



ROD OSTHUS TEACHES

**3 Steps to Making Sure My  
Products Win on Farms**

**LIVE STREAM**

## Introduction

*The #1 fear seed sellers have is the fear of their varieties not performing to expectations on customers' farms.*

# I Need to Prepare to Win on Customers' Farms, Not Lose

**The secret to ensuring my varieties win 95% of the time is to always be in control.**

I must be in control of WHO is planting my seed, WHERE it's being planted, and HOW it's being planted. When I relinquish control, I significantly reduce my chances of winning.

## Survey

### I'm taking the following survey to determine if I'm prepared to win on the farms where I place my seed.

Indicate whether the statements are True or False. Then choose the reason(s) that support your answer.

#### True or False

1. **It's my job to decide which varieties will be planted on my customers' farms each year. Why?**
  - a. Customers try to narrow the portfolio by choosing the single highest yielding variety that year.
  - b. It's the farmer's decision on what to plant on his farm because he knows his fields better than I do.
  - c. I have a lot more information and knowledge on my varieties than the farmer does.

#### True or False

2. **Yield monitors or any other scales can't be used to measure the individual performance of varieties on farms. Why?**
  - a. The impact of the 1000 variables on living organisms like seed can't be measured with yield monitors.
  - b. The information from a yield monitor is the most current and accurate information a farmer has.
  - c. Yield monitors don't connect harvest results to what happened at planting.

#### True or False

3. **Never sell a new variety to new buyers. Why?**
  - a. Not selling a new variety to a new buyer shows I have little faith in my new varieties.
  - b. One of the benefits of being a 100% customer is being able to get new varieties before anyone else does.
  - c. If a new variety doesn't perform well, 100% customers will forgive me, and new buyers will leave me.

**True or False**

4. **The only purpose of yield monitors at harvest time is to measure the average performance of the entire portfolio of varieties placed on a farm. Why?**
- Farmers aren't paid on how much a single variety yields but how their entire farm yields.
  - Portfolio performance is the true measure of progress toward the yield goal for the entire farm.
  - Portfolio averages don't eliminate the lowest yielding varieties in the portfolio, so the data isn't valid.

**True or False**

5. **Anyone not buying at least 51% of his seed needs from me is not a customer but a competitor. Why?**
- Non-customers are the cause of most of the problems and complaints I receive.
  - A person is a customer no matter how much or how little he buys – they're all essential.
  - The most secure and fastest way to grow seed sales is to convert non-customers to customers.

**True or False**

6. **I must sell minimum order sizes to new buyers. Why?**
- New buyers must buy enough seed for 1/3 of their acres, or 3 fields, or 2 hard boxes, or 1 pallet.
  - The larger the order the more, the new buyer is committed to supporting my product's success.
  - Small trial size orders are easy to sell and a great way to set up a grower for buying more next year.

**True or False**

7. **I believe I'm the #1 reason for sales success in my territory – it's not my varieties. Why?**
- I can win on a new buyer's farm, and he still may not buy. They buy me, not my product.
  - When my variety doesn't perform to customer expectations, it's always the variety's fault.
  - When I win on a farm, the customer always buys more regardless of the previous order size.

**True or False**

8. **Being at customers' planters when they're planting my seed is essential to winning 95% of the time. Why?**
- 100% of my success is determined at planting. I need to be there to ensure it's done right.
  - Today's farmers are smart and don't want or need me at their planter in the spring.
  - I'm at the planter to ensure my varieties have the opportunity to perform to their potential.

**True or False**

9. **The farmers who try a small amount the first year and put my seed in a plot or do a side-by-side comparison are setting me up for failure. Why?**
- Farmers have too much invested, so they need to use plots and side-by-sides to sort varieties.
  - When a grower wants to put my variety in a contest it's because he doesn't know how to grow his farm yields.
  - Entering product contests gives me more data and proves I'm not afraid of the competition.

**True or False**

10. **A seed seller's chance of winning is zero when selling first-time buyers just one variety. Why?**
- It puts the 1000 variables in control of the outcome. Both my variety and I will lose.
  - The grower doesn't want me to win and beat his favorite varieties.
  - Even if I win, they won't buy more next year.

**If I answered True to every statement, I will win nearly 95% of the time on the farms where I place my varieties.**

It's not complicated – stop making it so tough to get and keep customers.

**Follow the previous 10 steps, and I will enjoy seed selling a whole lot more.**

## 3 Steps to Make Sure My Products Win on Farms

The First Factor Determining the Level of Success of My Varieties on Farms is How Well I Manage the Destination.

### 1. Manage My Variety's Destination

The destination can make or break my variety's success.

#### 3 Possible Destinations

- New Buyers
- Current Buyers
- Current Customers

I must understand how to manage each destination.

#### Destination 1—New Buyers

- Don't know anything about my varieties, which means: I need to help buyers \_\_\_\_\_.
- Feel the need to compare my varieties to my competitors, which means: I need to replace \_\_\_\_\_ with \_\_\_\_\_ as the measurement, or I will lose.
- Are buying more seed from my competitors than they are from me, which means: I need to overcome their desire to \_\_\_\_\_.
- Focus on individual variety performance, which means: I need to show them how my varieties are \_\_\_\_\_ for raising farm averages.
- Start the relationship with the variety rather than with me, which means: I need to change \_\_\_\_\_ before harvest arrives to get a repeat sale.
- Are buying a fraction of their needs from me, which means: I must deliver \_\_\_\_\_ if I expect to acquire a customer.

*Ask for more than you expect to get, and they will give you more than they expected to give.*

## Destination 2—Current Buyers

- Possess all the traits new buyers possess, which means: I need to treat them like new buyers until they get to \_\_\_\_\_.
- Get bored quickly, which means: They can't remain current buyers for \_\_\_\_\_.
- Are still buying less than half of their needs from me, which means: I need to get them out of \_\_\_\_\_ and on my side.
- Are not seeing the value I offer, which means: I need to improve the \_\_\_\_\_.
- Give me the most problems, requiring more of my time, which means: The amount they're buying \_\_\_\_\_ enough for my time.

*Growers who had a bad experience with a variety, but the sales rep addressed the problem right away, are more loyal than the growers who never had a problem in the first place.*

## Destination 3—Current Customers

- Have a strong relationship with me, which means: They're buying me, \_\_\_\_\_.
- Are on my side, which means: They are \_\_\_\_\_.
- Expect more than just good seed, which means: I must follow every \_\_\_\_\_.
- Are more loyal to me than my competitors, which means: I need to continue to \_\_\_\_\_ that keeps them ignoring my competition.
- Buy more from me than they do from my competitors, which means: This group is a \_\_\_\_\_ to my competitors.
- Loyalty is developed by delivering great buying experiences, which means: I need to duplicate this process with \_\_\_\_\_.

***The fastest way to get a grower to buy 100% of his needs from me! If I could give you enough reasons to plant all of your acres to my varieties next year, would you consider planting all of your acres to my varieties, if I could give you enough reasons?***

The Second Factor Determining the Level of Success of My Varieties on Farms is Not Gambling with My Varieties.

## 2. I Can't Afford to Gamble with My Varieties.

Gambling means risking something I value in hopes of getting something of greater value. I can't afford to rely on \_\_\_\_\_, so I need to \_\_\_\_\_ wins.

### Cross-Selling Portfolios "Two-in-Common"

*Never risk your varieties' success when you can control it.*

Below are four farmers, all planting the same big gun variety X from your competitor: You have six varieties. You're going to sell three varieties to each farmer – two of the same ones you sold the previous grower, plus one different one. Instead of selling just one variety against X, you sold six different varieties. Each grower will choose a different favorite variety out of the three you sold him. As a result, your chances of winning went from zero, if you sold only one variety to each farmer, to 95% on every farm where you sold the portfolio.

*Cross-selling portfolios "two-in-common" is a winning strategy when selling seed – a living organism.*

	Competitive Variety	Your Portfolio
1. Currently Planting _____		= ( a ) + ( b ) + ( c )
2. Currently Planting _____		= ( b ) + ( c ) + ( d )
3. Currently Planting _____		= ( c ) + ( d ) + ( e )
4. Currently Planting _____		= ( d ) + ( e ) + ( f )

Keep in mind that the enemy in this illustration is not variety X. The enemy is the 1000 variables that distort the performance of your varieties every year. A Cross-Selling Portfolio dramatically decreases the impact that the 1000 variables can have on overall performance.

## Be at the Planter

*I'll never take the risk that my varieties won't get planted properly if I'm not there.*

The #1 purpose of being at the planter when my variety is being planted is to \_\_\_\_\_  
\_\_\_\_\_.

- Review the \_\_\_\_\_ I for the field.
- Ensure the grower is following the Top 5 Factors to achieve the bu/1000 goal.
- Get the grower to agree to start next year's cropping plan prior to harvest.
- Remind the grower of the next steps of the Blueprint that \_\_\_\_\_.
- Review the plan for Step 5 of the Top 5 Factors to protect the bu/1000 goal.

## Employ the Top 5 Factors in Order

*The Top 5 Factors tell growers what their job is when raising a crop.*

1. \_\_\_\_\_ – on a scale of 1-10 (not 7), are they 1-6 or 8-10?
2. \_\_\_\_\_ – I need to give growers my guidelines for perfect emergence
3. \_\_\_\_\_ – protect what's in the bag by closely following #1 and #2
4. \_\_\_\_\_ – increases the chance of success by 75%
5. \_\_\_\_\_ – protects bu/1000 from planting through harvest

## Plant One Variety Per Field

*The only sure way to raise the yield of an entire field is to plant one variety in the field.*

- Set a \_\_\_\_\_ for the variety in the field.
- Show how it simplifies the crop protection plan.
- Show how planting more than one variety in a \_\_\_\_\_.
- It's difficult to manage different varieties in the same field.
- When something happens to one variety, it \_\_\_\_\_ the other variety.
- \_\_\_\_\_ becomes more difficult.

## Ride the Harvester with All Buyers and Customers

*My varieties are being harvested, so I need to be there.*

- The crop coming into the header is a result of \_\_\_\_\_.
- What can we change next year to increase \_\_\_\_\_ even more.
- Finalize next year's \_\_\_\_\_ on the harvester.
- Solve \_\_\_\_\_ in the grower's mind
- Get the grower \_\_\_\_\_.

## Never Gamble with Varietal Perceptions

*All previous steps are designed to protect the perception of my products.*

Gambling with who plants my products and where and how they're planted risks product perception. The first perception created is always the strongest and the hardest to change if that perception is negative. Successful seed selling is about creating the best perceptions possible, so farmers want to buy my varieties.

*Never turn varieties over to farmers and let them gamble with them. Never allow them to plant them anywhere they want, anytime they want, in whatever soil conditions they want, and treat them however they decide to treat them throughout the growing season. Bad things will happen.*

The Third Factor Determining the Level of Success of My Varieties on Farms is Getting Growers to Want Me to Win.

### 3. Get Growers to Want Me to Win

*The only time my varieties win on farms is when my buyers want them to win.*

How many times have I had a first-year buyer tell me my variety was no better or not as good as what he's been planting without me ever seeing the results? None of those buyers wanted me to win. That's why I need to know how to get them to want me to win.

**The following are essential strategies I need to employ to win on farms:**

- Help them answer the \_\_\_\_\_ for their operations.
  - Where do you want to take your yields next year?
  - What's your plan to get there?
  - What's keeping you from getting there?

Those are the most powerful Outer Circle questions you can ask a grower to gain control and stay in control. Farmers can't answer those essential questions. Once you drill down and help them find the actual answers, you can progress towards the actual goals, including paying down debt, expanding the operation, retiring early, and retiring debt-free.

- Excite them about setting a bu/1000 farm goal, translated to bushels per acre.

**This strategy gives the grower:**

- A more accurate view of his potential for \_\_\_\_\_.
- A \_\_\_\_\_ to yield growth.
- \_\_\_\_\_ methods of increasing bu/1000.
- Significant impact on the entire operation versus focusing on a single field or variety.

Take them to the site of their goals – excite them about every field's potential.

**Field visits are the secret to getting growers to:**

- Fully participate in the \_\_\_\_\_ process.
- Commit to the plan for achieving those goals \_\_\_\_\_.

- Keep the grower on track toward those goals.
- Monitor their own \_\_\_\_\_ during field visits.
- Enhance the relationship with every contact.
- \_\_\_\_\_.

Make the Blueprint \_\_\_\_\_, \_\_\_\_\_.

### **Each step of the Blueprint is designed to:**

- Target growers' minds and change how they think about raising a crop.
- Create a \_\_\_\_\_ from planning, to planting, to harvest.
- Give growers a complete plan for \_\_\_\_\_ on their farms.
- Keep growers from focusing on \_\_\_\_\_ and focus on \_\_\_\_\_ instead.
- Teach growers new ways to improve their crop production systems.
- Set me apart from all other field sellers.

*The SeedSeller Blueprint is designed to give growers a new and unique buying experience. That means every step in the Blueprint will create new emotions in every grower who experiences it. Simply going through the steps in a mechanical fashion doesn't create that kind of emotion.*

- Get the grower to accept responsibility for \_\_\_\_\_.

### **When growers accept responsibility:**

- The chances of my varieties succeeding are at their highest level.
- They will also take responsibility when things \_\_\_\_\_.
- They will focus totally on production rather than on saving money.
- \_\_\_\_\_ will be achieved.
- I will need to provide continuous support for them on their decisions.

Constantly recognize progress and remind them of the benefits of succeeding.

*Progress is the #1 motivator of people. Recognizing the progress being made is key to staying on track and keeping the grower motivated to follow my lead.*

## Summary

### 3 Steps to Making Sure My Products Win on Farms

Winning on farms 95% of the time is all about **CONTROL**.

#### Factors Determining the Level of Success of My Varieties on Farms

1. **How well I manage the destination to CONTROL WHO, WHERE, HOW.**  
The destination can make or break the success of my variety.
2. **Not gambling with my varieties to CONTROL RISK.**  
Gambling means risking something I value in hopes of getting something of greater value. I can't afford to rely on hope — I need to orchestrate wins.
3. **Getting Growers to want me to win to CONTROL PERCEPTIONS.**  
The only time my varieties win on farms is when my buyers want them to win.

# LIVE STREAM

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

**-ARCHILOCHUS**

