

Summer Sales Bootcamp

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

REWIRE YOUR CUSTOMER'S BRAIN



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%

Week 2 – Rewire Your Customer's Brain



Rewiring customers' brains will both challenge them and excite them with a series of experiences they've never had before. The goal is to teach customers new things that give them a constant feeling of making progress in their business and personal lives.

Customers Need to Learn to:

- A. Change how they think about making a profit.
- B. Their no.1 factor to getting top yields is early planning.
- C. How to monitor yield progress throughout the season
- D. Work with the weather, don't fight it

A. Rewire My Customer's Brain: Change How They Think About Making a Profit

What percent of your customers believe input costs have NOTHING TO DO WITH PROFITABILITY when they focus on production? _____

What percent of your customer believe the only way to get rid of their two biggest worries, input costs and market prices, is by maximizing production? _____

Place each of the following factors in the funnel according to its ability to increase profits the fastest. (No.1 the fastest, 5 the slowest.)

- Crop Insurance
- Production
- Marketing
- Input Costs
- Financial Management

1. _____
2. _____
3. _____
4. _____
5. _____



- Once your customers rewire their brains and decide to focus on _____ instead of costs, you can teach them the steps to _____.

Step 1: Set a bushels per 1000 plant goal for each field.

- Plant populations are not a factor to increasing yields until 8 bushels/1000 for corn, .6 bu/1000 for soybeans, .18/1000 for canola and 65lbs/1000 for cotton are achieved _____.
- Formula: Yield = bu/1000 x population/1
 Corn example: $180 = n/1000 \times 30,000/1$
 $180 = 30,000/n$
 $6 = n$

In this example the field with 30,000 plants emerged is yielding 180 bushels per acre or 6 bushels per 1000 plants.

If the field was at the goal of 8 bushels per 1000 the yield would be 240 bushels per acre. This farmer is leaving 60 bushels of corn in the field every year because he has too many runt pigs, plants not producing full ears. The only way to get rid of the runt pigs is to do a better job at planting.

Step 2: Plant one variety in each field. Why?

- With multiple varieties planted in a field, one will always outyield the rest, _____ of the field.
- It _____ of the field because it's difficult to give different varieties the treatments they need at the times they need them.
- Different varieties planted in the same field often become _____ in yield., negatively impacting each other.
- There is often _____ in the field. Varieties _____ at different times, _____ at different times and are _____ at harvest.

Step 3: Don't focus on planting early. Plant when soil conditions are right. Why?

- The goal is to have every plant emerge within _____ to prevent getting runt pigs.
- Good soil conditions means good _____...essential for maximum moisture and nutrient availability to the seed.
- Good soil conditions create immediate _____ giving new roots immediate access to nutrients.

Step 4: Follow the Top 5 Factors during planting. Why?

- _____ of the yield is determined when the crop is planted.
- Maximum yield potential can be maintained only by _____
_____ that will protect that potential.
- They're the protocols _____
to produce a top crop.
- They insert the _____ growers need when producing a crop.

B. Rewire My Customer's Brain: Their No.1 Factor to Getting Top Yields is Early Planning

What percent of your customers believe they need to do their cropping plans and write their seed orders before harvest? _____

What percent of your customer believe early planning is the no.1 factor to getting top yields? _____

- Get every grower out of the Ag Cycle.

Step 1: Develop the field by variety plan prior to harvest.

- It takes the _____ out of the planning process, _____
_____.
- Growers who plan prior to harvest have _____
_____.
- Prevents _____
late in the season.
- Gets growers out of the _____.
- Puts sales reps in a _____.
- Allows the company to plan next year's _____
_____.

Step 2: Improves the farmer's ability to increase profits and lower stress by:

- Managing the current crop in each field based on what will be planted next year.
- Purchasing inputs for next year's crop in each field _____.
- Determining tillage requirements in each field for next year's crop.
- Making _____
for next year's crop.
- Investing more time in _____
_____ to the right fields.
- Making planting decisions _____.
- Having all of the information needed to raise a top crop at the farmer's fingertips.
- Putting the farmer's _____
into the most profitable areas.

C. Rewire My Customer's Brain: How to Monitor Yield Progress Throughout the Season

What percent of your customers know how to accurately monitor their yields during the growing season? _____

What percent of your customers set a bushels 1000 plant goal for each field instead of a yield goal? _____

- Get every grower to monitor how he raises a crop.

Step 1: Understand the importance of the Post Planting Report Card check.

- Changes the focus from plant population to _____
_____.
- Demonstrates the true _____ of the field.
- Easiest method for farmers to _____
_____ in a field.

- _____ from every other seed seller in the industry.
- Easiest way for farmers to know if _____
_____.

Step 2: Conduct post planting report card checks.

- Tell growers far in advance the purpose of this field check and what you intend to do during the check.
- Review the strategy with the grower, along with his yield goal for that field.
- Show the grower how you calculate bu/1,000 plants in a _____
_____.
- Stand at the end of the field and _____
_____ and what is good or not so good about the plant population.
- Enter the field and have the grower do the bu/1000 calculations with you, then log the results.
- Takes notes on the field and tell the grower you will put them in the cropping plan that you complete with him during the summer.
- Remind him of the date you will start his cropping plan prior to harvest. If you don't have a date, set one at that time.

Follow this example for 30-inch rows in corn:

Count the total number of plants(ears) in 17.4 feet of row. The number was 33. Of the 33 plants, 23 were the tallest and will produce full ears. 5 were the next tallest and will produce $\frac{3}{4}$ of an ear. 3 were the next tallest and will likely produce $\frac{1}{2}$ an ear. There were just 2 that were the smallest that will give $\frac{1}{4}$ ear. We take all of those numbers by 8, a full ear, giving us an equivalent of 28,750 full ears out of 33,000. The yield for his field will be approximately 230. If the field was at 8 bushels per 1000 it would have yielded 264 bushels per acre. This farmer is leaving 34 bushels per acre in the field every year.

| | | |
|-----------------------|--------------|--------------------|
| 23 x 1 ear | = 23.0 | x 8 = 184 bushels |
| 5 x $\frac{3}{4}$ ear | = 3.75 | x 8 = 30 bushels |
| 3 x $\frac{1}{2}$ ear | = 1.50 | x 8 = 12 bushels |
| 2 x $\frac{1}{4}$ ear | = .50 | x 8 = 4 bushels |
| | 28.75 | 230 bushels |

D. Rewire My Customer's Brain: Work With the Weather, Don't Fight It

What percent of your customers believe weather is the no. 1 factor to raising top yields? _____

What percent of your customers believe they can't control the weather? _____

→ Get every grower to stop treating weather like the enemy.

Step 1: Understand why weather is the primary topic everyone talks about?

- Weather is something every person can identify with and knows about.
- The topic is safe to talk about. It's unlikely to offend anyone.
- Weather conversations can gauge the mood of a person by how they respond.
- Weather conversations make strangers feel connected to each other.
- It's often not about the weather at all, it's just something to talk about.
- Bringing up the weather often shows you have nothing interesting to say.

Step 2: Eliminate weather from every conversation with a farmer.

- Use different ways to open conversations.
 - *"It's nice to see you."*
 - *"Nice place, is this your home farm?"*
 - *"Any vacations lined up?"*
 - *"I've never asked you, but where are you originally from?"*
 - *"Glad I caught you."*
 - *"I was just thinking about you."*
- Opening conversations by talking about the weather can be depressing.
- The type of weather you're having should tell you how to direct your conversation with every farmer.
- Talking about the weather wrongly reinforces its importance to the grower when raising a crop.

Step 3: Teach customers the Top 5 Factors that help them minimize the impact weather may have on their crop.

- How does each factor minimize the impact weather can have on a crop?
 - Soil conditions at planting
 - Determines whether each seed will _____
_____ to the farmer.
 - Seed placement
 - Determines whether each plant will have _____
_____ to access nutrients, water, and space for root development.
 - Seed quality
 - Healthier seeds mean healthier plants which means _____
_____ to weather conditions.
 - Right variety/right field
 - Utilizes the _____
to protect the variety it's matched with.
 - Post planting management
 - Strategies designed to protect the crop or _____
_____ of weather.

Step 4: Teach growers to stop listening to outdated ways of gauging the impact of weather on growing a crop.

- Too many universities, agronomists and farmers believe planting date is the most important factor to getting top yields.
- HOW the crop is planted is far more important than WHEN the crop is planted.
 - The planting season is not 10 days long, it's several weeks long.
 - More yield is lost by planting early in poor soil conditions than by planting "late" in the right soil conditions.
 - Do the following line-graph exercise with each grower every year.

#1

Write the earliest date you
would plant corn

#3

Total days between those
dates

#2

Last date you would plant
corn

The point of the above exercise is to show growers how many days they actually have to plant a crop. Most growers are surprised when they do this exercise. They know there have been years when they planted very early and harvested a poor yielding, high moisture, low quality crop. They also know there have been years when they planted what they considered very late, but harvested a very high yielding, low moisture, high quality crop.

Summary

Your Homework Section

Rewire Your Customer's Brains:

→ _____.

→ What kinds of new ideas do you need to give them?

→ Break their old habits.

→ What old habits do you need to help them break?

→ The outcomes are unknown, _____.

→ What are you afraid to ask your customers to change?

LIVE STREAM

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

-ARCHILOCHUS

