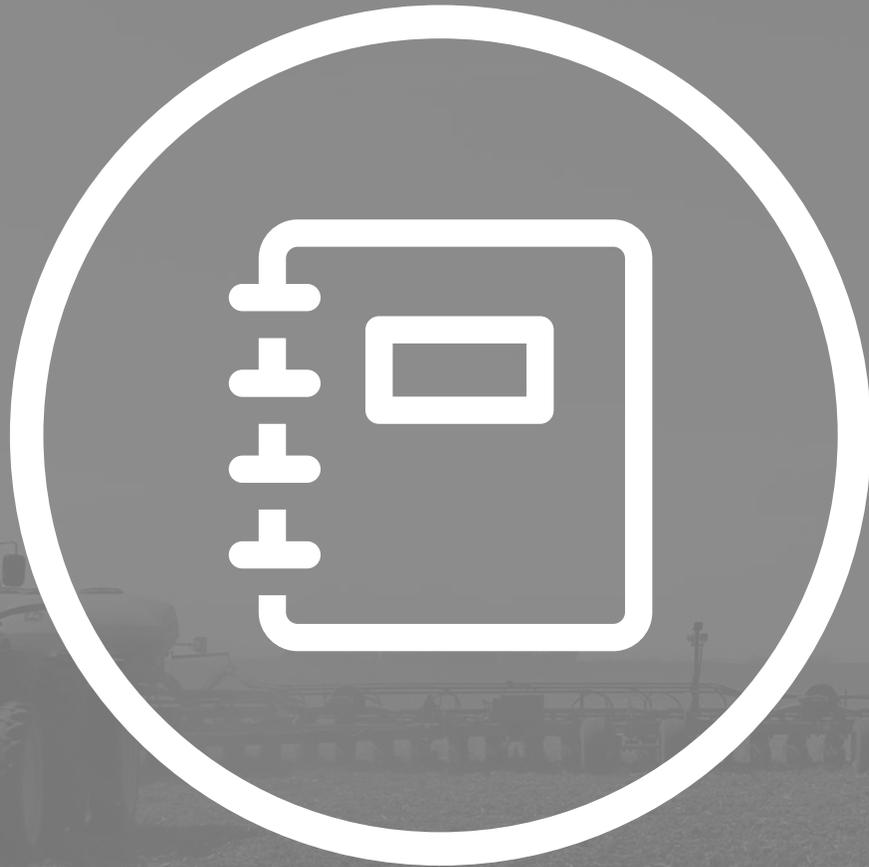


with ROD OSTHUS



SALES STORYBOOK

Template with Dialogue

Welcome to the Sales StoryBook

The sales StoryBook is the most important selling tool you have in your selling arsenal. That's because it contains so many things essential to conducting a successful sales call.

First, it contains your sales story—the entire conversation you will have with a potential customer. When you have a sales StoryBook, you have a sales story.

Second, it makes you look professional, smart, and well-organized. Any sales rep who uses a sales StoryBook with prospects or customers demonstrates to them that he or she has come prepared for the sales call.

Third, the sales StoryBook appeals to many senses. It's visual—the listener can see it. The listener can also touch it and feel it while listening to the dialogue.

The fourth feature that makes the StoryBook so unique and effective on sales calls is using a StoryBook creates an interactive dialogue between the prospect and the seller. It becomes a conversation and not simply a presentation.

The sample StoryBook that follows is intended to be an 18-20 minute conversation with a prospect. Research has shown the average person will listen to a sales presentation for only 17-18 minutes before tuning out the salesperson. Each page includes sample dialogue that pulls the prospect into the conversation using questions. As you turn the page, ask a question—it keeps prospects participating rather than just listening.

NOTE: The sample dialogue boxes are for training purposes ONLY. You should not put your word-for-word scripts in the StoryBook that you deliver to customers and prospects. When you develop your own StoryBook for your company, you will want and need to create your own dialogue.



The StoryBook is assembled in a particular order. Do not change the order. It starts by raising perceptions of the seller first, then the company, then its products and services. However, there should never be specific products in the StoryBook. You never try to sell the prospect products at this point. The products customers buy are the seller's decision—not the buyers.

Finally, once you have a StoryBook, you have a way of practicing and role-playing the sales call. Questions and objections can be inserted by the role-play partner during the role-play to better prepare the seller for the actual call.

This StoryBook is not given to the prospect or customer, it belongs only to the sales rep. It's part of your sales tool kit. Since none of your customers or prospective customers have seen this presentation, you will use the same StoryBook on everyone. However, next year only new prospects will be shown this StoryBook and a more advanced version will be used on customers who have already seen this one.

Be sure to create your own sales StoryBook. It changes how you sell and gives every prospect and customer a better experience. When they have a better experience, they buy.

Happy Selling,

A handwritten signature in black ink that reads "Rod". The signature is written in a cursive style with a large, sweeping initial letter 'R'.

R.C. THOMAS COMPANY



**THE NO. 1 SEED COMPANY
IN THE U.S.**



www.rcthomas.com

Director Crop Planning

ROD OSTHUS

- Born raised farm Sioux Falls, SD
- BS Degree Agronomy South Dakota State U
- Registered Seed Technologist
- 5 ½ Years Research Trojan Seed Company
- 40 Years Seed Industry Experience
- Currently reside in Olivia, Minnesota
- Live Olivia, MN late wife, Sharon, 3 grown children



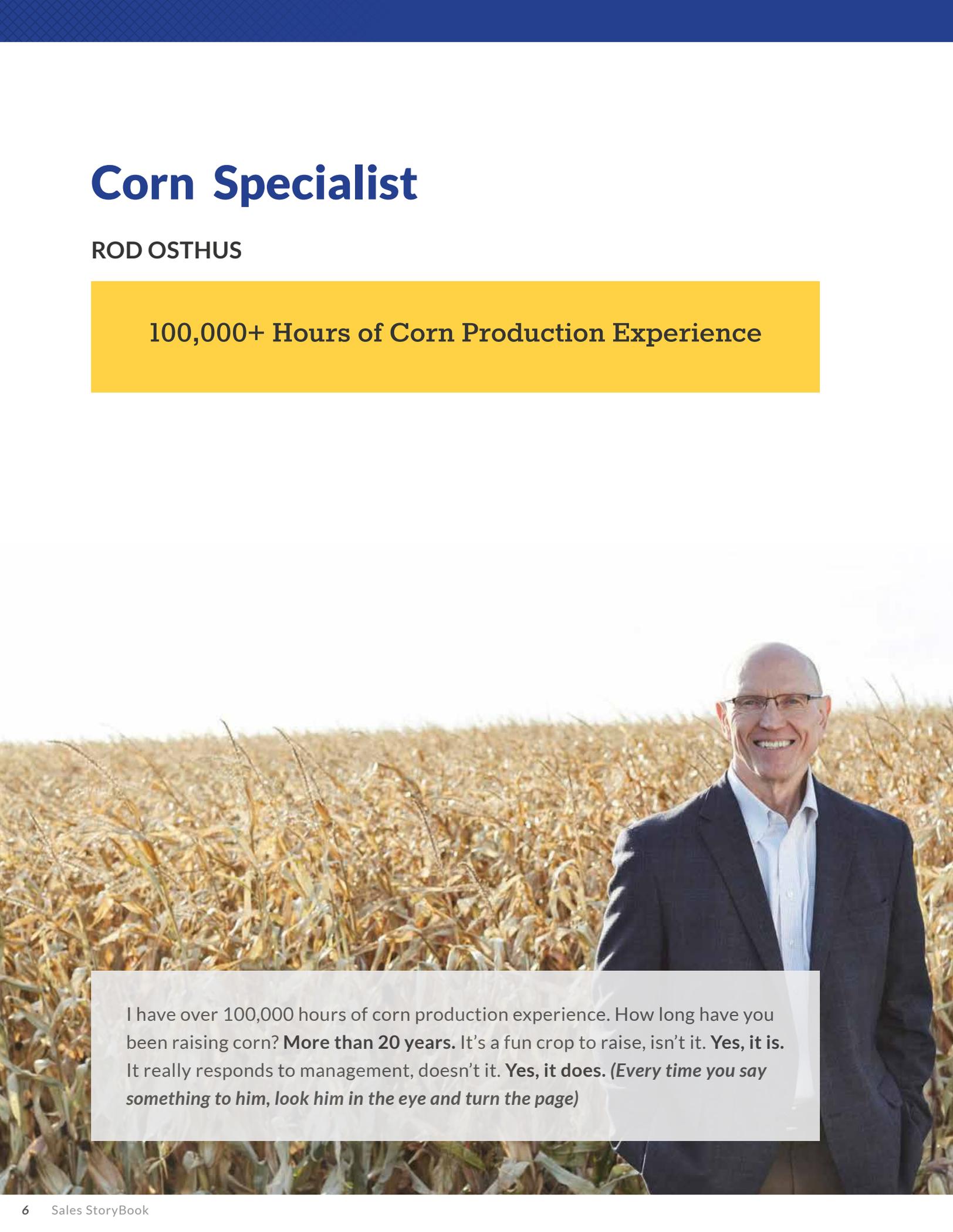
I work with top growers to help them raise yields beyond their expectations.

As I indicated, my name is Rod, Rod Osthus. I'm the Director of Crop Planning for the RC Thomas Company. My background is in Quantitative Genetics. I've been in this business over 40 years. There have been a lot of changes in farming over the years, haven't there. **There sure have.** What kinds of changes have you made in your operation the last 4-5 years? **More technology, gone to narrower rows.** How is that working for you? **Good.** That's great.

Corn Specialist

ROD OSTHUS

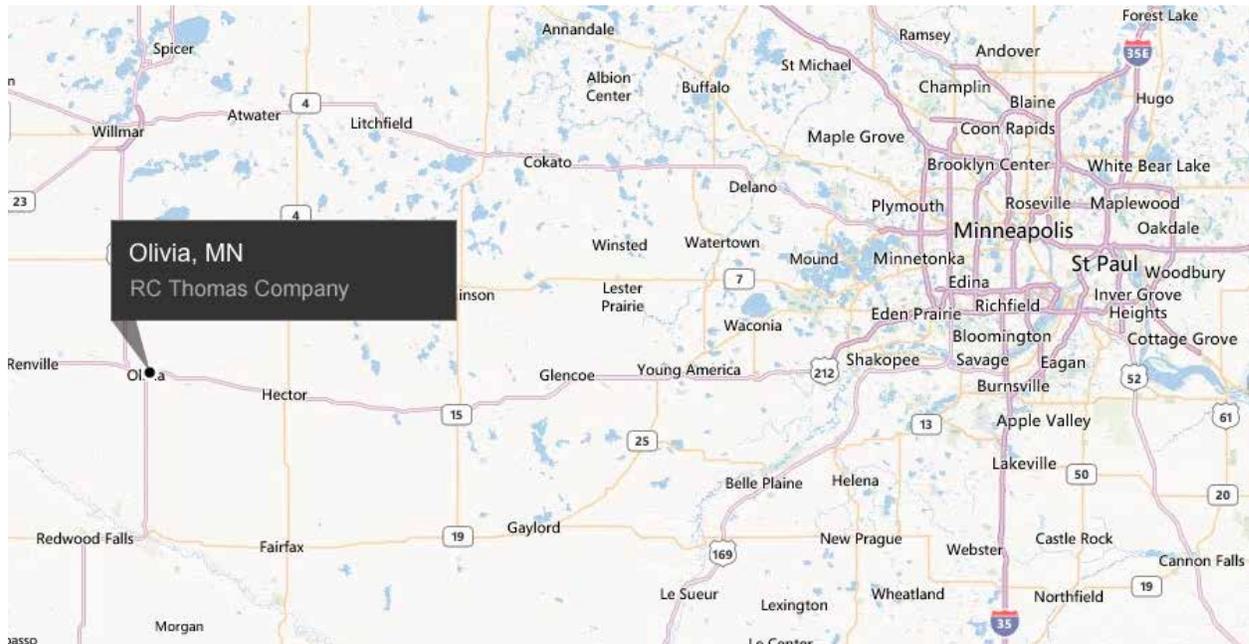
100,000+ Hours of Corn Production Experience

A photograph of Rod Osthus, a man with glasses and a dark suit, smiling in a field of golden corn. The field is dense with mature corn plants, and the background is a bright, clear sky.

I have over 100,000 hours of corn production experience. How long have you been raising corn? **More than 20 years.** It's a fun crop to raise, isn't it. **Yes, it is.** It really responds to management, doesn't it. **Yes, it does.** *(Every time you say something to him, look him in the eye and turn the page)*

Headquarters

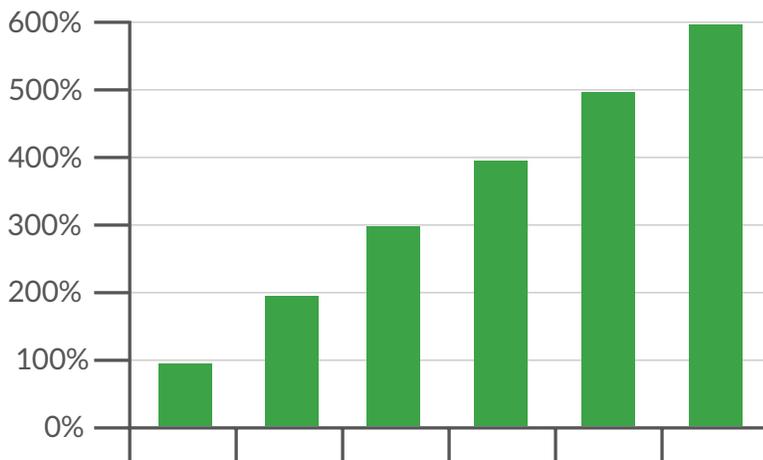
OLIVIA, MN



Our company is based in Olivia, MN. Have you ever been to Olivia? **No, I haven't.** I'm taking 2-3 guys up there next month so they can meet our excellent Team. We're going to stop on the way home for a good steak and you're welcome to come along. I'll pick you up and bring you home. I think you'll really enjoy it. **Yeah, I'll check my calendar.** I'll give you this invite card to remind you. **Ok, thanks.**

Being a Leader in the Marketplace Creates Growth

Annual Growth



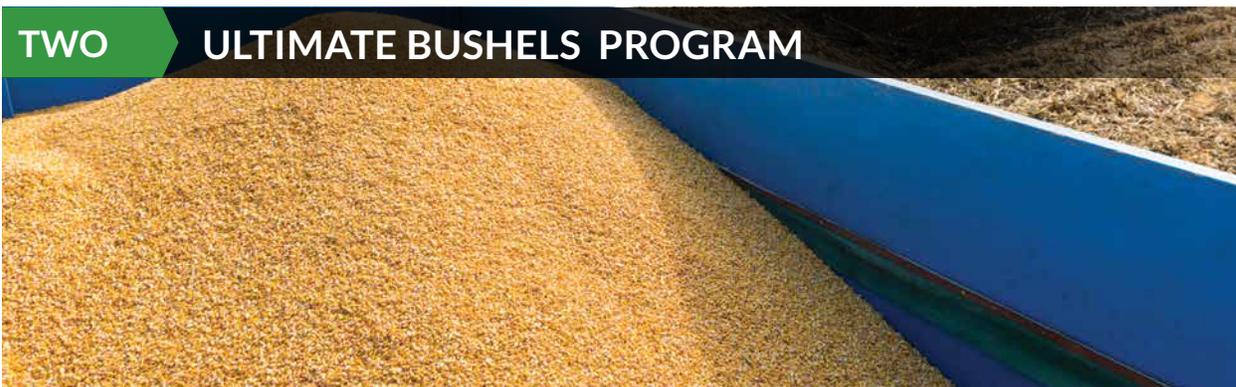
Our company continues to grow rapidly. Have you expanded your operation in the past few years? **Yes, we're farming more land now, and we put more cattle on feed.** You need to be constantly changing, don't you. **Yes, you sure do.**

3 Reasons For Our Growth

ONE EARLY PLANNING



TWO ULTIMATE BUSHELS PROGRAM



THREE SUPERIOR SERVICE GUARANTEED



There are three primary reasons we've grown so fast. **One** is early planning; we help our growers develop their cropping plans early. **Two**, we have a high yield system called the Ultimate Bushels Program. And **three**, we have, without a doubt, the best service in the industry. Which one of those catches your eye? **The Ultimate Bushels Program.** Ok, we'll talk more about that one in a minute.

ONE

Early Planning

We begin next year's plans with our customers a minimum of 9 months prior to planting.



LET'S START WITH NUMBER ONE—EARLY PLANNING.

The growers we work with have their cropping plans done prior to harvest. When do you normally do your cropping plan for next year? **Sometime after harvest when I see how everything does.** We may not be a fit for your operation, but if we are, we'll start planning with you for next year's crop sometime prior to harvest, then we'll finalize your plan on the combine during harvest.

ONE Early Planning

We develop cropping plans prior to harvest, adding \$30-\$60/acre to a customer's bottom line.

- Decide how to manage the current crop in that field
- Purchase inputs for next year's crop in that field
- Determine tillage requirements for next year's crop in that field
- Allows grain marketing decisions for next year's crop
- More time to match the right varieties to the right fields


DETAILED CROP PLAN

Grower(s): Johnson Bros. Order# 1234
Crop: Corn

Farm Name & Location	Crop Planned	Prev Crop	Drainage Soil Type	Yield Goal	Fert. Levels	Variety Recommendation	Plant Population Rec.	Acres	Units Needed	Allocated Units
Home 120	F. Corn	Bns				97 Day - ACME 56277	34,500	120	51.8	41.4
Refuge							34,500	24	10.4	10.4
Johnson 160	F. Corn	Bns				98 Day - ACME 55310	34,500	140	60.4	48.3
Refuge							34,500	28	12.1	12.1
Tommy 200	F. Corn	Alfalfa				95 Day - ACME 55427	34,500	65	28.0	22.4
Refuge							34,500	13	5.6	5.6
Smith 240	F. Corn	Peas				97 Day - ACME 56277	34,500	160	69.0	55.2
							34,500	32	13.8	13.8
									Total Units:	209.16

Notes:
 Spring 28% Pre-Emerge at 10 gal/A.
 10-34-0 at 6 gal/A.

Crop Planning Specialist: _____
 Date: _____

rcthomas.com

(Read this page to him.)

ONE

Early Planning

We can help you:

- Make planting decisions far in advance
- Put all information at your finger tips
- Put your time and money into the most profitable areas

(Read this page to him.)

ONE Early Planning

Cropping Plan Survey

Cropping Plan Survey

PRODUCER NO. _____

Name _____ Spouse's name _____
 Address _____ City _____ State _____ Zip _____
 Phone _____ Cell _____ Email _____
 Dog's name _____ Other info _____

OPTIONAL INFORMATION

Corn _____(acres) Soybeans _____(acres) Wheat _____(acres) Alfalfa _____(acres)
 Planting population _____ Plant spacing _____ Depth _____
 Harvest date _____ Fertilizer Goal N _____ P _____ K _____ Zn _____ Mg _____
 Fertilizer supplier _____ Chemical supplier _____

PERCENTAGE OF FARM SOIL TYPES

Light _____(%) Variable _____(%) Dark _____(%)

RECOMMENDED VARIETIES

Year 1	QTY	Year 2	QTY	Year 3	QTY

Today, with your permission, I'd like to get a little information about you. Do you have e-mail? **Yes, I do.** I'll e-mail a copy of this back to you tonight. Notice the three quadrants at the bottom. The first year we work with a grower, we start with 1/3 of his acres. The second year 2/3, and the third year, we manage 100% of his acres.

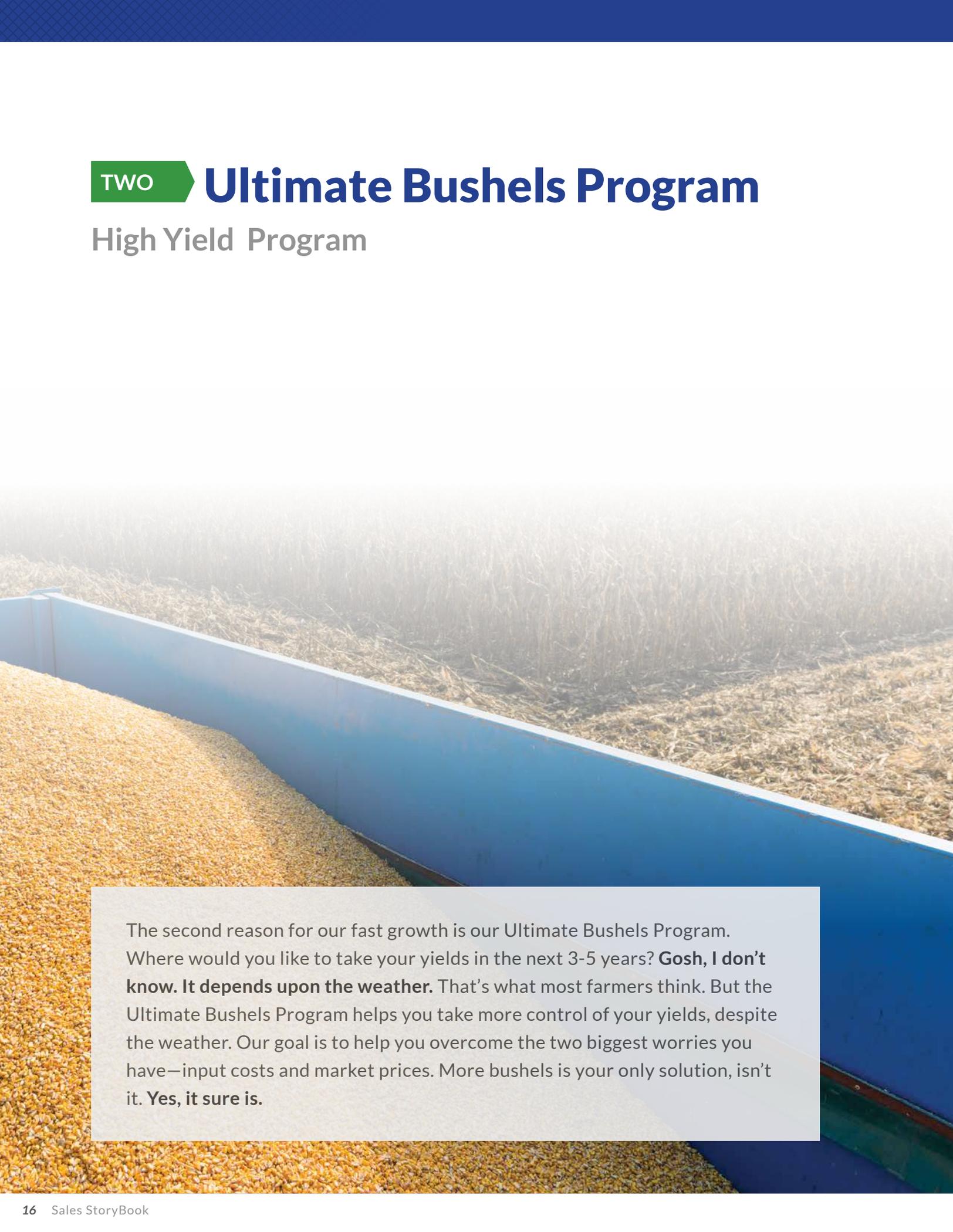
ONE Early Planning

Planting Instructions By Pallet/Bulk Box

EVERY PALLET OR BULK BOX DELIVERED TO YOU WILL BE LABELED BY FIELD FOR OPTIMUM EFFICIENCY.



Do you like to get your seed in bulk boxes or bags? **Bulk boxes.** Great. Who helps you plant your crop? **My son.** Do you run the planter or does your son run the planter? **I do.** We have a great feature. Every bulk box delivered to you will have a large placard on the side that has the name of the variety, the name of the field it goes in, and the population to plant that variety. That would really be convenient, wouldn't it. **Yes, it sure would.** Our customers love it.



TWO

Ultimate Bushels Program

High Yield Program

The second reason for our fast growth is our Ultimate Bushels Program. Where would you like to take your yields in the next 3-5 years? **Gosh, I don't know. It depends upon the weather.** That's what most farmers think. But the Ultimate Bushels Program helps you take more control of your yields, despite the weather. Our goal is to help you overcome the two biggest worries you have—input costs and market prices. More bushels is your only solution, isn't it. **Yes, it sure is.**

TWO

Ultimate Bushels Program

Seed quality is at its highest when it's in the field. Once it's harvested, you can't add quality, you can only take it away.

OUR NO.1 JOB IS TO MAKE SURE WE START WITH THE UTMOST QUALITY IN THE FIELD, SO SUPERIOR QUALITY GOES INTO THE BAG.



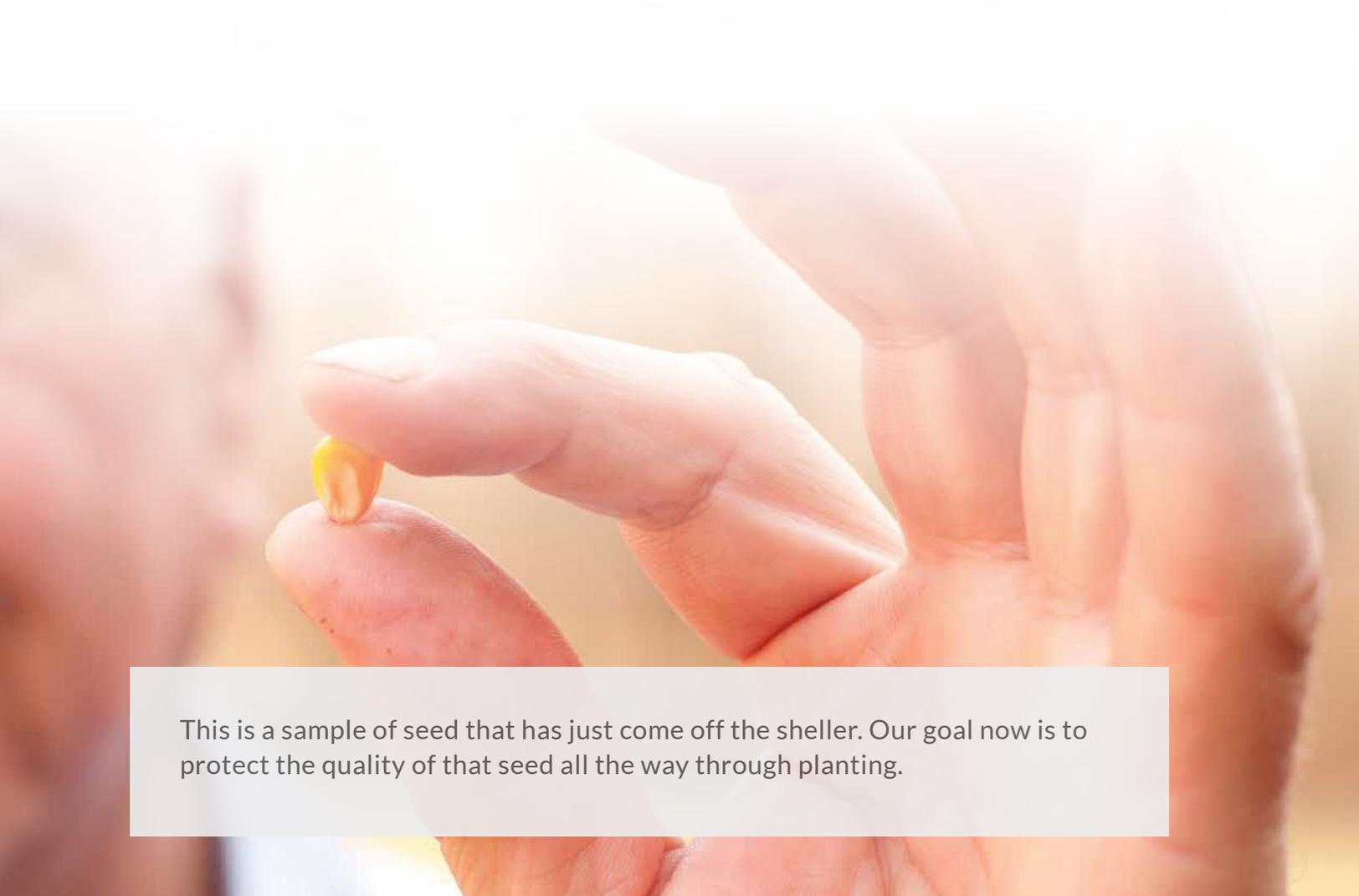
Have you ever been in a seed production field? **No, I haven't.** You can see there are rows that have been detasseled—those are the female rows and the one row is the male and he does all the pollinating.

TWO

Ultimate Bushels Program

The Highest Quality Seed on the Market!

We Start With Near Perfect Seed



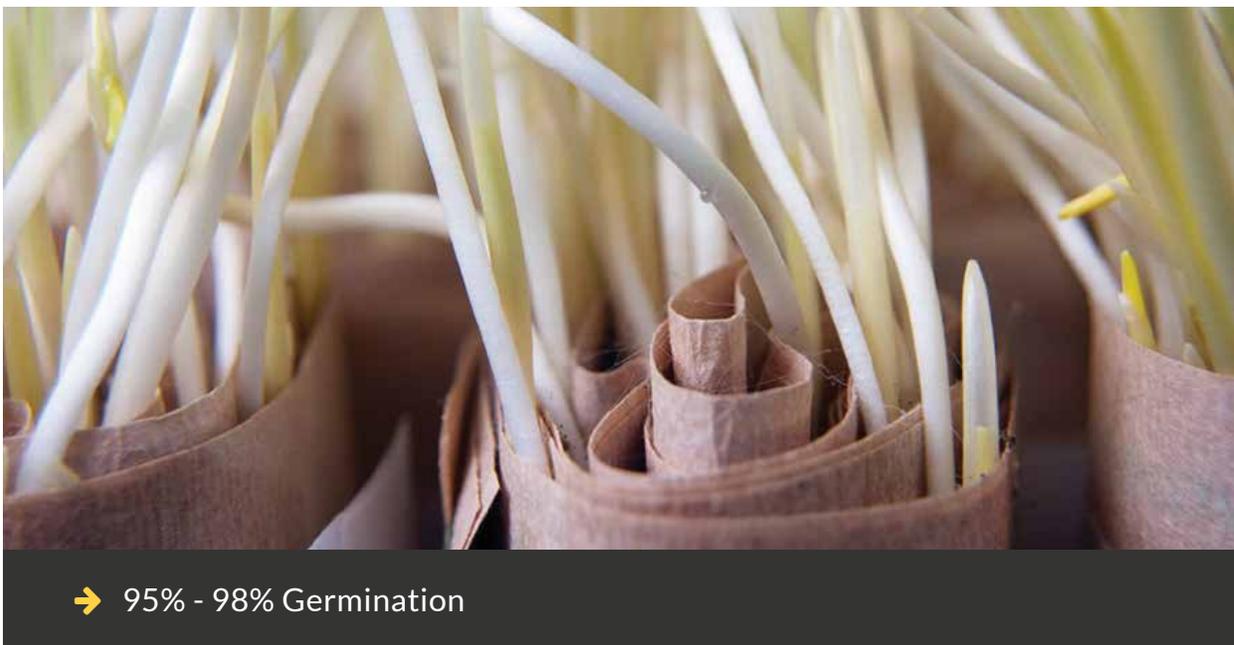
This is a sample of seed that has just come off the sheller. Our goal now is to protect the quality of that seed all the way through planting.

TWO

Ultimate Bushels Program

The Highest Quality Seed on the Market!

WARM GERMINATION TESTS



→ 95% - 98% Germination

The very first test we do on the seed to check for quality is the warm germination test. It's the only quality test required by federal law. The seed is placed in the germinator at 78 degrees F (25 degrees C) for 7 days. What's the germination reading on the seed you're buying now? **I don't know.**

TWO

Ultimate Bushels Program

The Highest Quality Seed on the Market!

TRAY COLD TESTS



→ Cold Germination Test at 50 Degrees

We do an even tougher test; it's called the Tray Cold Test. This is more like soil conditions at planting time. The soil is sub-irrigated with cold water for 4 days at 40 degrees F (4 degrees C) then placed at 78 degrees (25 degrees C) for 7 days. It's as tough as it gets.

TWO

Ultimate Bushels Program

The Highest Quality Seed on the Market!

ACCELERATED AGING TEST



→ In Storage



→ In the Soil



→ Post-Planting

→ To Analyze Seed Viability Long-Term

Have you ever heard of the Accelerated Aging Test? **No, I haven't.** It's a test to analyze the long-term viability of the seed. That is, how long it will remain in storage or in the soil and still be high quality. **Very interesting.**

TWO

Ultimate Bushels Program

The Highest Quality Seed on the Market!

GENETIC PURITY TESTING



→ Analyze for possible off-types and selfs

We also do a test to ensure the seed we produced is as close to 100% pure as possible. In the lab, we conduct a genetic purity test on every lot of seed we produced to analyze it for possible off-types and selfs.

TWO

Ultimate Bushels Program

The Highest Quality Seed on the Market!

TRAIT PURITY TESTING



→ Traits 100% effective in the field

Do you plant varieties with traits? **Yes, I do.** We do a trait purity test to ensure all the traits are inserted to a 100% level so your traits can be 100% effective in the field.

TWO

Ultimate Bushels Program

The Highest Quality Seed on the Market!

INTRODUCING **PROTECT**: OUR NEW AND EXCLUSIVE PROPRIETARY SEED PROTECTION PROGRAM



→ The most advanced seed applied fungicides, insecticides, seed coat protectants, and seed colorants!

Do you plant all treated seed and use seed applied insecticides? **Sometimes.** All our seed comes to you treated with the latest seed applied insecticides and fungicides available at no extra cost to you. **Really?** We don't sell any seed unless it's protected with seed treatments. **That sounds good.** Yes, it's one of the best insurance policies you can have at planting time.

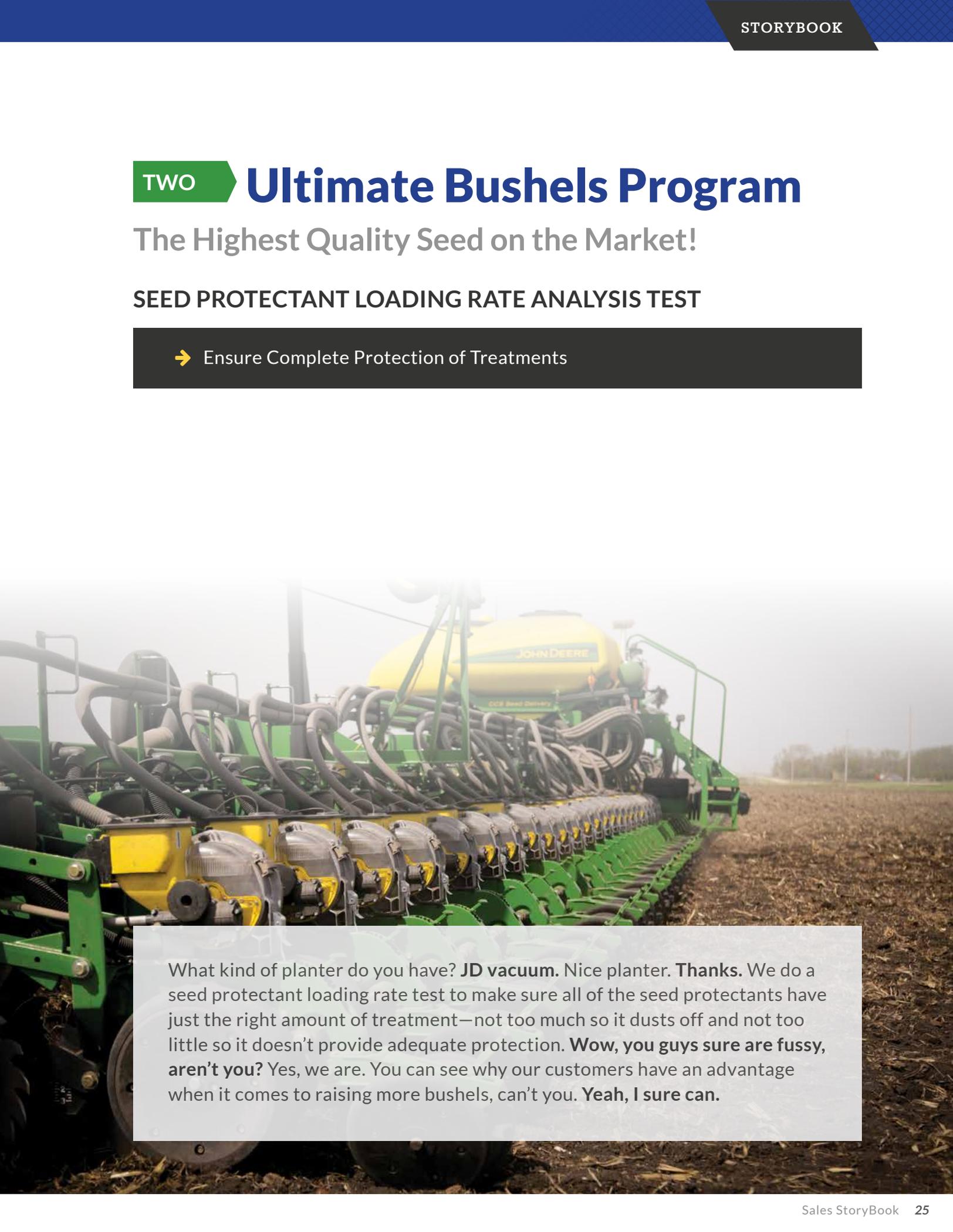
TWO

Ultimate Bushels Program

The Highest Quality Seed on the Market!

SEED PROTECTANT LOADING RATE ANALYSIS TEST

→ Ensure Complete Protection of Treatments



What kind of planter do you have? **JD vacuum.** Nice planter. **Thanks.** We do a seed protectant loading rate test to make sure all of the seed protectants have just the right amount of treatment—not too much so it dusts off and not too little so it doesn't provide adequate protection. **Wow, you guys sure are fussy, aren't you?** Yes, we are. You can see why our customers have an advantage when it comes to raising more bushels, can't you. **Yeah, I sure can.**

TWO

Ultimate Bushels Program

The Highest Quality Seed on the Market!

As I indicated before, we look at your fields before we recommend any varieties!



TWO

Ultimate Bushels Program

The Highest Quality Seed on the Market!

AVOID PLANTING THE WRONG VARIETY IN A FIELD



75% of all varieties never perform to their potential because they're planted in the wrong field.

Who helps you place varieties in your fields? **No one. I do most of it.** We have the advantage most seed reps don't have and that's knowing the pedigrees of what we're selling so we can make these kinds of decisions. We're not guessing.

TWO

Ultimate Bushels Program

The Highest Quality Seed on the Market!

AVOID PLANTING THE SAME VARIETY ON THE SAME FIELD MORE THAN TWO YEARS IN A ROW



- ➔ Prevents non-symbiotic variety/soil relationship—the negative effects of the same variety in the same field for multiple years.

Do you do any corn on corn? **Yes, I do.** Have you ever heard of a non-symbiotic relationship? **No, I haven't.** It means we can't plant the same genetic background in the same field for more than 2 years in a row because the variety begins to fight itself.

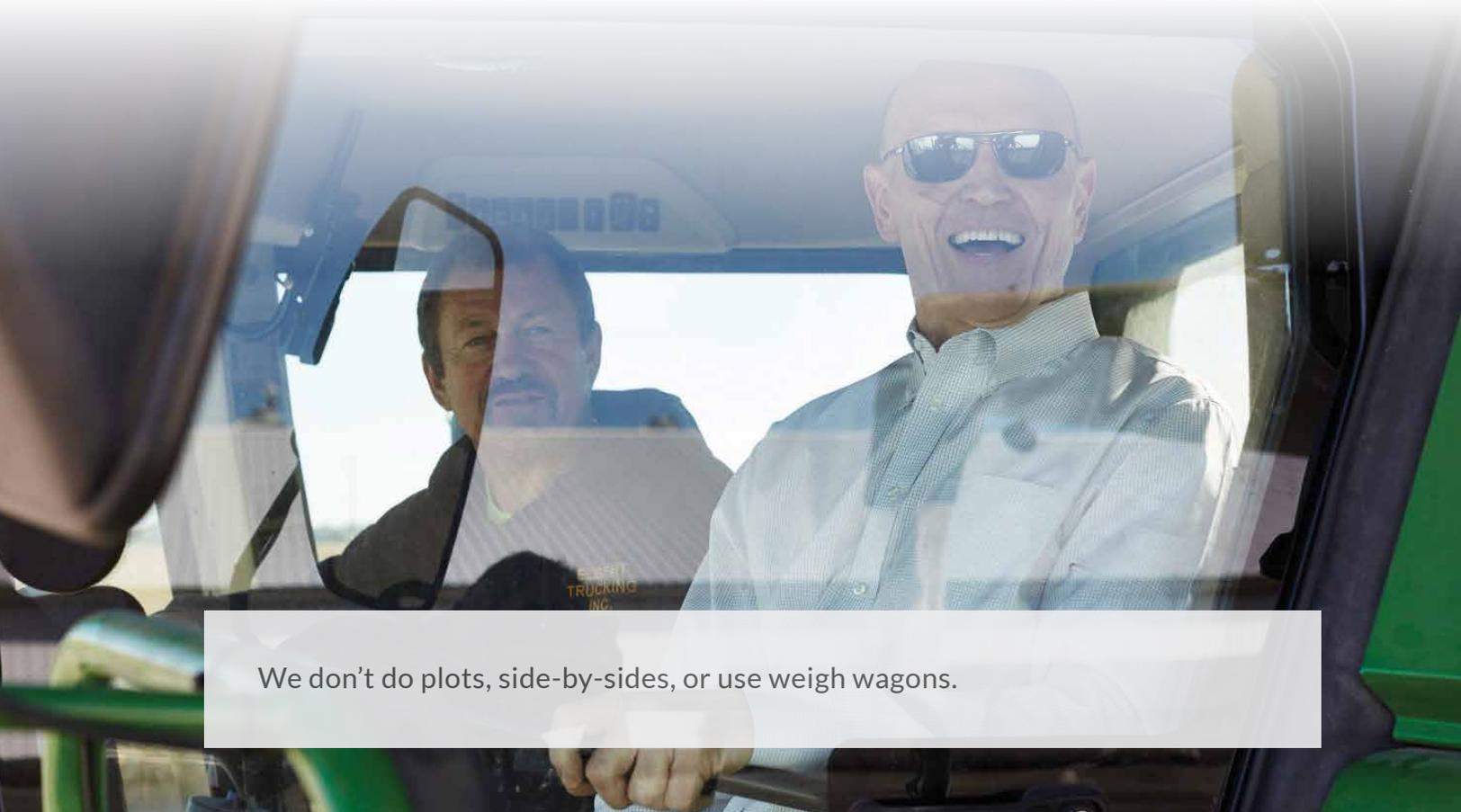
TWO

Ultimate Bushels Program

The Highest Quality Seed on the Market!

AVOID BASING NEXT YEAR'S PLANS ON LAST YEAR'S RESULTS

We ride combines during harvest! Farmers tell us they want to know what's working on their farm, not in some plot.

A photograph showing two men inside the cab of a combine harvester. The man in the foreground is wearing sunglasses and a light-colored button-down shirt, smiling broadly. The man in the background is wearing a dark jacket and looking towards the camera. The interior of the combine is visible, including the steering wheel and control panels. A semi-transparent white box is overlaid at the bottom of the image containing text.

We don't do plots, side-by-sides, or use weigh wagons.

THREE

Superior Service Guaranteed

Our company is known for accurate, on-time service and seed delivery. This is one more advantage of partnering with us.



THREE

Superior Service Guaranteed



We conduct a survey of your seed warehouse.

This is to make sure the seed is stored properly prior to planting. Not every grower has a proper seed storage facility.

THREE

Superior Service Guaranteed

If you are not happy with your stand for any reason, we furnish the replacement seed **FREE!**

If you are not happy with your stand for any reason, we furnish the replacement seed **FREE!** **Wow, that's a great program.**

THREE

Superior Service Guaranteed



We're there when you plant!

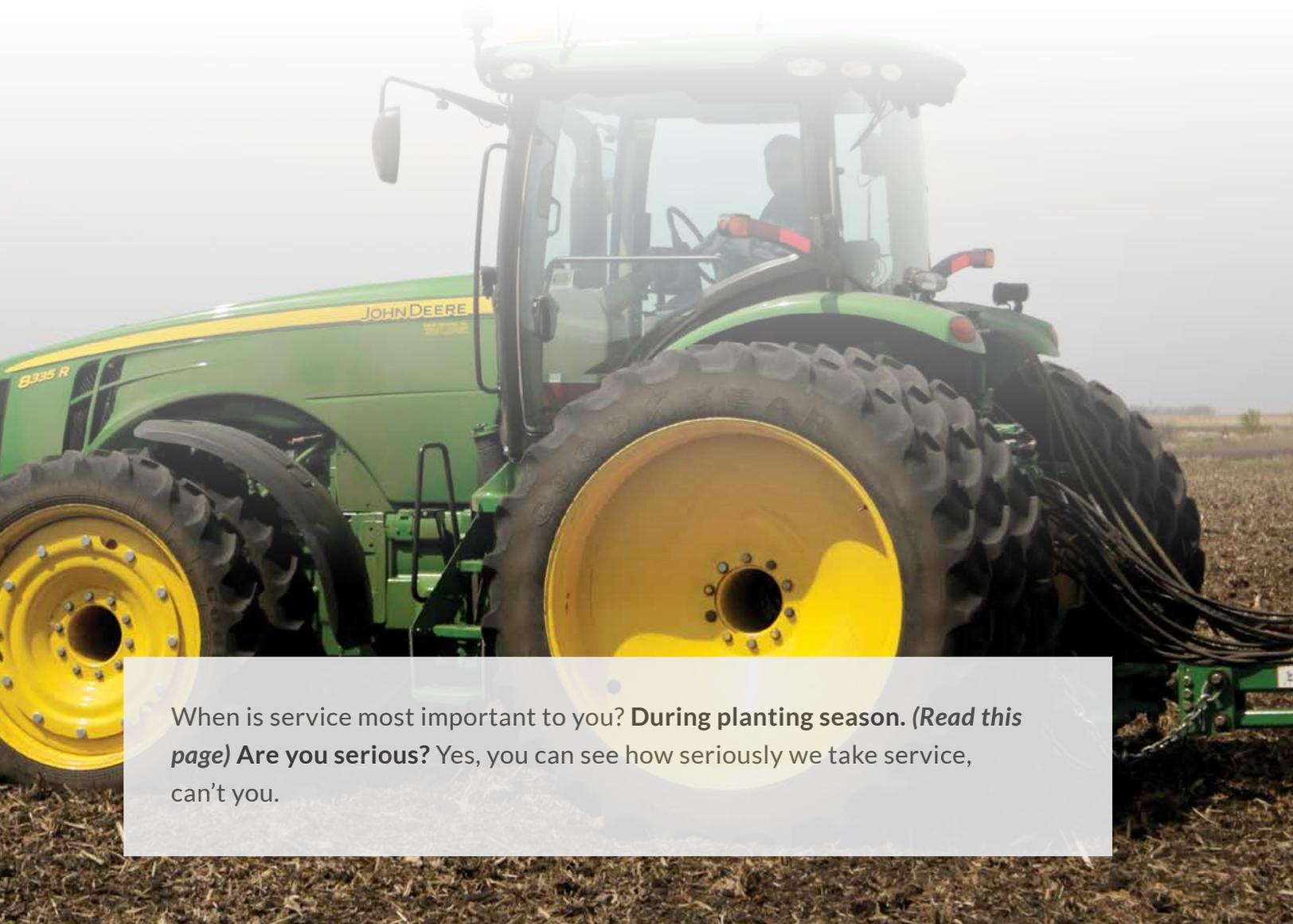
The most critical time of the season!

If we decide to work together, I'll be at your planter to do a 10-minute survey with you to make sure everything is working ok. I'll also set the date to begin next year's cropping plan prior to harvest at that time. You will really like what we do here.

THREE

Superior Service Guaranteed

We deliver extra seed you order at planting time within 2 hours of when you call, or you get \$500!



When is service most important to you? **During planting season.** *(Read this page)* **Are you serious?** Yes, you can see how seriously we take service, can't you.

THREE

Superior Service Guaranteed



We Help You Scout Your Fields

Do you have a crop consultant or field scout? **No, I don't.** We help you scout your fields. I'll be sending you 2-3 minute videos on your fields that you can look at on your computer or phone anytime to know what's happening in the field.

THREE

Superior Service Guaranteed



We're There When You Harvest!

To validate next season's cropping plan!

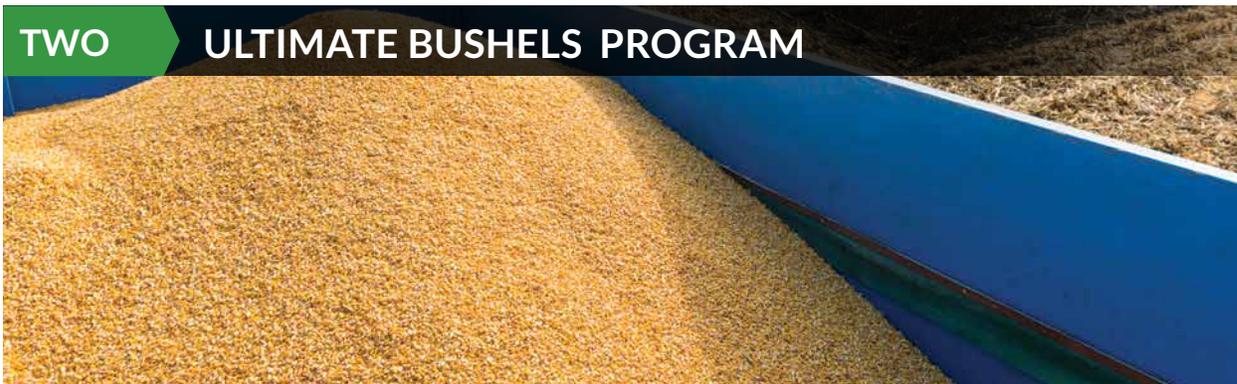
As I indicated, we ride our customers' combines in the fall to review what went on during the season. We want to survey the progress we've made in your fields during the season. Harvest is really a fun time of year for our customers because they can see the results of the changes they've made and can make decisions on what to change next planting season. What we see on the combine is what happened at the planter in the spring. Would it be ok to ride your combine this fall? **Sure, come on out.** Great.

3 Reasons For Our Growth

ONE EARLY PLANNING



TWO ULTIMATE BUSHELS PROGRAM



THREE SUPERIOR SERVICE GUARANTEED



These are the three things we talked about. Early planning, our Ultimate Bushels Program, and our Superior Service. Do you have any questions?
No, not really.

Your 10 Steps to Success!

1. Complete your cropping plan survey TODAY!
2. Set a date to visit our office and meet our people
3. Set a date after your office visit to look at our target fields.
4. Complete the cropping plan after the field visit.
5. Finalize variety-by-field by plan.
6. Survey your warehouse
7. Deliver your seed.
8. Be there when you plant.
9. Be with you throughout the season.
10. Ride your harvester in the fall.

Focus on your 3-year yield goal.

This is a summary of how we work with growers. Let's set a date to look at your fields and see if we want to move forward. I have the mornings next Tuesday at 8:00 or Wednesday at 8:00 open. **Let's do it Wednesday at 8:00.** Great. Here's a reminder card for our appointment next Wednesday. Let's complete this short survey and I will be on my way. Thank you so much for your time.

Cropping Plan Survey

PRODUCER NO. _____

Name _____ Spouse's name _____

Address _____ City _____ State _____ Zip _____

Phone _____ Cell _____ Email _____

Dog's name _____ Other info _____

OPTIONAL INFORMATION

Corn _____ (acres) Soybeans _____ (acres) Wheat _____ (acres) Alfalfa _____ (acres)

Planting population _____ Plant spacing _____ Depth _____

Harvest date _____ Fertilizer Goal N _____ P _____ K _____ Zn _____ Mg _____

Fertilizer supplier _____ Chemical supplier _____

PERCENTAGE OF FARM SOIL TYPES

Light _____ (%) Variable _____ (%) Dark _____ (%)

RECOMMENDED VARIETIES

Year 1	Qty	Year 2	Qty	Year 3	Qty

Total Units _____

Total Units _____

Total Units _____

CROP PLANNER: _____

Client Signature _____ Date _____



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