

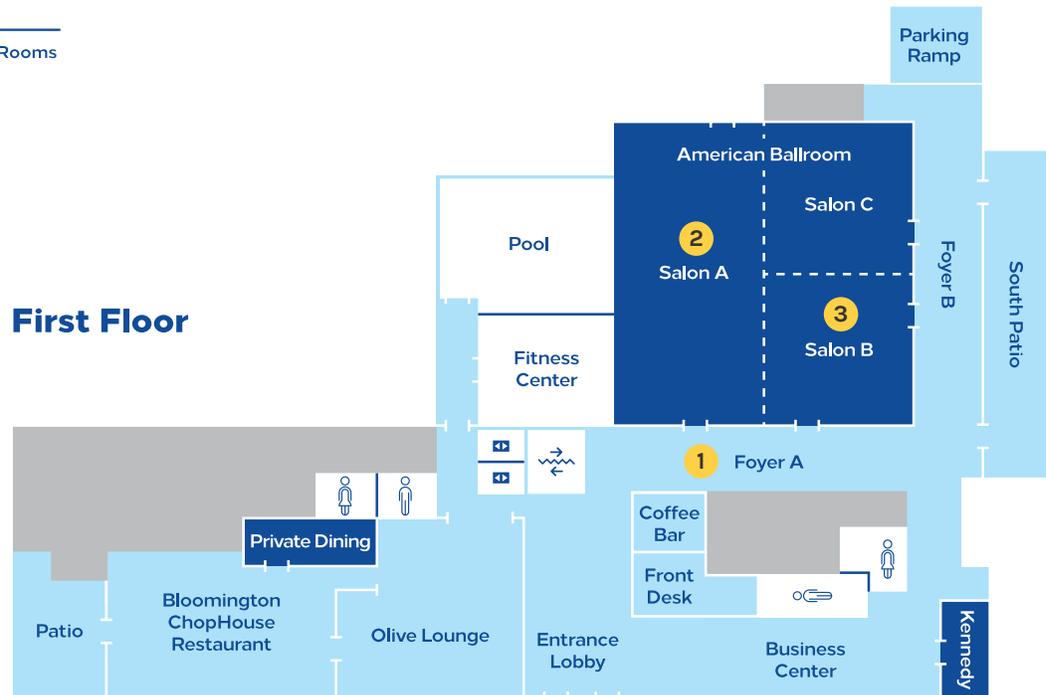
SEED  SELLER
BLUEPRINT
LIVE

JANUARY
2020 AGENDA

Map

FLOOR MAP KEY

- Meeting/Conference Rooms
- Amenities
- Public Space
- Private



- 1 Foyer A | **Registration**
- 2 Salon A | **SSB Live Training**
- 3 Salon B | **Breakfast & Lunch**

Monday

JANUARY 20, 2020

10:45 am - 11:30 am	●	Registration Pick up names badges & attendee packets in Foyer A
11:30 am	●	Lunch Located in Salon B
12:30 pm - 2:00 pm	●	The Buyer Experience Success in Ag today is no longer about products, technologies, programs, or price – everyone has those
2:00 pm	●	Break
2:20 pm - 4:00 pm	●	Step 1 - Seed Delivery 3 Critical Steps you must execute to kick-off the NEW selling season
4:00 pm - 5:30 pm	●	Step 1 & Step 2 - Follow the Planter Learn why this is the No. 2 customer contact of the year
5:30 pm	●	Adjourn

Tuesday

JANUARY 21, 2020

6:30 am	●	Breakfast Located in Salon B
7:30 am - 9:30 am	●	Step 2 - Follow the Planter Learn why this is the No. 2 customer contact of the year
9:30 am	●	Break
10:00 am - 11:30 am	●	Step 3 - Planting Report Card 5 Keys to conduct a successful Planting Report Card Visit with each customer
11:30 am	●	Lunch Located in Salon B
12:30 pm - 2:00 pm	●	Step 4 - Prospecting The most hated sales activity. Learn a fundamentally new way to prospect and find new buyers
2:00 pm	●	Break
2:20 pm - 5:00 pm	●	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
5:00 pm	●	Adjourn

Wednesday

JANUARY 22, 2020

6:30 am	●	Breakfast
7:30 am - 9:30 am	●	Step 6 - Developing Cropping Plans Why you must stop writing orders and start developing cropping plans. The true roadmap to high yields
9:30 am	●	Break
10:00 am - 11:30 am	●	Step 7 - Riding Harvesters 2nd most important customer contact of the Selling Season
11:30 am	●	Lunch Located in Salon B
12:30 pm - 2:00 pm	●	Step 8 - Confirming the Order The word "confirmation" sends chills up the spines of most field sellers. Learn a better way to confirm
2:00 pm	●	Break
2:20 pm - 4:15 pm	●	Step 9 - Field Visit to Protect the Sale The Winter Field Visit is the most under-used, most impactful Field Visit of all
4:15 pm	●	Rapid-Fire Q & A with Rod
4:30 pm	●	Adjourn

FAQ

Where is the training session/hotel located?

Hilton Minneapolis/Bloomington

3900 American Blvd W
Bloomington, MN 55437
Phone (952) 893-9500

Do we book our own hotel rooms?

Yes. Attendees are responsible for booking and paying for their own hotel rooms. The R.C. Thomas Company reserves a block of rooms at a special rate. Once you register for the event, you should **immediately** call and reserve a room.

Call 844-856-8554 and ask for **RC Thomas Block** or Group Code **RC1**.

Is food included in the registration fee?

Your registration fee includes lunch on Monday. On Tuesday and Wednesday, we provide breakfast, lunch, 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). Call the hotel for a complimentary shuttle to take you to the hotel between 6:00am and 11:45pm.

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

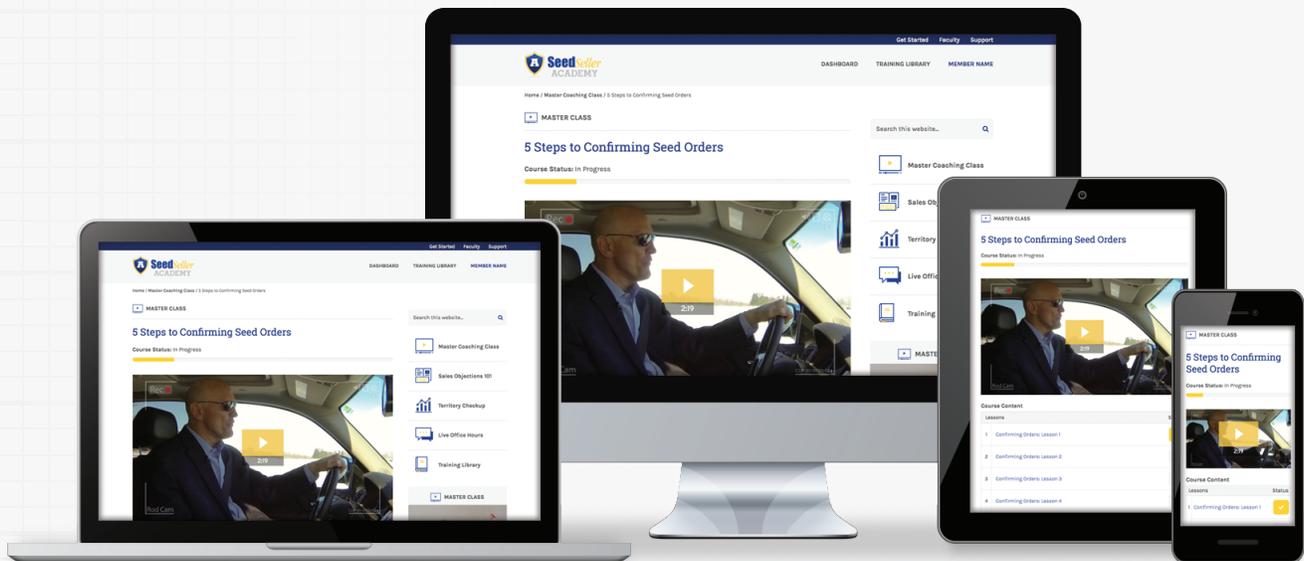
We offer a full refund up to 45 days prior to the session. After that, you can transfer your ticket to the next Blueprint Live workshop for no charge.

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 SeedSeller 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.

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