

Summer Sales Bootcamp

A four-week workout that will prepare you to explode sales in the new selling season!

REWIRE YOUR BRAIN



“Seed sellers need to do a better job of rewiring their brains and the brains of their customers to accept and implement the strategies essential to their success.”

-ROD OSTHUS

The goal of Bootcamp is to show how you can double, triple, or quadruple your sales THIS YEAR!

Topics:

Week 1 - Rewire Your Brain

Week 2 - Rewire Your Customer's Brain

Week 3 - Break Prospecting Records

Week 4 - Take Your Closing Rate to 80%

The biggest reason I'm not selling more!

→

Week 1: Rewire Your Brain

What does this picture represent?

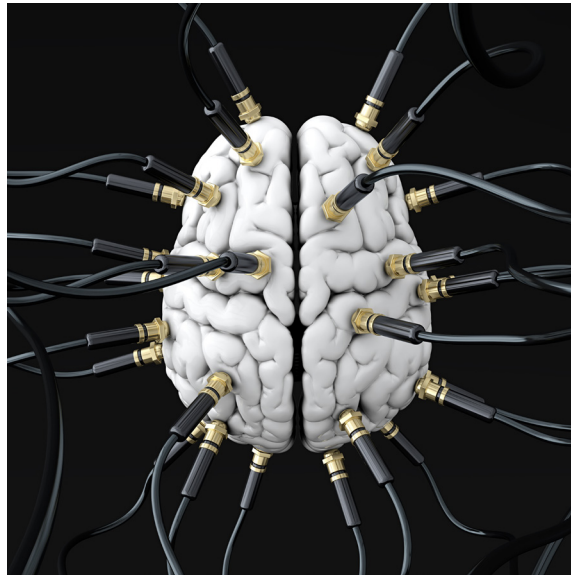


Answer: _____

Explanation: _____

Why? _____

A. Rewire Your Brain: _____



If Anyone is Beating Me, It's _____

You are responsible because you know:

→ _____

Taking responsibility is a way of thinking. You know ahead of time if you're going to win. When you decide you are responsible, you know success is totally up to you. It doesn't matter if you work with others, or you are negatively impacted by circumstances beyond your control, you decide whether you're going to succeed or fail.

→ _____

It's a conscious effort to give your power away or keep it. Stop giving your power to prospects, customers, the weather, the marketplace, or competitors. When you give it away, you become powerless, unable to determine your own destiny.

→ _____

Deal with every situation the way it is, not the way you wish it was. Save yourself a lot

of time, energy and stress trying to change what you can't change.

- _____
 _____ You have a responsibility, not only to yourself but to others. Fulfill both cheerfully.
- _____
 Get rid of your to do list and operate by your calendar. To do lists don't take into account your time schedule. Schedule and prioritize everything within your calendar every day.

B. Rewire Your Brain: _____

- As an adjective, *premium* implies something of _____
Premium comes from the Latin, meaning "reward."
- Successful seed sellers _____ they are _____
 to all other sellers.
- Successful seed sellers _____ their varieties are _____
 to all competitors.
- Successful seed sellers _____
 are planted in a _____ to create superior performance.
- Successful seed sellers know they must deliver a _____
 _____ that can only be delivered by following the Seed Seller Blueprint.

What kind of premium buying experience does a customer get when you...

Yield building strategies disguised as service.

- Visit their planters for 10 minutes during planting?
- Conduct a post planting report card visit 4-6 weeks after planting?
- Start their cropping plans prior to harvest?
- Ride their combines when harvesting your varieties?
- Take them to visit their fields in the winter?

- As an adjective, premium implies something of higher value _____
_____.
- It costs more to _____
_____ no one else offers.
- It costs more to _____
_____ who deliver premium services to customers.
- As an adjective, premium implies selling to _____
_____.
- Premium customers _____.
- Premium customers _____.
- Premium customers _____.
- Premium customers _____.
- Premium customers are _____ by other farmers.
- Premium customers seldom have _____.
- As an adjective, premium implies _____ to customers.
- Change how you relate the value of your _____.
- What _____ to pay for the time you will be
spending with a grower?
- Determine _____.
- Change _____ your valuable time.

What is Your Time Worth Per Hour?

Dollar sales goal _____ \div 1000 = _____ time value per hour.

Example:

_____ units of seed corn at \$300/unit = _____ \div 1000
= _____.

Use your own numbers to find what you are worth per hour.

Dollar sales goal _____ \div 1000 = _____ time value per hour.

Will you give your time to a farmer buying 12 to 24 units if they have the potential to buy a lot more?

Yes

No

If you said yes, what do you know?

- You're not putting in the time and effort to get them to buy more.
- You're wasting both your time and money.
- You're not concerned about the future and are content with a sale of any size.
- None of those buyers are on your side.
- All of those buyers will leave you because they're not invested in your success.
- You will have product complaints you would not have with real customers.
- You will spend all of your time worrying about those trial customers.
- Your best customers should stop buying because of the deals you're giving small buyers.

C. Rewire Your Brain: _____

Change **when** you will sell.

- The fastest way to grow your business is to achieve your sales goal during the 12 weeks prior to harvest.
- Exponential results occur when you dedicate your time and actions to specific days to prospect.

Ex. The following calendar could represent any 3 months, prior to harvest.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Totals
Prospecting 3	Prospecting 3	Sales Calls	Sales Calls	Planning Role-Play Fishing	OFF	
Prospecting 3	Prospecting 3	Sales Calls	Sales Calls	Planning Role-Play Fishing	OFF	
Prospecting 3	Prospecting 3	Sales Calls	Sales Calls	Planning Role-Play Fishing	OFF	
Prospecting 3	Prospecting 3	Sales Calls	Sales Calls	Planning Role-Play Fishing	OFF	36@ 150 Units
12	12	24 Per Month	@3 Months	72 Prospects	50% =	New Units 5,400

D. Rewire Your Brain: _____

- Puts you ahead of _____ in the marketplace that require new ways of thinking by giving you the 3 essential traits to be successful selling seed.
- _____.
- _____.
- _____.
- Develops _____ to a _____.
- Your _____ is helping farmers _____, not selling seed.
- Your _____ to that destination is _____.
- When you're not _____, you and grower are not focused on his goal.

- Allows you to _____ where you want them to go.
- To focus on maximizing production, not _____
- To take the first step to maximizing production and _____
- To follow _____ to maximizing production.
- _____ from every competitor.
- No one else has a _____ to follow.
- No one will give customers the _____ you give customers.
- No one will have a _____ as high as you.
- Prospects will come on board at a higher level _____
- You will never miss another sales goal.

Your Homework Section

E. Rewire Your Brain: _____

- Old thinking will be replaced with _____.

What kinds of new ideas do you need? _____

- Old habits will be replaced with _____.

What old habits are you afraid of getting rid of? _____

- The outcomes are unknown, _____.

What are you afraid of that you don't know? _____

- Why do you want to get better? _____

F. Rewire Your Brain: _____

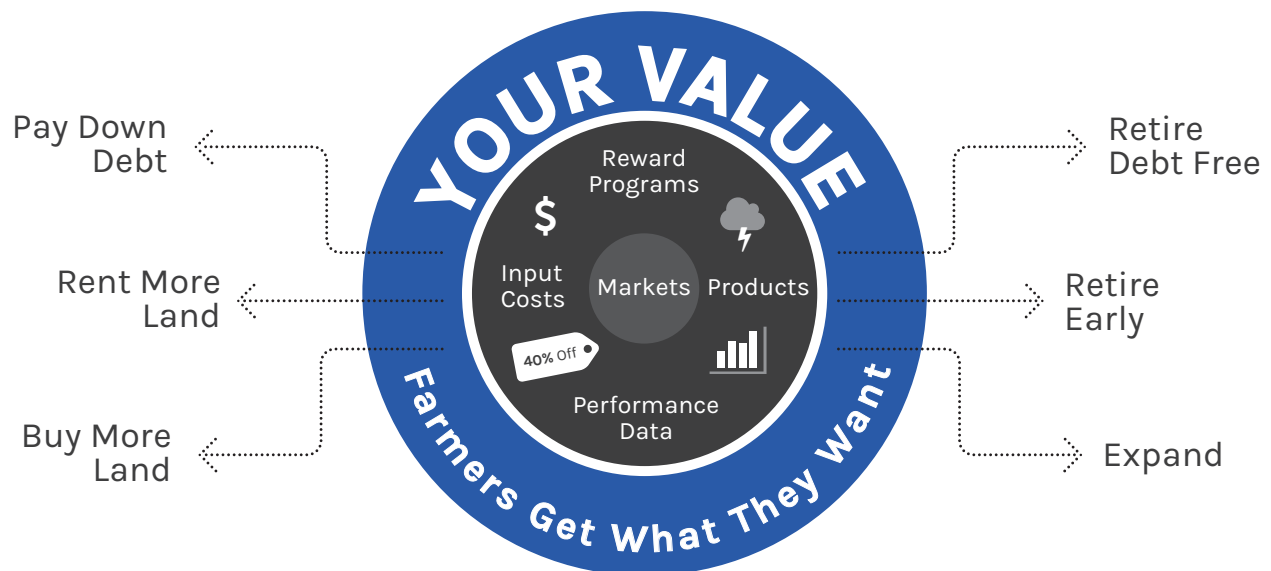
- _____ — Buys 51% or more of their seed needs from you.
 - Is more _____ to you than to your competitors.
 - Advantages of having customers?
 - _____.
 - They keep the _____.
 - They're _____.
 - They cause _____.
 - They _____.
- _____ — Buys less than 50% of their seed needs from you.
 - A prospect is not a customer because _____ of you are too low to buy more.
 - The disadvantages of having prospects?
 - They _____. The company _____ on every one of them.
 - They're _____ than to you.
 - They're the first to have _____.
 - They use competitors as _____.
- _____ — What farmers always do when they've always done it.
 - The _____ of seed companies.
 - Farmers caught in the Ag Cycle control your _____, your _____, your _____.
 - Farmers order _____ they want, _____ they want, pay _____ they want.

- _____ — The only way sellers can control and lead customers.
 - Where smart sellers lead customers to get them the values they want.
 - Focuses customers on increasing production, instead of cutting costs.
- One variety per field — The fastest way to increase yield in a field.
 - Simplifies the entire production system of that field.
 - Focuses on _____ of the field, not _____.
- _____ — The number of variables created by a combination of grower management and environment that can interfere with variety performance every year.
 - The reason it's never _____ when it doesn't perform to expectations.
 - The negative impact of these variables is reduced by employing the _____.
- _____ — Planting 3 or more varieties on a customer's farm.
 - The average of the portfolio _____ across the entire farm.
 - Spreads risk and decreases the negative impact of the _____.
- _____ — Customers' job description. What their job is when raising a crop.
 - The farmer's guide to _____ in every field.
 - Minimize the damage from the _____.
- _____ — The most accurate way to monitor yield progress in a field.
 - Uses the _____ in the field to gauge how well the crop was planted.
 - Gives growers a clear picture of how to increase yields the next year.
 - Tells growers when it's time to increase plant population.

- _____ —The reason we look at growers' fields before _____.
- 75% of all varieties don't yield to their potential, they're planted in the wrong field.
- Avoids nonsymbiotic _____.
- Gives both the sales rep and the customer more _____.
- _____ — Misnamed and misused by farmers.
- Should be used to measure the average yield of varieties across the entire farm.
- Can't measure the impact of the 1000 variables on a _____.
- Never designed to assist in _____.
- _____ — Sorting prospective buyers to find the ones you want.
- Goal is to increase the quality of the _____ by selecting the best prospects.
- The secret to _____ sales growth.
- _____ — Dropping in, unannounced to interview a farmer as a potential buyer.
- The fastest way to sort prospective buyers.
- Introducing yourself.
- Raising perceptions of you and your company
- Getting the prospect wanting to hear more.
- Asking for an appointment to come back.
- Making the sort in approximately 5 minutes.

G. Rewire Your Brain: _____

- The only way a farmer can maximize both yield and profit is to operate Outside the Circle.
- The only way seed sellers can lead growers, stay in control, and keep a customer long-term is by being Outside the Circle.
- All questions and objections come from Inside the Circle.



Summary

What parts of my brain need to be rewired so I can take sales to new levels?

→ I need to rewire the:

- _____ portion. I will stop using excuses and take control.
- _____ portion. I will dress, talk and act like the best that I am.
- _____ portion. I will follow a calendar as my plan for success.
- _____ portion. I need to take advantage of the power of my rewired brain.
- _____ portions. I no longer have challenges I can't overcome.
- _____ portion. I will teach farmers how to solve their pain points.
- _____ portion. I will learn how to lead customers.

**“Rewire your brain every year.
It’s the only way to stay ahead of
changes in the marketplace and
lead farmers where they don’t
know they need to go.”**

-ROD OSTHUS

LIVE STREAM

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

-ARCHILOCHUS

