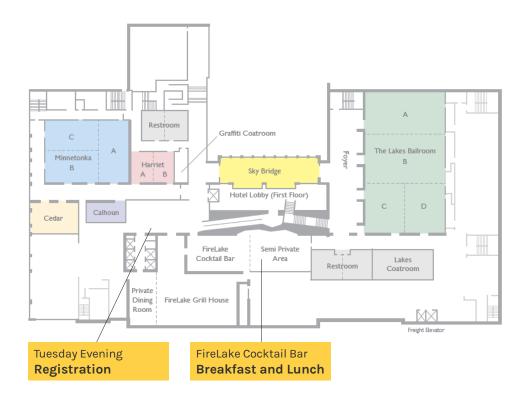
SEED SELLER BLUEPRINT LIVE

JANUARY

2019 AGENDA



SECOND FLOOR LEVEL



THIRD FLOOR LEVEL



TUESDAY, JANUARY 15, 2019 | REGISTRATION

5:30 - 6:30 pm

Pick up name badges and packets at the 2nd floor **Hospitality Desk** located next to the guest elevators

Wednesday

JANUARY 16, 2019

| 6:30 am | Breakfast Located in the Semi Private Area next to the FireLake Cocktail Bar on 2 nd floor (see map) |
|---------------------|---|
| 7:00 am - 7:30 am | Late Registration Pick up name badges and packets in the Nokomis Room on 3 rd floor (see map) |
| 7:30 am - 9:30 am | The Buyer Experience Success in Ag today is no longer about products, technologies, programs, or price—everyone has those! |
| 9:30 am | Break |
| 10:00 am - 11:30 am | Step 1 - Seed Delivery 3 Critical Steps you must execute to kick-off the NEW selling season |
| 11:30 am | Lunch Located in the Semi Private Area next to the FireLake Cocktail Bar (see map) |
| 12:30 pm - 2:30 pm | Step 2 - Follow the Planter Learn why this is the No. 1 customer contact of the year |
| 2:30 pm | Break |
| 3:00 pm - 5:00 pm | Step 3 - Planting Report Card 5 Key Steps to conduct a successful Planting Report Card Visit with each customer |
| 5:00 pm | Rapid-Fire Q & A—Teams |
| 5:15 pm | Adjourn |



JANUARY 17, 2019

| 6:30 am | | Breakfast |
|---------------------|---|---|
| 7:30 am - 9:30 am | • | Step 4 - Prospecting The most hated sales activity. Learn a fundamentally new way to prospect and find new buyers |
| 9:30 am | | Break |
| 10:00 am - 11:30 am | • | Step 5 - The Sales Story "Finger-in-the-Air" strategies don't work anymore with today's sophisticated growers. You must have a GREAT sales story |
| 11:30 am | | Lunch |
| 12:30 pm - 2:30 pm | | Step 5 - Continued |
| 2:30 pm | | Break |
| 3:00 pm - 5:00 pm | | Step 6 - Developing Cropping Plans Why you must stop writing orders and start developing cropping plans. The true roadmap to high yield |
| 5:00 pm | | Rapid-Fire Q & A—Teams |
| 5:15 pm | | Adjourn |



| 6:30 am | | Breakfast |
|---------------------|---|---|
| 7:30 am - 9:30 am | | Step 7 - Riding Harvesters 2nd most important customer contact of the Selling Season |
| 9:30 am | | Break |
| 10:00 am - 11:30 am | • | Step 8 - Confirming the Cropping Plan The word "confirmation" sends chills up the spines of most field sellers. Learn a better way to Confirm |
| 11:30 am | | Lunch |
| 12:30 pm - 2:30 pm | | Step 9 - Field Visit to Protect the Sale The Winter Field Visit is the most underused, most impactful Field Visit of all |
| 2:30 pm | | Rapid-Fire Q & A |
| 3:00 pm | | Adjourn |



Where is the training session/hotel located?

Radisson Blu Mall of America

2100 Killebrew Dr Bloomington, MN 55425 Phone (952) 881-5258

Do we book our own hotel rooms?

Yes. Attendee's are responsible for booking and paying for their own hotel rooms. Each year, the R.C. Thomas Company reserves a block of rooms at a special rate. Once you register for the event, you should call and reserve a room under the R.C. Thomas Company block.

Is food included in the registration fee?

Your registration fee includes a full breakfast buffet Wednesday, Thursday and Friday morning, noon lunches, and morning and afternoon snacks during the training. Attendees are responsible for their own evening meals.

What airport should I fly into?

When traveling by air, you will fly into the Minneapolis-St. Paul International Airport (MSP).

If I register and have to cancel, can I get a refund?

We offer a full refund up until 25 days prior to the session. After the 25 days, only a partial refund is available.

Is there a dress code?

Dress is business casual. We will talk about the importance of proper dress in selling, but feel free to dress casually, if you wish.



What are your sales goals?

SeedSeller Academy helps you get there faster.



The Seed Seller Academy is a monthly membership platform that provides world-class seed sales training. Each month you get online access to classes, videos, blogs, and live webinars that provide cutting-edge ideas for increasing sales in your territory and for your entire company.

Want to learn more?

Text the Word: Academy to 320-332-1212

