

**6-Week Course**

# **How to Be Successful Your First Year Selling**

A six-week sprint to build your confidence,  
unlock your potential, and explode your sales

**Part 1**



# CAMP<sup>®</sup>

Creating • Accelerated • Maximum • Performance



Taking Serious Salespeople to a Whole New Level



## Introduce Yourself

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

email \_\_\_\_\_

Company \_\_\_\_\_

Title \_\_\_\_\_

One-line bio \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Reason(s) for taking this course \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Are you a member of the SeedSeller Academy? Yes No

How did you hear about the Livestream for New Seed Sellers?

\_\_\_\_\_

# SESSION TITLE :

Date: \_\_\_\_\_

## Goals for Attending this Session

① \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

② \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

③ \_\_\_\_\_  
\_\_\_\_\_  
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④ \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

⑤ \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



Rod



## I'm Rod Osthus

- Born/raised on a farm – Sioux Falls, SD
- BS SDSU Agronomy/Plant Science
- Registered Seed Technologist
- Research Trojan Seed Company – 5 ½ years
- Director Hawaiian Research, Maui, Hawaii – 2 years
- Germplasm research – Brazil
- Graduate school U of MN – Quantitative Genetics
- Taught Agronomy at Ridgewater College while working at Trojan
- First employee, V/P Sales Keltgen Seed Company – 17 years

**40-plus years has taught me that my No.1 job is to:**

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## CAMP Defined

### As a Salesperson, You Can Exceed Every Goal You Set By Executing Three Strategies

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

1 \_\_\_\_\_

#### To lead change, you always need to be looking for change!

It's about needing to know what to change and when change is needed.

How do you know what needs to change and when:

- |                                      |   |
|--------------------------------------|---|
| 1. Observe and critique the present  | 4. Observe changes that threaten to become trends |
| 2. Observe your greatest obstacles   | 5. Observe what customers are doing               |
| 3. Observe what is no longer working |   |

BIOTECHNOLOGY—changes that involve living organisms such as plants and animals—is projected to take over as the largest and fastest growing business sector in the world.

What does that mean to YOU?

#### The Key to Achieving Any Goal

When you're asked to reach goals beyond your resources, or you're confronted with obstacles, what are your only options? \_\_\_\_\_

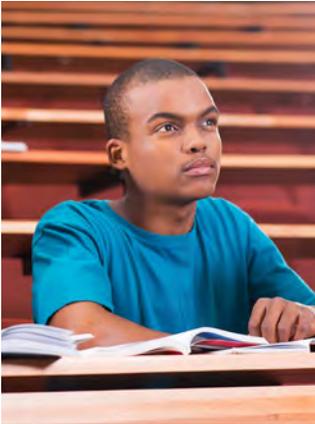
This Means:

- Hatching New Applications for Knowledge You Already Have
- Making Your Current Knowledge Yield More

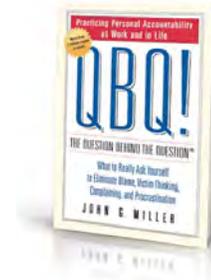
*This is the 21st Century... This is CAMP... ALL of your time will be spent **Rethinking and Innovating.***

## QBQ! The Question Behind the Question: A book you MUST buy and MUST read!

*What Do You See When You Look at This Boy's Eyes?*



- In the game
- Eager to learn
- Focused on the situation
- Excitement
- Cell phone is OFF
- Anticipation
- **Taking Responsibility for Learning**



Selling is Not a Difficult Profession: Because it is only about the “I” and the Power of Our Own Personal Accountability.

### Personal Accountability Means:

Taking total responsibility for MY own learning, changing, and executing!

How Do I Become Personally Accountable? Use “I” Questions that Will Make You Responsible so Your Company Can Grow!

1. *What can I...?*
2. *How can I...?*

Never ask **Why**, **When**, or **Who** questions...they make you the victim by shifting responsibility.

### Personal Accountability Thinking

ex.

**When** will we start working more as a Team? (I'm the victim)

**What** can I do to help build a Team atmosphere? (I'm responsible)

**How** can I become a better Team player myself? (I'm responsible)



**ex.** **Why** do customers always bring up price? (I'm the victim)  
**How** can I better understand the value we offer? (I'm responsible)  
**What** can I do to stay Outside the Circle and in control of the sale?  
 (I'm responsible)

**ex.** **Who** didn't tell me about the change in schedule? (I'm the victim)  
**How** can I do a better job of communicating? (I'm responsible)  
**What** can I do to make sure I am informed? (I'm responsible)

Write 3 questions using **Why, When, or Who**, that keep making you the victim in your job.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Change the 3 questions above into Responsibility Questions using "How can I...?" or "What can I...?"

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

REAL value is NOT about products, technologies, services, or your company...it is about YOU!  
 Therefore, CAMP is about **YOU** taking responsibility for learning and executing!

3 \_\_\_\_\_

**You must always stay Outside the Circle!  
 So you can stay in control and stay out of fights.**

**When you step Inside the Circle, You Lose!  
 When Inside the Circle, you discuss...**

- Price
- Product Performance
- Data
- Commodity Markets
- Weather
- Competitors



All objections come from Inside the Circle.

## Basic Example of How to Get Outside the Circle

What is the standard way people greet each other... *Every Day, Every Time They Meet?*

They say...

How are you?    or    How is it going?

Both are **meaningless** greetings that immediately put you Inside the Circle! These greetings get you started in the wrong direction and cause you to give up control!

*Instead we say...*

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**You must stay Outside the Circle from the first moment!**

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The REAL value customers need and want can ONLY be gotten Outside the Circle.

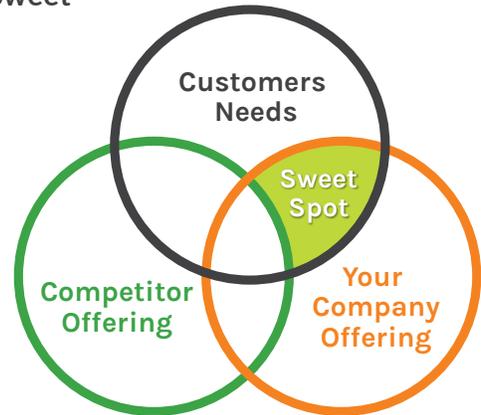
Look at Outside the Circle values farmers get. They receive none of those when they're sold while Inside the Circle.



**The Goal of CAMP is to Teach You How to Stay In the Sweet Spot Where You Meet Customer Needs and Competitors Can't Touch You**

“The strategic Sweet Spot is where your strategy meets customers’ needs and competitors can’t touch you.”

- David J Collis, Michael G Rukstad



**Your Biggest Obstacle to Staying in Control:**

→ \_\_\_\_\_

Until you prepare, practice, and role-play at the insane level, you’ll not be able to control the sale, get new buyers, create customers, or achieve your goals!

**As a Salesperson, You Can Exceed Every Goal You Set by Executing Three Strategies**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**What Topics Would You Like to Discuss While at CAMP?**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

**List the 3 Biggest Obstacles that Keep You from Selling More:**

Write them below AND on your table tent!

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_



## Apply the Session to You!

Principle: \_\_\_\_\_

List 3 key points from this section and how each point applies to your job:

1. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. \_\_\_\_\_  
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3. \_\_\_\_\_  
\_\_\_\_\_  
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Other notes from this section:

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\_\_\_\_\_  
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\_\_\_\_\_  
\_\_\_\_\_



## Things I'm Going to Change... Today

Going to Change List:	Action Steps: Action = Results
1	
2	
3	

## Things I Want to Change... but I'm Not Sure How

Want to Change List:	Why I'm unsure about these changes:
1	
2	
3	

## Things I Will Stop Doing... Immediately

Stop Doing List:	Why I must stop doing these activities immediately:
1	
2	
3	



# CAMP Laws

## Law A

Adapt CAMP to Fit You!



## Law B

**Think Application:** Many people are wise in knowledge, but very unwise in how to apply that knowledge! \_\_\_\_\_... \_\_\_\_\_...

## Law C

Know Who Your Customer Is!



There is no such thing as \_\_\_\_\_.

When we change our view of who our customer is, we have only one focus.



What kinds of changes will occur in your company when that focus changes?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

Our only **customer** is the **end-user** of our products and services because

\_\_\_\_\_.

## Law D

1. To increase learning, \_\_\_\_\_.
2. To teach is to learn twice! \_\_\_\_\_.

“Spaced review fortified by student teaching of the material produced a significant facilitation in retention of the information.” - *Reynolds and Glaser, Journal of Educational Psychology*





## Apply the Session to You!

Principle: \_\_\_\_\_

List 3 key points from this section and how each point applies to your job:

1. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
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2. \_\_\_\_\_  
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3. \_\_\_\_\_  
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Other notes from this section:

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\_\_\_\_\_  
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# Belief

Please rate yourself on a scale from 1-10, 10 being the highest, as to your **level of BELIEF** in 3 key areas of your business life (circle your answer).

**Belief In Your Company**    1    2    3    4    5    6    7    8    9    10

**Belief In Yourself**            1    2    3    4    5    6    7    8    9    10

**Belief In Your Products**    1    2    3    4    5    6    7    8    9    10

**Average** (Add the above numbers together and divide by 3) = \_\_\_\_\_

I'll show you why the above 3 answers gauge your ability to compete in this business at any point in time.

*On a scale of 1-10, 10 being the highest, rate the next 4 questions.*

1. How much has the marketplace changed in the past 5 years? \_\_\_\_\_
2. How much have consumers changed in the past 5 years? \_\_\_\_\_
3. At what level do competitors believe what they're doing is right? \_\_\_\_\_
4. At what level have YOU changed to adapt over the past 5 years? \_\_\_\_\_

You **CANNOT** expect a different result \_\_\_\_\_.

## The Marketplace Tells You What Your Answer Needs to Be!

**ex.** The marketplace is a 10 because it continues to push all of society toward commoditization, toward more free and bigger, better deals, while asking to have knowledge and service **thrown in**.

## Buyers Tell You What Your Answer Needs to Be!

**ex.** Farmers are already a level 10 in their **BELIEF** in what they're currently doing on their own farms.

## Competitors Tell You What Your Answer Needs to Be!

**ex.** All competitors are Level 10 in their own **BELIEF** in what they're doing to compete in the marketplace, using their strategies.

**The ONLY Answer That Really Matters is** \_\_\_\_\_.

**Belief In Yourself** 1-10 = \_\_\_\_ (If I'm not an \_\_\_\_, I cannot compete in the marketplace.)

What are **YOU** worth compared to your competition?

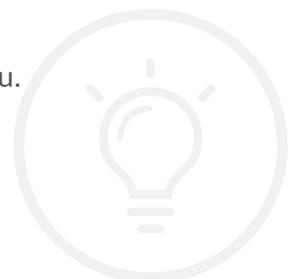
*The number you put in the blank above denotes what you think you're worth.*

What part of that worth does your company deserve to have each day?

## **BELIEVE at an 11+**

If you're anything less than an 11+ you:

- Cannot \_\_\_\_\_ in this marketplace.
- Cannot \_\_\_\_\_ from competitors.
- Cannot get others to \_\_\_\_\_ you.
- Are not giving your company all the \_\_\_\_\_ you have inside you.



To BELIEVE at a Level 11+ You Must do 3 Things:



+



+



**1** Get Rid of Old Baggage! What Baggage Are You Still Carrying?

- |          |          |
|----------|----------|
| 1. _____ | 6. _____ |
| 2. _____ | 7. _____ |
| 3. _____ | 8. _____ |
| 4. _____ |          |
| 5. _____ |          |

**2** Open Your Mind's Eye, Look Closer, Observe, Appreciate What You Have! What Do We Have That We Aren't Recognizing?

- |          |          |
|----------|----------|
| 1. _____ | 6. _____ |
| 2. _____ | 7. _____ |
| 3. _____ | 8. _____ |
| 4. _____ |          |
| 5. _____ |          |

**3** Blind Belief and Complete Trust In Those You Work With! What Are You Having Trouble Blindly Believing?

- |          |          |
|----------|----------|
| 1. _____ | 5. _____ |
| 2. _____ | 6. _____ |
| 3. _____ | 7. _____ |
| 4. _____ | 8. _____ |

**You Need Herd Immunity.** When most of the population is vaccinated against a disease... It automatically better protects those who are not vaccinated! But if only part of the herd is vaccinated... those who are vaccinated are actually at greater risk of getting the disease because the disease can get a foothold.

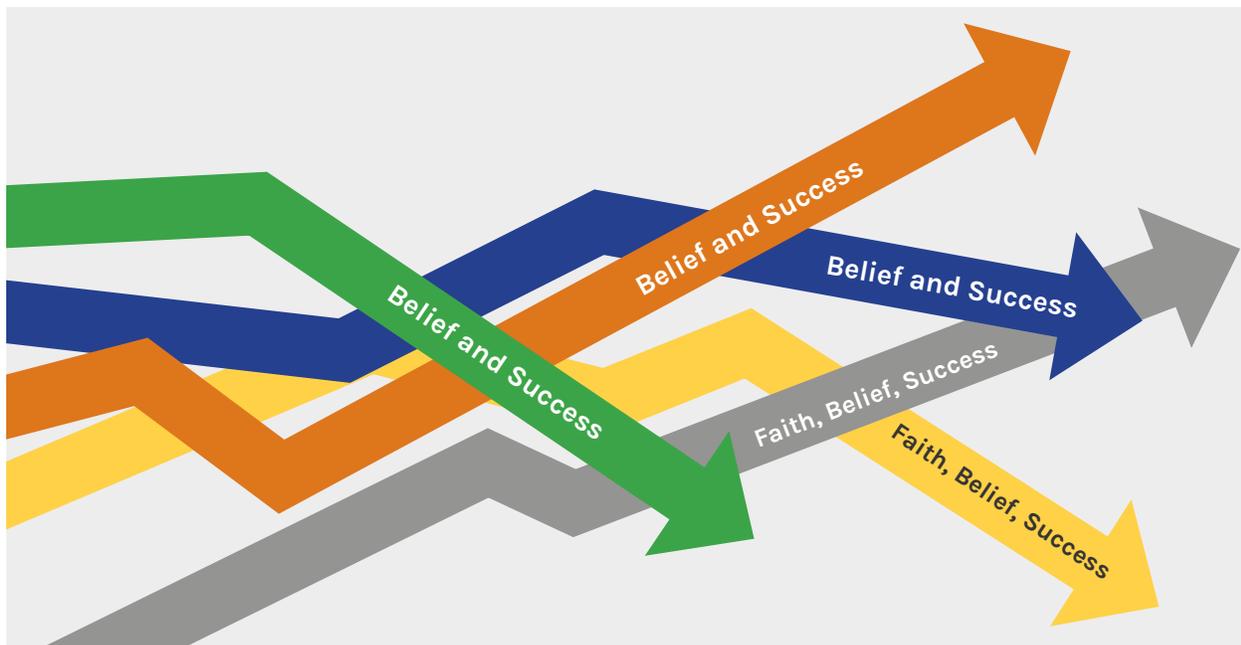


### **Everyone On Your Entire Team Has to Have Total Belief!**

If you were destined for a Management Position at Anheuser Busch, you would be an 11+ from birth. August Busch Sr. made sure that every baby boy born to the Busch family, who was considered an heir to the CEO position, was given 5 drops of Budweiser beer as the very FIRST thing put into the baby's mouth after he was born. August Busch Sr. and every August and Adolphus Busch who came after, maintained the tradition. It was their way of making EVERYONE in their company an 11+, if only by example!



### **What is the Correlation Between Belief and Success?**



“For those who believe, no proof is necessary. For those who don't believe, no proof is possible.” - *Stuart Chase*





## Apply the Session to You!

Principle: \_\_\_\_\_

List 3 key points from this section and how each point applies to your job:

1. \_\_\_\_\_  
\_\_\_\_\_  
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2. \_\_\_\_\_  
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Other notes from this section:

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# Personal Bio

## The Most Important Document You Will Ever Write

**Bio Defined:** An account of the knowledge level, the events, and the beliefs that make up your life. These can be transmitted to others **visually**, **verbally**, or via **hardcopy**.



The BIO Transfers \_\_\_\_\_.

1

**VISUAL BIO :** \_\_\_\_\_.

Why do most people dress so formally for their Wedding? To show respect for the event, plus it adds more meaning to all of the other BIO versions. It is the FIRST BIO presented at the event!

**What other BIOs do you see at a wedding?**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

**Examples of a Visual BIO and Its Effects!**

**Scenario:**

- How do you like flying airplanes?
- You aren't with this group, come to the head of the line!
- You must be the CEO!
- Are you FBI?
- What kind of doctor are you?



“Top performers have an unusual perspective on clothing. They feel that to be successful they really have to know the impact of what they're wearing for the role they intend to play.” - *Rod Osthus*

## BIO Benefits:

1. Creates \_\_\_\_\_ in the person presenting the BIO.
2. Immediately establishes who the \_\_\_\_\_ is going to be.
3. Creates the \_\_\_\_\_ in the relationship—raising perceptions of you.
4. Uses written words which add \_\_\_\_\_ to the information.
5. Forces you to sell \_\_\_\_\_ –the greatest factor in building relationships.
6. Forces you to prepare yourself to \_\_\_\_\_ .
7. Gives you a more \_\_\_\_\_ even if you're new.
8. Gives you a \_\_\_\_\_ .
9. Gives you an \_\_\_\_\_ .
10. Helps customers remember the \_\_\_\_\_ you bring to the relationship.
11. Forces you to sell \_\_\_\_\_ rather than your products or services.
12. \_\_\_\_\_ .

## 2

### Formal Written BIO

#### Rod Osthus

Rod Osthus is President of the No.1 Seed Sales Training and Consulting Firm in North America. After over 40 years in the seed business, Rod has developed a unique understanding of how to stay “relevant” and ahead of all the changes that continue to revolutionize selling. The selling skills he teaches help salespeople lead 21st century growers where they don't know they need to go. Because products, technologies, and production practices change so fast, farmers can't keep up and need someone to lead them into the future. That means that modern-day sales reps have to stay in the lead in order to lead.



“The secret to success in the seed business is to learn everything you can, regardless of how much you think you already know. Practice at the ‘insane’ level until you have the social skills to apply what you have learned. Then present YOURSELF in a manner that demonstrates the highest level of knowledge and leadership possible. This strategy ensures that the salesperson AND the customer win every time.”

- Rod Osthus



3

**Bulleted BIO****Rod Osthus:**

- President of the No.1 Seed Sales Training and Consulting Firm in North America
- Registered Seed Technologist
- 5½ Years Corn Research
- Director Hawaiian Research, Maui, Hawaii – 2 years
- 100,000 Hours of Production Experience
- 35 Years in Seed Sales and Marketing

4

**One-Line BIO**

In one sentence, a one-line BIO tells others who you are and the value you bring.

*My name is Rod, Rod Osthus. I'm a High Yield Specialist. I help growers increase yields 20-30% over a 3-5 year period.*

**Your Bulleted BIO:**

- Hometown: \_\_\_\_\_
- Education/Degrees: \_\_\_\_\_
- Employment History: \_\_\_\_\_
- Titles: \_\_\_\_\_
- Years In Business: \_\_\_\_\_
- Special Accomplishments: \_\_\_\_\_
- Family: \_\_\_\_\_
- One line that sets you apart: \_\_\_\_\_  
\_\_\_\_\_

Starting with the bulleted BIO, create a one-line BIO for yourself.





## Apply the Session to You!

Principle: \_\_\_\_\_

List 3 key points from this section and how each point applies to your job:

1. \_\_\_\_\_  
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\_\_\_\_\_  
\_\_\_\_\_  
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2. \_\_\_\_\_  
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3. \_\_\_\_\_  
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Other notes from this section:

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## P.R.O.

### The Marketing to Sales Sequence: P.R.O.

How many customers do you have? \_\_\_\_\_

How many prospects do you have? \_\_\_\_\_

#### 1 Perception

Perceptions ultimately affect the way we view the things around us.  
What do you see in the picture on the right?

**Perception:** The process by which people interpret and organize sensations to produce a meaningful experience of things they're exposed to.



#### Step 1: Perception (Perceived Value)

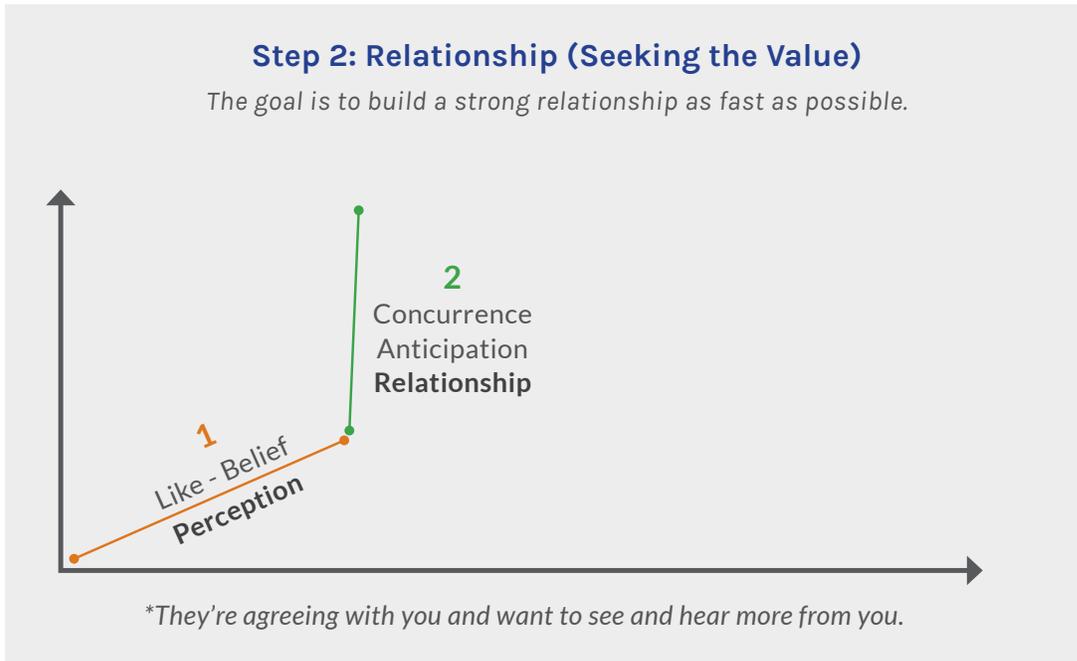
*The goal is to raise positive perceptions as fast as possible.*



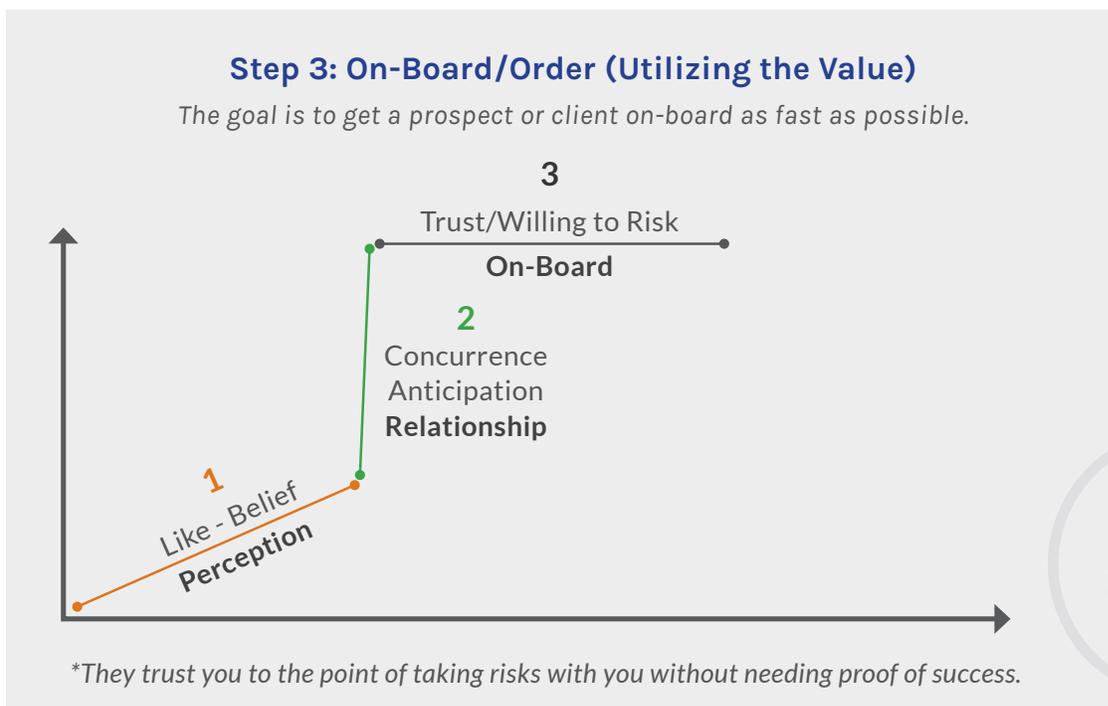
*\*You want people to like you and believe in you – that means they perceive value in you.*

## 2 Relationship (Seeking the Value)

An **interpersonal relationship** is an association between two or more people. This association gets stronger as the value they recognize between them increases.



## 3 On-Board/Order (Utilizing the Value)



**“PRO” CONCEPT:** The Foundation for Creating a Customer and the Success of Our Business!

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

The Purpose of PRO is to Create “Customers.”

A “Customer” Is: \_\_\_\_\_

Until they become “Customers,” they’re at the prospect level, which makes them your competitors!

- NOW how many customers do you have? \_\_\_\_\_
- NOW how many prospects do you have? \_\_\_\_\_



## Apply the Session to You!

**Principle:** \_\_\_\_\_

**List 3 key points from this section and how each point applies to your job:**

1. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
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2. \_\_\_\_\_  
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3. \_\_\_\_\_  
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# Leading

## Anyone Can Become a Leader By Following Four Important Steps

- ① Believe In Yourself
- ② Use Progress to Monitor Your Leadership
- ③ Know Customers Need Your Leadership
- ④ Think Like a Marketer



1

\_\_\_\_\_

**Your Biggest Obstacle to Leading:** Lack of BELIEF... IN YOURSELF! The ONLY real value a grower gets is the value YOU bring!

Today my level of Belief in myself is \_\_\_\_\_. It needs to be \_\_\_\_\_.

2

### Use Progress to Monitor Leadership

True Leadership generates the most important feeling inside your followers and serves as their No.1 Motivator.

The No.1 motivator of people is: \_\_\_\_\_



## 3

**Know Customers Need Your Leadership**

Buyers need you more than you need them (circle one). True or False

- Why? \_\_\_\_\_
- Leader's Job Description: \_\_\_\_\_

What if the following people expected YOU to make the decisions?

- Auto mechanic
- Architect
- Doctor
- Lawyer
- Accountant

If you aren't making decisions for the customer, they see no value.

What kinds of decisions do you need to make for your prospects and customers?

- What to buy
- When to buy
- How much to buy
- When to pay
- How to pay
- How to use it
- Where to use it
- How to measure its performance

Who bears the ultimate responsibility for your product's performance (circle one)?

You or Your Customer

- Why? \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Are your customers REALLY the ones who take responsibility for the success or failure of your products every year (circle one)? Yes or No

→ Why? \_\_\_\_\_

Why aren't YOU and YOUR PRODUCTS ultimately responsible for your customer's success? \_\_\_\_\_

→ \_\_\_\_\_  
\_\_\_\_\_

## 1,000 Variables!

All of the environmental factors + All of the management factors.

The interaction between the two  
= 1,000 Variables

*Water alone can create 400+ variables on a single variety.*

ex.

**One variable called too much water.**

**When:** at planting, after planting, at emergence, after emergence, at V1, V2, V3, V4 etc. or R1, R2, R3, etc.

ex.

**Not enough water.**

**When:** at planting, after planting, at emergence, after emergence, at V1, V2, V3, V4 etc. or R1, R2, R3, etc.

If your customers took ultimate responsibility for the success of your products by protecting themselves from the variables, how would that change your relationship with those customers? \_\_\_\_\_  
\_\_\_\_\_



**Leading Today's Producers Can Be Challenging! You Must...**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_



**What % of the producers who buy from you are on your side? (circle one)**

100% 90% 80% 70% 60% 50% 40% 30% 20% 10% 0%

**What % of the producers who buy from you do exactly what you tell them to do, when you tell them to do it? (circle one)**

100% 90% 80% 70% 60% 50% 40% 30% 20% 10% 0%

**4 Think Like a Marketer**

**Producer vs Marketer: Which One Are You?**

→ Producer: \_\_\_\_\_  
 \_\_\_\_\_

→ Marketer: \_\_\_\_\_  
 \_\_\_\_\_

**Marketing Defined:** Every activity you do to position yourself, your company, and your products, in the customer's mind.

**Getting people to: SEE you, THINK about you, and TALK about you as often as possible.**  
 The question is are you high in their minds and they think about you often **OR** are you low in their minds and they seldom think about you?

**Selling:** Every activity you do to put yourself in contact with customers for the purpose of making a sales presentation.

**Thinking like a marketer:**

1. A fair price is one of the most important elements needed to get a sale today.  
*Agree or Disagree*
2. One of the most important things companies can do today is listen to their customers.  
*Agree or Disagree*
3. One of the most effective ways to keep customers is by getting closer to them and taking better care of them.  
*Agree or Disagree*
4. Cold calls are difficult, but they must be done in order to break open new market areas.  
*Agree or Disagree*

**Anyone Can Become a Leader by Following Four Important Steps:**

1. Believe In Yourself
2. Use Progress to Monitor Your Leadership
3. Know Customers Need Your Leadership
4. Think Like a Marketer





## Apply the Session to You!

Principle: \_\_\_\_\_

List 3 key points from this section and how each point applies to your job:

1. \_\_\_\_\_  
\_\_\_\_\_  
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\_\_\_\_\_  
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2. \_\_\_\_\_  
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3. \_\_\_\_\_  
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\_\_\_\_\_

Other notes from this section:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Things I'm Going to Change... Today

Going to Change List:	Action Steps: Action = Results
1	
2	
3	

## Things I Want to Change... but I'm Not Sure How

Want to Change List:	Why I'm unsure about these changes:
1	
2	
3	

## Things I Will Stop Doing... Immediately

Stop Doing List:	Why I must stop doing these activities immediately:
1	
2	
3	



# Changing

## Everyone Can Change by Following Six Key Steps

- ① Believe You Need to Constantly Change
- ② Believe You Never Know ENOUGH
- ③ Rely On Resiliency
- ④ Avoid Analogical Thinking
- ⑤ Get Customers Out of the Ag Cycle
- ⑥ Change How You Manage Your Time

1

### Believe You Need to Constantly Change

“The thinking that has brought me to where I am, has caused some problems that thinking at this level can no longer solve.” -*Albert Einstein*

**To Change:** You must believe that the status quo is more dangerous than starting a new process.

2

### Believe You Never Know Enough

“22 Z In” No one is ever prepared... ENOUGH!



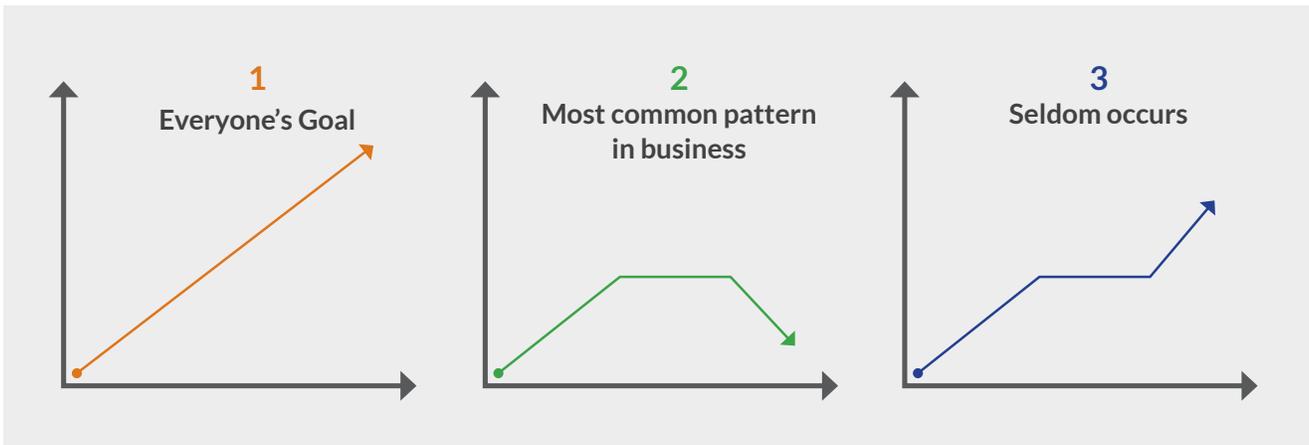
### 3 Rely On Resiliency

The ability to adjust strategy to changes in circumstances!

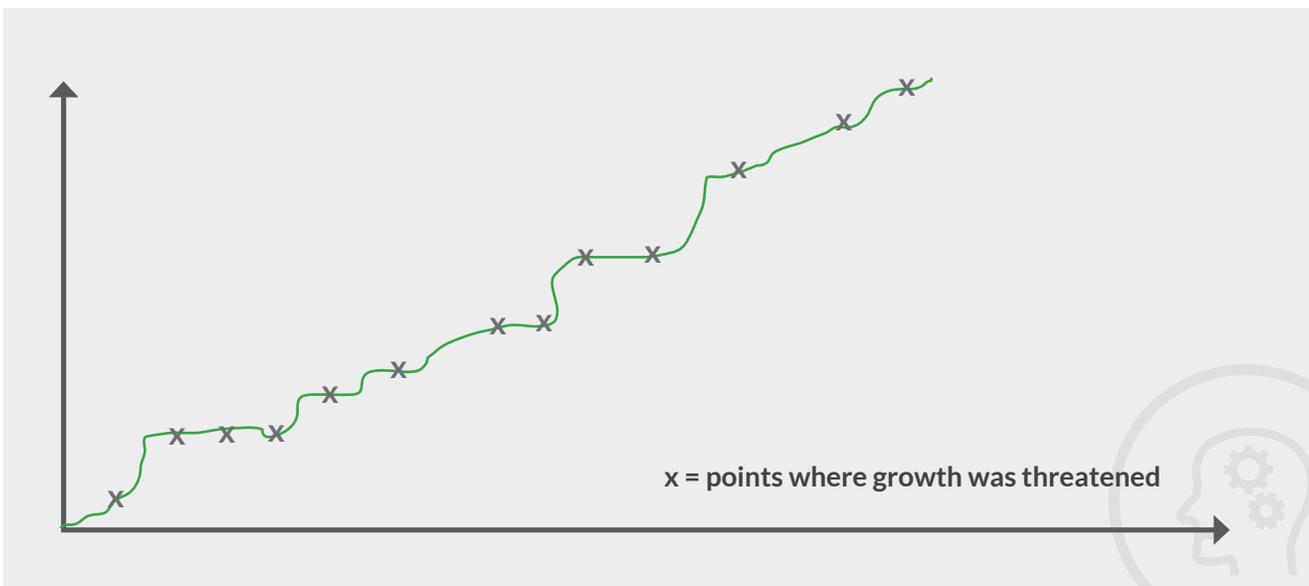
How many ways do you know how to...

1. Excite Customers About the Future
2. Keep Customers Positive
3. Resell 100% Customers
4. Prevent Customer Dissatisfaction
5. Get Them to See the Value In What YOU Contribute
6. Get Appointments
7. Handle Price Objections
8. Get Larger Orders
9. Get Early Orders

Without resiliency, growth seldom occurs.



Resiliency means constantly looking for ways around obstacles so growth never stops.



**4 Steps to Being Resilient:**

- |                           |                          |
|---------------------------|--------------------------|
| 1. Identify the Obstacles | 3. Invest More Resources |
| 2. Think Maximum Options  | 4. Seek Team Help        |

Choose an obstacle you face: \_\_\_\_\_

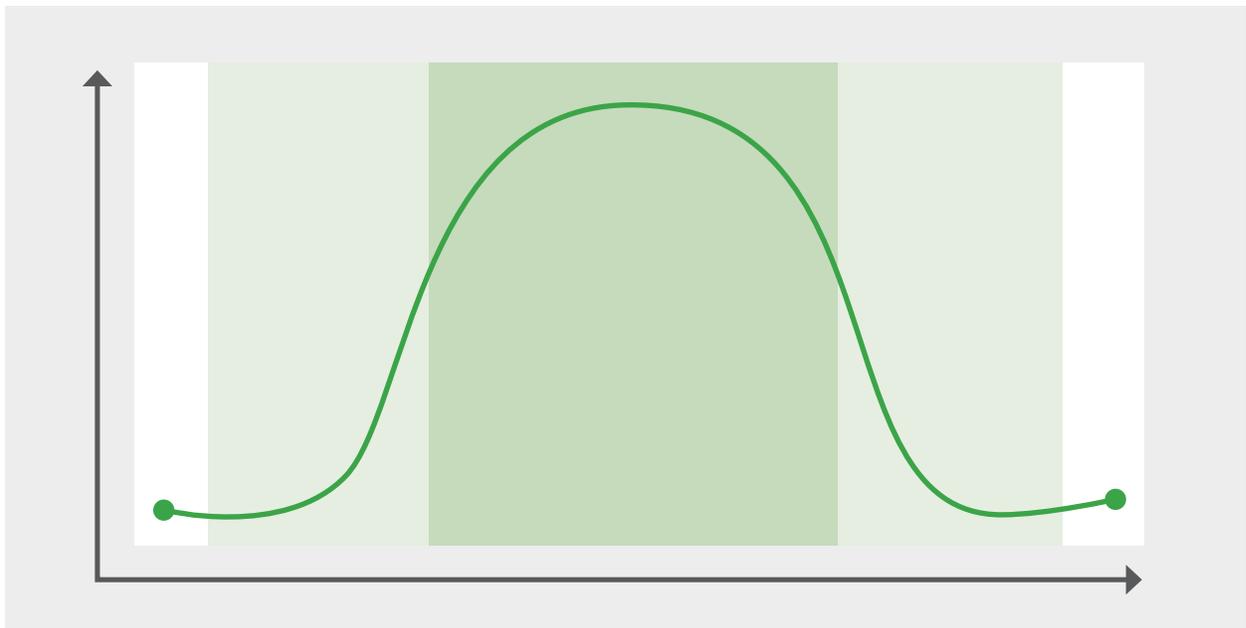
**Use the 4 strategies above to overcome the obstacle:**

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_
4. \_\_\_\_\_  
\_\_\_\_\_

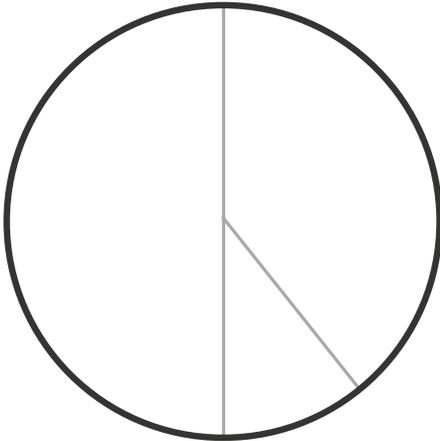
**4 Avoid Analogical Thinking**

You Cannot Change by Using the Past to Predict the Future

**Analogical Thinking Makes You a Follower**



Analogical Thinking Can Put You Out of Business



Yield Monitors Can't Measure Yield



Cropping Plans Must Be Done Prior to Harvest



## 5 Get Customers Out of the Ag Cycle

### It Impacts Your Ability to Change

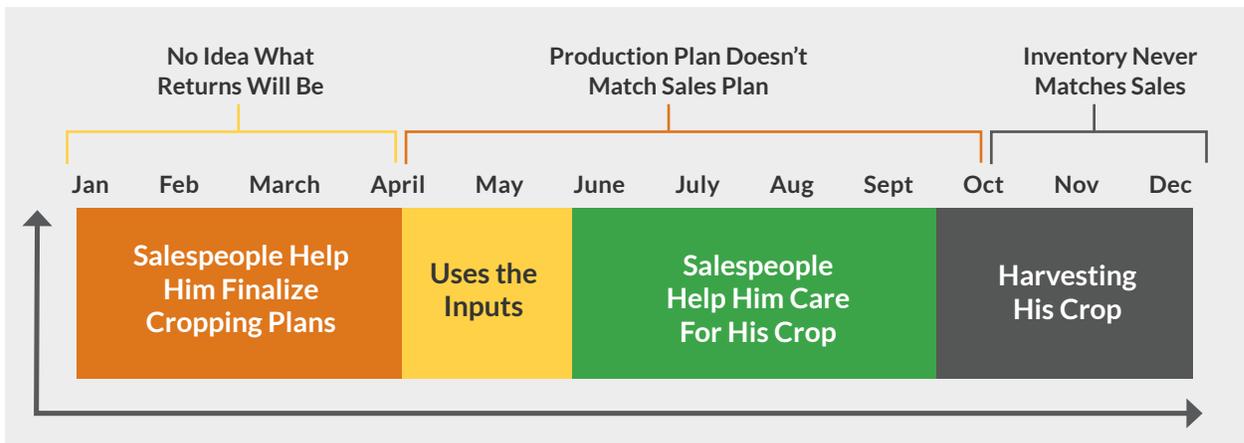
My Grandfather picked corn by hand in November/December. Then he put it into a corn crib to dry until spring. In the spring, my grandfather would select the largest and nicest ears. He'd shell them with a hand corn sheller, then plant those kernels back in the spring!

### Ag Cycle: When Growers Made Decisions and it Started More Than 100 Years Ago

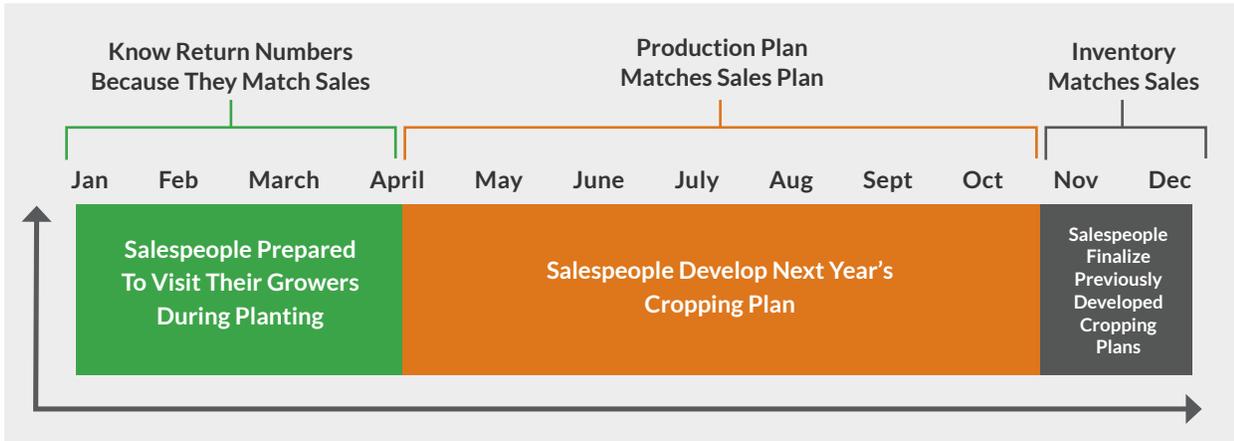
The Number 1 Problem Facing Agricultural Companies Today!



### The Ag Cycle is the Biggest Challenge We Face Today



## When Growers Are Out of the Ag cycle



## 6 Change How You Manage Your Time

Time is the only thing that EVERYONE has the same amount of... TIME and MONEY are synonyms!

### Time = \$Money

#### Streamline the Low-End of Your Business

Every business has a high-end and a low-end. The High-End Generates the Revenue... the Low-End Costs You Money! Do more of the things that generate revenue and deprioritize, or stop doing things that don't generate revenue!



#### What Is Your Selling Time Worth?

Territory value ÷ 1,000 hrs/yr selling = your value/hr

\$ \_\_\_\_\_ ÷ 1,000 hrs = \$ \_\_\_\_\_/hr



## No.1 Rule for Changing How You Manage Your Time

Don't just think about changing at the point where you left off, start back at zero!



*What is your idea of making changes that will help you streamline the low-end so you can manage your time better?*

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## Decision Time! What's your story?

Question: \_\_\_\_\_

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Answer: \_\_\_\_\_

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## Apply the Session to You!

Principle: \_\_\_\_\_

List 3 key points from this section and how each point applies to your job:

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\_\_\_\_\_  
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3. \_\_\_\_\_  
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# Prospecting

## Prospecting Can Be a Profitable Sales Strategy By Following Five Key Steps

- ① Set a Validated Sales Goal
- ② Develop Qualifications for Prospects
- ③ Develop Qualifications for Yourself
- ④ Know How to Interview Prospects
- ⑤ Follow a Prospecting Calendar



### 1 Set a Validated Sales Goal

Successful Prospecting is Knowing that...

- \_\_\_ of the business is FREE for the asking
- \_\_\_ of the available buyers will never buy from you
- \_\_\_ of the business is available, but you have to work to take it from someone else

#### The 30% Loss/Opportunity Principle

30% of the market is FREE! 30% of the Business is Free for Prospecting. No one claims it! Use it to set your goals.

ex.  $30\% \times \underline{\hspace{2cm}} \text{ units sold in YOUR territory} = \underline{\hspace{2cm}} \text{ FREE units!}$

$\underline{\hspace{2cm}}$  new sales goal

$\underline{\hspace{2cm}}$  - minus last year's final net sales

$\underline{\hspace{2cm}}$  = total increase units needed

①  $\underline{\hspace{2cm}} = \underline{\hspace{2cm}} \text{ \# of new customers needed}$   
(Increase units needed ÷ average new order size)

②  $\underline{\hspace{2cm}} = \underline{\hspace{2cm}} \text{ \# of prospects needed}$   
(New customers needed ÷ closing %)

③ I need to call on  $\underline{\hspace{2cm}}$  new prospects to get  $\underline{\hspace{2cm}}$  new buyers to purchase  $\underline{\hspace{2cm}}$  units each by  $\underline{\hspace{2cm}}$  (date).

## 2

## Develop Qualifications for Prospects

Prospecting means searching an entire group... choosing the ones who will help you reach your future goals!

### Prospecting is not selling...

- You're not trying to write orders

### Prospecting is INTERVIEWING...

- \_\_\_\_\_ prospective buyers
- Sorting \_\_\_\_\_
- \_\_\_\_\_ the unqualified
- \_\_\_\_\_ the qualified
- \_\_\_\_\_ around the qualified
- Getting an \_\_\_\_\_ to come back

### What qualifications does a prospect need to have in order to buy from your company?

1. Appears friendly with a cooperative attitude
2. You like him
3. Appears to be progressive
4. Appears to have the qualifying size operation
5. Appears to be in the age range
6. Lives in my territory
7. Appears easy to communicate with
8. Appears to have a positive attitude
9. Appears honest with ability to pay
10. Appears that he likes you

## 3

## Develop Qualifications for Yourself

Prospects are sorting YOU too. Make a good first impression! You're also being interviewed by prospects to see if they want to work with you. Do everything you can to make a **great first impression**.

- Appear to be a leader
- Appear to be smart
- Appear to be in total control
- Provide Outer Circle information
- Appear to have a strong belief
- Appear very unique
- Appear to have values outside of product



## 4 Know How to Prospect

Use “Doggy Treats”: an attraction tool we use to impress prospects, reassure customers, and raise perceptions of ourselves very quickly.

### How to Use Doggy Treats:

1. Doggy treats are not gifts or handout items with your name on it. They are, instead, articles of interest from publications the grower doesn't normally read.
2. Few, if any, Ag publications qualify as a source for Doggy Treats because farmers read those publications.
3. Choose articles the prospect or customer hasn't seen or thought about before that generally have little or nothing to do with your products or services.
4. Choose articles that are leading and cutting-edge.
5. Use these primarily during prospecting, especially for the 5-Minute Drill.
6. Go to any major book supplier and survey the magazine sections on business, technology, and so on. There is an unlimited supply of this kind of information.



### Two Ways to Interview Prospects

#### #1 Referrals

A referral comes from a satisfied customer. Referrals close the sale twice as fast as non-referrals. Every person who buys your products knows someone else who could buy your products.



## Referral Script: This script is designed to be used to get referrals from current customers.

### Scenario:

- You call on Bill—one of your good customers who you want to get three referrals from. You've been talking about his crop, the great job he does on his farm, how much you appreciate his business, and how much you enjoy working with him. He returns the compliment and says he enjoys the relationship also. The goal is to reinforce the relationship every time you are together and, like any relationship, it continues to get stronger the more time you spend nurturing it.
- You and Bill are in his office, on his farm, enjoying a cup of coffee together.
- Your goal is to get Bill to say **YES** at least 3 times before you get down to business. If you get at least **3 Yeses**, he will do what you ask him to do.

**You:** Bill, I know it has been a rather challenging year for you to this point, but despite last year, we need to look forward to next year, don't we.

**Bill:** **Yes**, I guess we do. No sense worrying about the past. There's only so much a person can do. What do you think this market is going to do?

**You:** That's a great question. I don't know. Are you keeping your production levels the same as last year? (same acres by crop, same herd size, etc.)

**Bill:** **Yes**, I'm planning on it.

**You:** I'll bet you plan to stay focused on your 5-year yield goal too, don't you!

**Bill:** **Yes**, I do. I'm going to be the first guy in the county to break production barriers. (300 bu/a corn, 150 bu/a soybeans, 100 bu/a canola, 2500 lbs/a cotton, rate of gain, etc.)

**You:** That's awesome man. And as you work toward that goal, you know what that means, don't you Bill.

**Bill:** What does it mean?

**You:** It means input costs and market prices won't have control over you anymore. Optimum production greatly reduces that pressure. Plus, you can spend a lot more time hunting, can't you!

**Bill:** That's the plan.

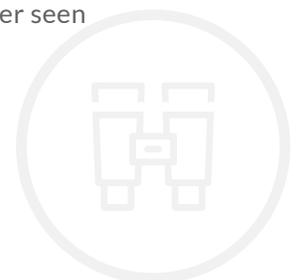
**You:** It sure helps the attitude, too, and lets you enjoy farming a lot more, doesn't it! (*Keep him following, get a "yes"*)

**Bill:** **Yes**, it sure helps.

**You:** That is one thing I appreciate most about you, Bill, your great attitude and the way you're always looking ahead to the future.

**Bill:** You've helped me a lot in that area. You're always positive, in fact, I don't think I've ever seen you having a bad day.

**You:** Thanks, we make a great team.



*You have solidified the relationship. You have gotten at least 3 Yeses. Time to talk business.*

**You:** The main reason I stopped by today, Bill, is to ask for your help. One of the primary differences between our company and most other companies is how we grow our business. Many companies spend more time trying to get new customers than they do taking care of their current, loyal customers like you, don't they!

**Bill:** That's for sure.

**You:** Bill, we're totally different. In our company we spend the bulk of our time with current customers like you. But, when we're ready to prospect for new customers, one of the first things we do is ask our current customers to personally introduce us to people they would recommend we work with. I'm really interested in people like you, Bill, who are easy to get along with, share similar goals, and would help us grow our business.

I plan to visit some new prospects and, with your permission, tell them a little bit about how I work with people like you. I want to stop to see them to begin the relationship process. But I need your help in finding the right people and your permission to mention your name. Would you help me find two or three guys who you know and trust that I could stop and see? I'd want them to be of your caliber to join our Team.

**Bill:** Sure, I know at least two guys right now you can go see. Bob Williamson and Jerry Jones would be great to have in our group.

**You:** Tell me more Bill.

**Bill:** I've known both Bob and Jerry for 15 years. Jerry and his wife, Marla, and our kids go to the same church and we go camping together. Jerry and I were on the county board together. They're really nice guys and great farmers.

**You:** I'd like to meet them and have them as customers. If they're even close to your caliber, Bill, they will be a great addition to our Team! Would you introduce them to me on Friday of this week or Monday of next week?

**Bill:** Yeah, I guess I could do that next week. I haven't seen them for awhile myself.

**You:** Will you call and setup an appointment for us?

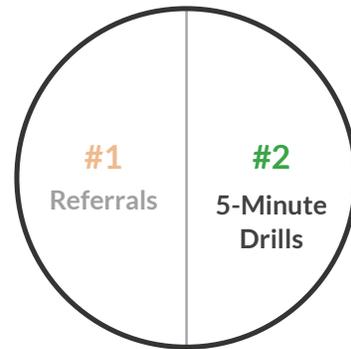
**Bill:** Sure, I can do that. You need to do the selling though. I'll just introduce you.

**You:** Great, I really appreciate that. Thanks again Bill. I better get going. I'll see you Monday morning. Let's meet for breakfast at 7:00 at the truck stop and we can discuss the plan. Why don't you make the first appointment for 8:30 and the second one for 10:00. Then let's plan on you and me and our wives going out for a steak at your favorite place on Saturday night.

**Bill:** Sounds like a plan. See you Monday at 7:00.

## #2 5-Minute Drill

You dropped in to conduct a 5-Minute Drill on a prospective buyer. You don't know his name.



**You:** Good morning, my name is Rod, Rod Osthus. I'm a High Yield Specialist for the RC Thomas Company. You are? (*John Smith*) It's nice to meet you, John. I work with top producers to help them get on track to doubling production over a 3-5 year period. You have a nice place here.

**Grower:** Thanks.

**You:** Is this your home farm?

**Grower:** Yes, I grew up here and took it over from my dad about 10 years ago after he passed away.

**You:** It's beautiful, you get a lot of compliments on it, don't you!

**Grower:** Yes, I do, actually.

**You:** Oh, before I forget, I have something for your wife. As I drove in the yard, I saw she raises flowers. Here's a package of 24 different wildflowers—it covers 1,000 square feet. My wife has a patch and just loves them. They come back every year and require absolutely no maintenance. Please give them to her.

**Grower:** Thank you. She'll like them.

**You:** I have something for you, too. I understand you're one of the best corn farmers in the county. Do you happen to read the *International Weekly Journal of Science*?

**Grower:** No, I don't.

**You:** Here's an article concerning research to increase the protein content in corn. It's written by Daniel Gallie at the University of California Riverside. The corn industry has been working hard on the project with very little success. But he created a breakthrough he calls Atkins corn. You've probably heard of the Atkins diet—a high protein, low carbohydrate diet.

**Grower:** Yes, I have.

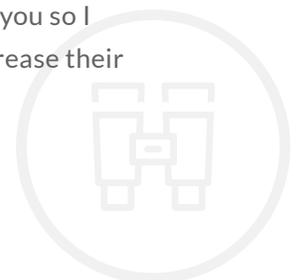
**You:** Basically, he inserted two embryos into the corn kernel and cut the size of the endosperm in half. The result was a very high protein and low carbohydrate corn. You can just imagine the excitement that food companies will have when this kind of technology comes to market.

**Grower:** Yes, I sure can. Thanks, I'll check it out.

**You:** I didn't have an appointment, but I'm going to be back in the area next Tuesday and Wednesday morning. Would it be possible to setup an appointment to meet with you so I can tell you about some of the things I do to help corn producers significantly increase their yields?

**Grower:** Yeah, I guess I could do that.

**You:** I am an early-riser—would Tuesday or Wednesday morning work best for you?



**Grower:** Let's meet Tuesday at 8:00.

**You:** That will be great. I'm going to give you this appointment card and put it in my schedule also. I won't be calling to remind you because I know that you're a businessman and you don't need reminding. Do you have anyone else involved in your operation?

**Grower:** Yes, my son.

**You:** What's his name?

**Grower:** Tom.

**You:** Would your son be able to join us at the appointment?

**Grower:** Yeah, I'll make sure he's around.

**You:** Please give this extra appointment card to your son so he can put it on his calendar, too.

**Grower:** Okay, thank you.

**You:** I'll make a special trip out here on Tuesday and I look forward to seeing you again. Thank you for your time this morning and have a great day. It was nice meeting you.

**Grower:** Thanks. Nice meeting you.

## 5 Follow a Prospecting Calendar

**Your Secret to Having the Biggest Sales Year Ever:** Establishing a Prospecting Calendar and Sticking With It

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Totals
Week 1	Prospecting 6	Prospecting 6	Sales Calls	Sales Calls	Planning Role-Play Fishing	OFF	12
Week 2	Prospecting 6	Prospecting 6	Sales Calls	Sales Calls	Planning Role-Play Fishing	OFF	12
Week 3	Prospecting 6	Prospecting 6	Sales Calls	Sales Calls	Planning Role-Play Fishing	OFF	12
Week 4	Prospecting 6	Prospecting 6	Sales Calls	Sales Calls	Planning Role-Play Fishing	OFF	12
Total							48 New Prospects

48 Prospects @ 3 months = 144 Prospects @ 50% closing rate with a minimum  
order size of \_\_\_\_\_ = \_\_\_\_\_ New Units Sold



## Apply the Session to You!

**Principle:** \_\_\_\_\_

**List 3 key points from this section and how each point applies to your job:**

1. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
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2. \_\_\_\_\_  
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3. \_\_\_\_\_  
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**Other notes from this section:**

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# Price

## Everyone Can Eliminate PRICE as a Sales Stopping Objection When They Adopt Three Strategies

- ① Remove Product Performance as Part of the Sales Negotiation
- ② Know that Price is the “Blood” that Keeps Your Company Alive
- ③ Offer “Outer Circle” Benefits to Customers



### Remove Product Performance as Part of the Sales Negotiation

A customer \_\_\_\_\_ from you the first time because of your product. He \_\_\_\_\_ about your product.

When you have \_\_\_\_% of a customer’s business and he leaves you, it will not be because \_\_\_\_\_ is \_\_\_\_\_.

It will be for \_\_\_\_\_!

People buy on \_\_\_\_\_, not \_\_\_\_\_.

#### Product performance will not be an issue when you Cross-Sell Two In Common.

It’s a mandatory strategy for survival when selling living organisms. Each of the following four prospects is planting the same competitive variety. Cross-Sell Two In Common to ensure both you and your customer’s success.

#### Customer:

No. 1: Currently Planting \_\_\_\_ = ( ) + ( ) + ( )

No. 2: Currently Planting \_\_\_\_ = ( ) + ( ) + ( )

No. 3: Currently Planting \_\_\_\_ = ( ) + ( ) + ( )

No. 4: Currently Planting \_\_\_\_ = ( ) + ( ) + ( )



## 2

### Know That Price Is the Blood That Keeps Your Company Alive

Price should never be an obstacle to sales.

**Customers don't buy on price, they buy on perceptions!**

- Price can make \_\_\_\_\_ of all of us!!! \_\_\_\_\_ doesn't sell products, only \_\_\_\_\_ sell products.
- If you're not selling BENEFITS to justify price on every sale—your price is too low!

**Market prices are not related to the price you ask for your products.**

Commodity	Your Product _____
<ul style="list-style-type: none"> <li>→ BulkGeneric</li> <li>→ Unclean</li> <li>→ Price</li> <li>→ Non-uniform</li> <li>→ Quantity</li> </ul>	<ul style="list-style-type: none"> <li>→ Quality</li> <li>→ Value</li> <li>→ Technology</li> <li>→ Precision</li> <li>→ Uniform</li> <li>→ Profit</li> <li>→ YOU</li> </ul>

**How to decide whether or not to reduce the price.**

Current Price/unit \$ \_\_\_\_\_. Reduced Price \$\_\_\_\_\_.

Net Price Reduction/unit \$ \_\_\_\_ multiplied by the average no. units purchased per customer  
 \_\_\_\_ = \$\_\_\_\_/customer lost, multiplied by the total number of customers buying that  
 product \_\_\_\_ = Total decrease in my territory revenue of \$\_\_\_\_\_



How many new customers and how many units increase will it take to make up for the loss in revenue and get back to even?

\_\_\_\_\_ units of increase and \_\_\_\_\_ new customers just to get back to where we were.

---

### The Effect of Reduced Price

If you cut price by the percentage under column A, you will have to increase your volume by the percentage in column B just to maintain the same profit. If you increase price by the percentage in column C, then your volume can decrease by the percentage in column D and still maintain the same profit.

A	B	C	D
-3%	+13.6%	+3%	-10%
-5%	+25%	+5%	-16.5%
-10%	+67%	+10%	-29.5%
-15%	+150%	+15%	-35.5%
-20%	+400%	+20%	-42.5%

*Study conducted by Donald D. Juschartz, County Extension Director at Michigan State University*

3

### Offer Outer Circle Benefits to Customers

**Selling Value! Offer the highest priced products first in the negotiation.**

Value is the vaccine needed to vaccinate every person we do business with. Without the vaccine, our company will become infected with the price disease. Vaccinating our customers with a long-lasting vaccine like VALUE is the only way to make them and you successful.



## Real Outer Circle Values!



### What Are Each of These Outer Circle Values Worth to a Grower?

- Top Five Factors to Maximizing Production
- Cropping Plans
- Planter Visits
- Walking Fields
- Harvester Rides



### The Top Five Factors to Maximizing Production:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_



**Top 5 Factors = \$\_\_\_\_/acre of value to a grower.**

Every grower needs to follow the Top 5 Factors to Produce a Top Crop.

1. They allow the variety to perform to its potential
2. They protect product performance all the time
3. They minimize damage from the 1,000 variables
4. Without following these, maximum yields cannot be achieved

**Cropping Plans = \$\_\_\_\_/acre of value to a grower.**

Every grower who develops his cropping plan prior to harvest, has a significant profit advantage.

1. Treatment of fields in previous year—weeds/tile/tillage etc.
2. Preplan and order crop inputs
3. Market the grain that will come from the new cropping plan
4. Match the right fields with the right varieties

**Planting visits = \$\_\_\_\_/acre of value to a grower.**

How much value can you deliver by being there at planting time?

1. Planting depth—every seed emerges within 12 hours of each other
2. Planting speed—every seed has uniform spacing
3. Following the variety-by-field plan
4. Ensure our seed meets the grower's satisfaction
5. Remove product bias from the grower's mind
6. Reconfirm the post-planting product performance protection strategies

**Walking fields = \$\_\_\_\_/acre of value to a grower.**

How much value do you deliver because you prevent problems during the growing season?

1. Diseases
2. Insect damage
3. Plant nutrition issues
4. Timing issues

**Combine Rides = PRICELESS**

Evaluate:

1. Last year's decisions
2. Finalize next year's decisions
3. Build relationships

**Values Growers Receive!**  
Price should never be a factor in the sale.

SERVICE	VALUE
Top 5 Factors	
Cropping Plans	
Planter Visits	
Walking Fields	
Harvester Rides	
<b>TOTAL</b>	
Add Retail Price Of Your Seed/Acre	_____
Total Value Per Acre You Offer	_____
Total Price You Should Be Charging	_____



**Create Your Own Outer Circle Values to Offer Customers:**

1. \_\_\_\_\_
  - a. \_\_\_\_\_
  - a. \_\_\_\_\_
  - b. \_\_\_\_\_
  
2. \_\_\_\_\_
  - a. \_\_\_\_\_
  - a. \_\_\_\_\_
  - b. \_\_\_\_\_
  
3. \_\_\_\_\_
  - a. \_\_\_\_\_
  - a. \_\_\_\_\_
  - b. \_\_\_\_\_
  
4. \_\_\_\_\_
  - a. \_\_\_\_\_
  - a. \_\_\_\_\_
  - b. \_\_\_\_\_
  
5. \_\_\_\_\_
  - a. \_\_\_\_\_
  - a. \_\_\_\_\_
  - b. \_\_\_\_\_



## Apply the Session to You!

Principle: \_\_\_\_\_

List 3 key points from this section and how each point applies to your job:

1. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Other notes from this section:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



## Things I'm Going to Change... Today

Going to Change List:	Action Steps: Action = Results
1	
2	
3	

## Things I Want to Change... but I'm Not Sure How

Want to Change List:	Why I'm unsure about these changes:
1	
2	
3	

## Things I Will Stop Doing... Immediately

Stop Doing List:	Why I must stop doing these activities immediately:
1	
2	
3	



## Laugh Test

### It tests your attitude toward what you truly BELIEVE

The Laugh Test is about not believing, thus, figuratively speaking, laughing on the inside. If you're not believing, you're not passing the Laugh Test. As long as you're laughing, your customers are laughing, therefore, not believing! How do you stop your customers from laughing? Stop laughing yourself and take a position!

List the principles we discussed to this point that you're still LAUGHING at:

- 1 \_\_\_\_\_  
\_\_\_\_\_
- 2 \_\_\_\_\_  
\_\_\_\_\_
- 3 \_\_\_\_\_  
\_\_\_\_\_
- 4 \_\_\_\_\_  
\_\_\_\_\_
- 5 \_\_\_\_\_  
\_\_\_\_\_
- 6 \_\_\_\_\_  
\_\_\_\_\_
- 7 \_\_\_\_\_  
\_\_\_\_\_





## Apply the Session to You!

**Principle:** \_\_\_\_\_

**List 3 key points from this section and how each point applies to your job:**

1. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. \_\_\_\_\_  
\_\_\_\_\_  
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\_\_\_\_\_  
\_\_\_\_\_

3. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Other notes from this section:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



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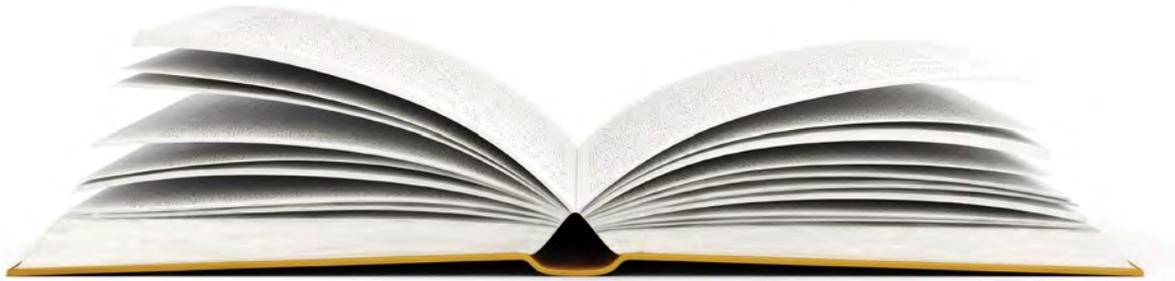
# Sales Story

## Develop a Good Story

It's the key to getting a sale. If you don't develop a StoryBook, you have no story.

Benefits of a StoryBook when delivering a sales story:

- It gives you an immediate professional perception
- You know how the sales call will start
- You know what will be talked about during the call
- Without it, you can't tell when a listener stops listening
- It gives the customer a "visual" of the upcoming relationship
- It appeals to multiple senses
- It keeps you in control
- It helps you manage your time
- You know how the sales call will end
- You know what will happen next



## Five Steps to Developing a Great Sales Story!

- ① Write the sales call opening word-for-word
- ② Create a 3-section StoryBook outline
- ③ Write word-for-word dialogue for each outline section
- ④ Put product dialogue into intrinsic value form
- ⑤ Practice the 4 kinds of statements for controlling the conversation

# 1

## Write the Sales Call Opening Word-for-Word

Get the prospect to say YES at least 3 times before you make a request.

**You:** Good morning \_\_\_\_\_, my name is Rod, Rod Osthus, I'm a High Yield Specialist with the RC Thomas Company. It's a pleasure to meet you. You know Tom Johnson, right?

**Grower:** Oh yeah, Tom's a good friend of mine.

**You:** He's one of the best producers in the county, wouldn't you agree?

**Grower:** Yes, he sure is.

**You:** Well, he said the same thing about you.

**Grower:** Oh, thank you.

**You:** Tom told me to stop by and visit with you about what we're doing with HIS operation. He said you'd like that.

*Perception and relationship building: Getting the prospect to like you.*

**You:** Boy, you really have a nice place here \_\_\_\_\_, you get a lot of compliments on it, don't you?

**Grower:** Yes, we do actually.

**You:** Is this your home farm?

**Grower:** Yes, my grandfather homesteaded it then my dad took it over and now I live here.

**You:** Very nice. Nice herd, are they registered?

**Grower:** Yes, they're.

**You:** Wow, would you mind if I took a look at them?

**Grower:** Sure, that'd be fine. Who did you say you were with?

**You:** The RC Thomas Company. We're the High Yield Specialists. We help farmers take their yields to new levels. How long have you been raising Registered Angus?

**Grower:** About 10 years.

**You:** That business continues to change fast too, doesn't it.

**Grower:** Yes, it sure does.

**You:** Do you A.I. exclusively?



**Grower:** Yes, we do.

**You:** Oh, before I forget, I have something for your wife. As I drove in the yard, I saw she raises flowers. Here's a package of 24 different wildflowers, it covers 1,000 square feet. My wife has a patch and just loves them. They come back every year and require absolutely no maintenance. Please give them to her.

**Grower:** Thank you. She'll like them.

**You:** I have something for you, too. Do you happen to read *MIT Technology Review*?

**Grower:** No, I don't.

**You:** There's an extensive article that directly affects all of us. It's about the safety of GMOs from an independent, scientific point-of-view. I think you'll enjoy it.

**Grower:** Gee, thanks, I'll definitely read it.

### *Repositioning the prospect.*

**You:** Would you have a few minutes for me to show you some of the things we do with our program and how we achieve such great results with people like \_\_\_\_\_?

**Grower:** Yeah, I guess we could take a few minutes. Why don't we go into my office where it's more comfortable.

**You:** Thank you, that'd be great.

### *Setting up the conversation.*

**You:** Before we get started, are you expecting any urgent calls in the next 20 minutes?

**Grower:** No.

**You:** Would it be ok if we turned our cell phones off just for a few minutes. The things we're going to talk about I think you'll find pretty important.

**Grower:** Sure, that's no problem.

**You:** Thank you very much, I really appreciate that.

*Once you're in position, present your sales story using your StoryBook.*

## 2

### Create a 3-Section StoryBook Outline

1. Raising Perceptions of **Yourself**
2. Raising Perceptions of **Your Company**
3. Raising Perceptions of **Your Offering**

#### 1. Raising Perceptions of Yourself

Create a 2-page BIO on Yourself:

**Rod Osthus, Director Crop Planning**

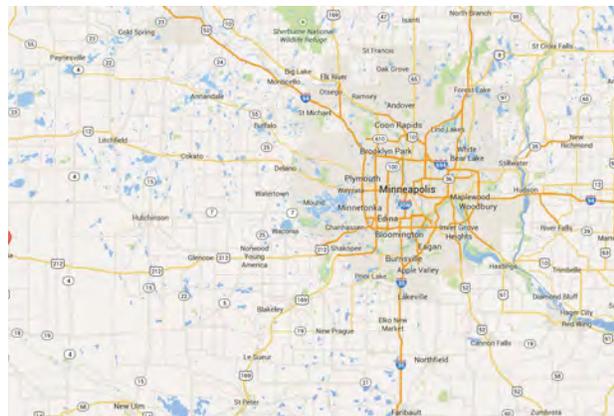
- Born/raised farm Sioux Falls, SD
- BS Degree Agronomy SDSU
- Registered Seed Technologist
- 5 ½ Years Research Trojan Seed Co.
- 40-Plus Years Seed Industry Experience
- Reside in Olivia, MN, late wife, Sharon, 3 grown children



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

**Rod Osthus, Corn Specialist**

- 100,000+ Hours of Corn Production Experience



## 2. Raising Perceptions of Your Company

- Headquarters Olivia, MN
- Being a Leader in the Marketplace Creates Growth
- Raising Perceptions of Your Offering



## 3. Raising Perceptions of Your Offering

### 3 Reasons for Our Growth:

1. Early Planning
2. Ultimate Yield System
3. Superior Service

3

Write Word-for-Word Dialogue for Each Outline Section



4

Put Product Dialogue Into Intrinsic Value Form

Product or Service

Features	Customer Benefits	Intrinsic Value
STAY GREEN	GOOD STANDABILITY	FLEXIBLE HARVEST
		LESS WORRY
EXCELLENT VIGOR	DISEASE RESISTANT	EASIER HARVEST
		LESS FIELD LOSS
GOOD TEST WT	UNIFORM EMERGENCE	PERFECT STANDS
		GETS YIELD ON TRACK
	UNIFORM STANDS	UNIFORM PLANT SIZE
		WATER CONSERVATION
	HARDER TEXT GRAIN	LESS DOCKAGE
		LOWER DRY COST
	FASTER DRYING	LESS HARV DAMAGE
		LESS SHRINK

Hybrid A

Your Product

Features	Customer Benefits	Intrinsic Value

## 5 Practice the 4 Kinds of Statements for Controlling the Conversation

1. “Buy-In” Statements
2. “Ownership” Statements
3. “Control” Statements
4. “Emotional/Logical” Statements



A sales story without buy-in statements, control statements, and ownership statements is like eating, drinking, and talking on the phone while driving a car... **You Are Never In Control!**

### 1. Buy-In Statements

#### Controlling the Conversation Using Buy-In Statements

- |                |                |                    |               |
|----------------|----------------|--------------------|---------------|
| → Doesn't it   | → Haven't they | → Isn't that right | → Couldn't it |
| → Wouldn't it  | → Aren't they  | → Won't you        | → Isn't it    |
| → Won't it     | → Can't you    | → Hasn't she       | → Hasn't he   |
| → Shouldn't we | → Don't we     | → Don't you        | → Didn't it   |

#### Practice Buy-In Statements by Completing Each Sentence

- You're looking to make some real changes, \_\_\_\_\_!
- Maximum production is the most important factor to you, \_\_\_\_\_!
- Fast service is extra important, \_\_\_\_\_!
- He really does a nice job, \_\_\_\_\_!
- You really like being a good steward of the land, \_\_\_\_\_!
- We need to start planning earlier this year, \_\_\_\_\_!
- You said that you plant several crops to spread risk, \_\_\_\_\_!
- Now is the time to confirm your order, \_\_\_\_\_!

Make your own sentences using Buy-In Statements that will solve problems you face in the marketplace.

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_

## 2. Ownership Statements

Paint your prospect into ownership using statements that depict him making decisions on your product's use.

1. John, will you put this variety on the light ground across from your house?
2. Bill, will you plant this variety first on the new farm you just rented?
3. Frank, is this the variety you'll plant first because of its excellent seedling vigor?
4. Jack, is this the variety you'll plant on the farm with your toughest problems because of its new herbicide technology?

Make your own sentences:

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_



### 3. Control Statements

Control Statements allow the seller to regain control and take the customer Outside the Circle.

1. **Customer:** How well do your varieties stand?  
**Seller:** Do you have some particular fields causing you problems?  
**Customer:** Yes, actually I do.  
**Seller:** We'll address those issues during your field visits. Where do you plan to take your yields over the next 2-3 years?
2. **Customer:** Do you recommend high population with your varieties?  
**Seller:** How many bushels per thousand plants are you getting right now?  
**Customer:** What do you mean?  
**Seller:** Plant population and row spacing have little to do with achieving top yields. We'll discuss that later. Where do you plan to take your yields over the next 2-3 years?
3. **Customer:** Can your varieties compete with Brand X?  
**Seller:** 98% of the people who start with us never leave, the 2% who leave don't follow our plan! How long have you been farming?
4. **Customer:** What's your replant policy?  
**Seller:** Have you had replant situations in the past?  
**Customer:** Some years I have.  
**Seller:** We don't have a replant policy, we have a replacement policy. All of our seed is guaranteed. If you're not happy with the stand, for any reason, regardless of the cause, we will replace it free.
5. **Customer:** Do you have a finance program?  
**Seller:** Yes, we do. Do you normally finance your crop inputs?  
**Customer:** No, but I may this year.  
**Seller:** We'll talk about that a little later. Where do you plan to take your yields over the next 2-3 years.
6. **Customer:** Are your varieties resistant to phytophthora?  
**Seller:** Do you have wet soils?  
**Customer:** Some of my fields are wet, yes.  
**Seller:** We will definitely address that during our field visits and make sure phytophthora resistance is in the portfolio we select.
7. **Customer:** \_\_\_\_\_  
**Seller:** \_\_\_\_\_  
**Customer:** \_\_\_\_\_  
**Seller:** \_\_\_\_\_

## 4. Emotion vs Logic

List the “logical” parts of competing in this marketplace.

- Must have good products
- Must have product knowledge
- Must have good service

*The problem is logic doesn't sell because it's too logical.*

List the “emotional” parts of competing in this marketplace.

- Looking successful
- Being professional
- Feeling successful
- Being excited
- Being well-organized
- Having a positive attitude

*Emotion, by itself, doesn't sell because it is too shallow.*

**We must combine the two to make logic emotional.**

**How do you tell someone you have great product without showing him data...**

- 98% of farmers who start with us never leave, the 2% who leave don't follow our plan.

**How do you tell someone you have great service without making service a generic term...**

- We guarantee to solve any problem within 24 hours or it's FREE.

**How do you show someone you have a lot of product knowledge without telling him how smart you are...**

- I rode 68 harvesters and saw these varieties perform 64 times on 120 soil types.

**How do you make an appointment emotional...**

- I know I'm a few minutes early, I hope that's okay!

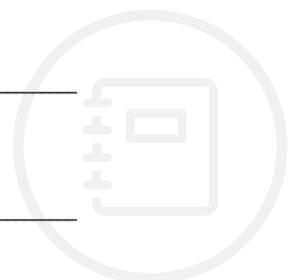
**Make your own emotionally logical statements:**

**I have great product.**

---

**I have great service.**

---



I have a lot of product knowledge.

---

I have an appointment.

---

## FAQ of the StoryBook

1. **How many pages are in the typical StoryBook?**  
It ranges from 25-35.
2. **How long should the actual story last?**  
From 20-25 minutes
3. **Can I use my laptop to deliver my StoryBook?**  
Only for a PowerPoint presentation for 3 or more prospects. The most effective tool is a nicely bound full-color paper version or an iPad for each person to follow.
4. **Do I use the same story on every prospect and customer?**  
Yes. The first year you use a StoryBook no one has heard it, so use the same StoryBook with everyone.
5. **What about the second year, do I need two StoryBooks?**  
You'll have a tab in your StoryBook and the front of the tab will be your story for new prospects; behind the tab will be your story for current buyers.
6. **Does each person in the company make their own StoryBook?**  
No. Everyone in the company needs to have the exact same story and StoryBook except for the BIO.
7. **What is the proper sequence of a StoryBook?**  
First you raise perceptions of you, then your company, then your products.
8. **Are the various products listed in the StoryBook?**  
No. The only purpose of the StoryBook is to raise perceptions, not sell products.
9. **How do I keep the StoryBook from sounding like a "canned" speech?**  
Practice, Practice, Practice.
10. **But isn't role-play practice different from an actual sales call?**  
No. They're the same. The seller plans how it's going to start, what will take place during the call, and how it will end.
11. **How can you do all of that?**  
By being in control the entire time on the call. If you don't control it, the prospect will, and you'll not like the result.



## Apply the Session to You!

Principle: \_\_\_\_\_

List 3 key points from this section and how each point applies to your job:

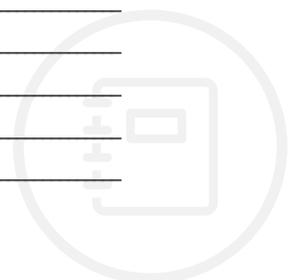
1. \_\_\_\_\_  
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3. \_\_\_\_\_  
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\_\_\_\_\_

Other notes from this section:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



## Things I'm Going to Change... Today

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1	
2	
3	



# Role-Play

**Question:** What grade would you most likely get on a test if you knew the questions before taking the test? *Most likely an “A”!*

**That’s What Role-Play Is!** Knowing the answers to the sales call test before you take the test. You CANNOT have an effective sales story and sales approach without **intensive role-play!**

## What does role-play mean to you?

- It means you already know all the *objections* that are going to come up on every sales call.
- It means you already know all the *questions* that are going to come up on every sales call.
- It means you already know what to say and when to say it in order to handle those objections and questions.
- It means when your sales call is practiced and role-played, it will be totally different from everyone else’s and will also be more successful!

## What does role-playing REALLY mean?

- It means you take total charge of the sales call.
- It means you’re going to preplan the call.
- It means extra work—the kind we’re not used to.
- It means accepting total responsibility for the outcome of the sales call.
- It means deciding that we can control the outcome of every sales call, if we choose to do so.

**Choose a prospect from the list below to develop your story around and practice your role-play:**

- |                           |                                |
|---------------------------|--------------------------------|
| 1. Sell a hog producer    | 6. Sell a second year customer |
| 2. Sell a cattle producer | 7. Take a customer to 100%     |
| 3. Sell a dairy producer  | 8. Sell a 100% customer        |
| 4. Sell a large producer  | 9. _____                       |
| 5. Sell a new customer    |                                |

*Picture in your mind the setting you are in and who else is there!*

To complete the scenario, answer the following questions. Unless you have a specific person in mind, make one up.

\*I am calling on a \_\_\_\_\_.

- What do you expect to SEE when you get there?
- Who do you expect to SEE when you get there?
- Where do you expect to SEE him or her when you get there?
- What do you expect to HEAR when you get there?
- What do you expect to HAPPEN when you get there?

### Role-Play

- Introduce yourself, repeat his name
- Outside the Circle greeting (Nice to meet you)
- Your title and one-line BIO
- What your one-line BIO means
- Progress report (Compliment)
- Doggy Treat
- Reposition the prospect
- Have ALL of your sales tools with you
- **Follow your pre-planned story and StoryBook**

### Role-Play Checklist

Place a check mark beside ones you remember doing during role-play practice or observed while watching others role-play.

- |   |   |
|---|---|
| <input type="checkbox"/> Positive complimentary opening                               | <input type="checkbox"/> Built perceptions of company           |
| <input type="checkbox"/> Personal appearance  | <input type="checkbox"/> Built perceptions of products/services |
| <input type="checkbox"/> Outside the Circle greeting                                  | <input type="checkbox"/> Used Ownership Statements              |
| <input type="checkbox"/> Title with one-line BIO                                      | <input type="checkbox"/> Used Control Statements                |
| <input type="checkbox"/> Progress report/compliment                                   | <input type="checkbox"/> Was in control the entire time         |
| <input type="checkbox"/> Buy-In Statements  | <input type="checkbox"/> Set expectations for the prospect      |
| <input type="checkbox"/> Door opener piece  | <input type="checkbox"/> He knows what to expect of you         |
| <input type="checkbox"/> Doggy Treats   | <input type="checkbox"/> Held the interest of the prospect      |
| <input type="checkbox"/> Referrals  | <input type="checkbox"/> Delivered in a reasonable time frame   |
| <input type="checkbox"/> Testimonials   | <input type="checkbox"/> Was a positive learning conversation   |
| <input type="checkbox"/> Repositioned the prospect                                    | <input type="checkbox"/> Appeared organized                     |
| <input type="checkbox"/> Showed next steps  | <input type="checkbox"/> Stayed on-track and in control         |
| <input type="checkbox"/> Appeared professional  |   |
| <input type="checkbox"/> Built perceptions of self                                    |   |
| <input type="checkbox"/> Overall rating of the role-play (1-10, 10 being the highest) |   |



Comments on the role-play:

---



---



---



---

**Take Control of Your Producer’s Mind so You Can Stay Outside the Circle**

*Address these without hesitation! Remember to take them Outside the Circle.*

“Who is \_\_\_\_\_ (your company name)?”

---



---

“Are your products any good?”

---



---

“Why aren’t you in the trials?”

---



---

“Why are you so high-priced?”

---



---

“I don’t know what I’m going to do yet.”

---



---

*Practice...*

---



---



---



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## Apply the Session to You!

Principle: \_\_\_\_\_

List 3 key points from this section and how each point applies to your job:

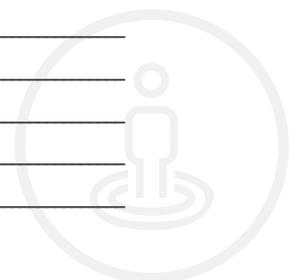
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# Action Steps

## LEARN + CHANGE + EXECUTION = SUCCESS!

My Three Greatest Needs to Become More Successful:

1. \_\_\_\_\_

Change. \_\_\_\_\_

Change. \_\_\_\_\_

Change. \_\_\_\_\_

2. \_\_\_\_\_

Change. \_\_\_\_\_

Change. \_\_\_\_\_

Change. \_\_\_\_\_

3. \_\_\_\_\_

Change. \_\_\_\_\_

Change. \_\_\_\_\_

Change. \_\_\_\_\_

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

**-ARCHILOCHUS**

