’t focus on the goal, focus on the skills you need to achieve the goal.” —John Wooden

A virtual training workshop to help you develop the right skills before planting. You only get one chance to do it right!

#### **March 17<sup>th</sup>**

##### **3 Steps to Make Sure Your Products Win on Farms**

100% of the performance of every variety is determined at planting.

The single greatest fear salespeople have is their varieties getting beat by competitors. We show you new and unique ways to keep that from happening.

#### **April 21<sup>st</sup>**

##### **6 Steps That Get Farmers to Want Your Products to Win on Their Farms**

A farmer has just one job and one job only — to protect product performance at all costs.

Have you taught your customers how to protect your varieties from the 1000 variables so both of you can win? If not, the chance of your varieties winning on a new customer’s farm is not 50%, it’s zero.

#### **May 19<sup>th</sup>**

##### **4 Ways to Become a Master at Handling All Sales Objections**

“We don’t rise to the level of our expectations; we fall to the level of our training.” —Archilochus

You know every objection farmers can confront you with already. This session teaches you how to handle every one of them confidently to keep you in control of the conversation.

## **June TBA**

### **Training for New Seed Sellers — Five 3-Hour Sessions**

If you're new to selling seed, you've been selling seed for a while but need a tune-up, or if you've changed companies and need to achieve a seed sales goal your first year, this is the program for you.

**Training for new seed sellers is a highly-tactical program that teaches you what to do, how to do it, and what to say during every customer contact. It teaches you how to be effective in front of prospects the first time you meet, and how to impress even the most experienced farmers.**

#### **You will learn how to:**

- Open a new sales territory
- Sell to first-time buyers
- Repair customer relationships in a neglected sales territory
- Increase average order sizes to current customers
- Write larger orders with first-time buyers
- Set yourself apart from competitors
- Make sure your varieties win on 95% of the farms you place them on
- Handle every objection thrown your way and much more

***Advanced registration required.***

### **Pricing: TBA**

This program will be interactive, so we are limiting the number of registrations.

## **June 23<sup>rd</sup>**

### **5 Steps to Mastering Seed Selling at an Ag Retail Business**

Farmers don't need any of the other products an ag retail sells, until they first plant the seed. Sell the seed acre first, then all other inputs for that acre will follow. The seed sale increases sales of all other products.

**Rather than selling all their products as a complete system, many ag retails are bogged down by à la carte selling. À la carte selling allows customers to shop around for the best price on products, instead of focusing on using a systems-approach to increase yields.**

## **July 20<sup>th</sup>**

### **The 1 Action You Must Take to Get New Customers**

Every seed seller has the opportunity to “milk the cow,” but few seize the opportunity.

This program shows you in detail how to get new customers on board the fastest and write larger orders with them the first time they buy. We use this same strategy to increase loyalty of current customers and take them to a whole new level of buying.

## **July 21<sup>st</sup>**

### **4 Things You Must Do to Get Farmers to Order Earlier**

Many sales reps discover the hard way that farmers will tell them there are only two times to call on them to sell them seed — too early and too late.

Stop relying on programs or incentives to get early orders. Farmers who do their cropping plans early and place their orders early have changed their thinking and removed the emotion from their buying decision. Farmers who plan early are not focused on input costs, market prices, or what the crop may yield in the fall. They’re making pragmatic plans which always lead them to higher yields.

## **August Session 24<sup>th</sup>**

### **5 Ways to Master Seed Selling for an Independent Dealership**

“If you could kick in the pants the person responsible for most of your troubles, you wouldn’t sit for a month.” —Theodore Roosevelt

When operating an independent seed business there is nobody to blame except yourself when things don’t go the way you want. The key is to be deliberate with every decision you make in order to maximize efficiency and effectiveness. Those factors are the secret to success when operating an independent seed dealership. This session shows you how to capture both.

## **August Session 25<sup>th</sup>**

### **4 Easy Steps to Turn Plot Tours and Field Days into Sales!**

Stop talking about your varieties during plot tours and field days. Instead, tell farmers what they really came to hear.

Ever wonder why farmers don't attend plot days or field tours unless you're serving a prime rib dinner with all the trimmings? That's because most tours don't give farmers the answers they need and want to answer the only question on their annual test — how do I maximize yield and profit on my farm? This session gives you the messages farmers need and want to hear that will make your plot tour or field day a crowd-pleasing success.

## **September 15<sup>th</sup>**

### **Riding the Harvester**

Farmers don't know what they're seeing when they look out the front window of their combine cab during harvest.

You must show farmers what to look for when they're in the combine seat or running the grain cart. In this session we tie what the grower sees through the combine cab window to the numbers showing up on the combine monitor. You will discover what makes being there at harvest the most effective time to strengthen customer relationships.

## **October 20<sup>th</sup>**

### **7 Ways to Turn Complaint Calls into Sales**

"Problems are not stop signs, they are guidelines." —Robert H. Schuller. Every complaint should turn into a sales increase and a stronger relationship.

Do you shudder when a customer calls with a complaint? Do you question yourself, your company, or your products, instead of being confident that it's not your fault? It's never your product's fault, so what is there to fear? Attend this exciting livestream and discover how to view complaints as an opportunity to increase sales.

## **November 17<sup>th</sup>**

### **Making Every Trade Show a Huge Success**

Companies waste their time and money at trade shows 98% of the time. Only 2% of the companies who attend are so successful that they don't have to prospect for new customers the rest of the year. It's all about deciding which shows to attend, setting profit goals for each show, and achieving those goals.

**Trade shows can be either the most cost-effective way to increase sales or the least cost-effective way to spend your time and money. Discover the 4 key questions to ask every potential customer who walks by your booth.**

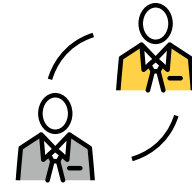
## **December 15<sup>th</sup>**

### **Managing Every Customer's Thinking in the Off-Season**

The #1 goal is to change how customers think, so they think how you want them to think.

**The most dangerous months of the year for seed sellers are from post-harvest to spring planting. That time period is what I call the "hell time" of the year. That's when markets, input costs, and competitive offers pressure farmers into thinking things that are not in their best interests. Top seed sellers know that it's especially important to be with their customers during the "hell time" of year to keep their minds on the goal — maximizing yield to maximize profit. Controlling the customer's mind means controlling your own future.**

## Train the Trainer Program for Trainers and Sales Leaders



### How to Train Your Field Sellers

- Getting every one of your sellers to improve?
- Teaching the most effective tactics sellers need to sell to farmers?
- Developing lesson plans that will address those training needs?
- Using the most effective methods to deliver those plans to your Team?
- Getting your students actively involved in the learning process?
- Testing field sellers for their level of understanding of what you teach?
- Ensuring training is positively impacting your company's ROI?

## Next Steps



### 3 Steps to Increasing Sales in 2022

#### Step #1

Register for upcoming Livestream

#### Step #2

Lock in these dates on your calendar

#### Step #3

Share the Academy with team members

LIVESTREAM

SHARE WITH TEAM