

# Summer Sales Bootcamp

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

**TAKE YOUR CLOSING RATE TO 80%**



**“Obstacles are those frightful things you see when you take your eyes off the goal.”**

**-HENRY FORD**

# 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 4 – Take Your Closing Rate to 80%



## Your Closing Rate Strategy

- A. Fulfill Your Marketing Duties
- B. Create Scripts and Follow Them
- C. Control the Conversation
- D. Speak the New Language
- E. Create a Storybook
- F. Keep Product Out of the Conversation

## A. Take Your Closing Rate to 80%: \_\_\_\_\_

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- Setup the sale by marketing your company, yourself, and your values to prospects and customers. 80% of the cropping plan and order should be written before the sales call is made. The remaining 20% is the act of writing the plan. Proper marketing prepares potential buyers to buy.
- Use Heaters.
- Social media, videos, blogs, emails, and text messages.
- Market to your entire territory, customers, buyers, and prospects.
- Hold grower meetings to introduce yourself and open new areas.

## B. Take Your Closing Rate to 80%: \_\_\_\_\_

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When watching a movie, you can't tell that every actor is following a script. Every line they speak was scripted, practiced, and role played many times until it flowed naturally prior to filming.

- Write what you want to say on a sales call, word for word, complete with the buyer's dialogue.
- The only way to have a great sales story is by writing it word-for-word. After making that comment, I lose many students because they don't want to do the work.

A building contractor wouldn't think of erecting a building without first putting in place the strongest foundation possible. He knows any weaknesses in the base could result in the entire building falling down. The sales story works exactly the same way. It's the reason for success or failure of the sales call.

Top sellers would never put themselves in front of modern-day, discerning prospects without first making sure their story would allow them to lead the conversation and impress those prospects.

## C. Take Your Closing Rate to 80%: \_\_\_\_\_

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→ Use each of the 5 following statements for their designed purpose:

→ **Transition statements.**

- To bring growers into the conversation.
- Ex. After telling a grower who you are and how long you have been in the business, you ask the grower, "How long have you been farming?"

→ **Buy-in statements.**

- A statement ending with an exclamation point that gets growers to follow you, take your position on a topic and nod their heads yes in agreement.
- Ex. We need to get your cropping plan started earlier this year DON'T WE!

→ **Control statements.**

- Using a question to put you in control of the conversation and take you outside the circle.
- Ex. Grower says, "What population do you recommend I plant your varieties?" You respond with, "How many bushels per 1000 plants are you getting right now?"

→ **Ownership statements.**

- A statement that creates a picture in the grower's mind of him using your products before he has even thought about buying them.
- Ex. You say to the grower, "John, will plant this variety on your heaviest soils because of its excellent seed quality?"

→ **Emotional logical statements.**

- Turning both logic and emotion into statements that get a grower's attention.
- Ex. Farmer says, "Can your varieties compete with the ones I'm planting?" You respond, "98% of the farmers who start buying from us never leave. The 2% who leave don't follow our program."

## D. Take Your Closing Rate to 80%: \_\_\_\_\_

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- Successful selling always starts with a good conversation before it ever becomes a financial transaction.
- Do your words immediately separate you from every other sales rep?
- Do your words excite listeners to want to hear more?
- Do your words lead you in the direction you want to go?
- **Bu/1000**
  - What percent of the plants in a population are producing to their full potential? When 95% of the plants in a population are the biggest, healthiest plants, they will produce to their potential. Each crop is assigned a bushels per 1000 threshold that a farmer needs to achieve before he adjusts population. For corn it is 8 bu/1000, soybeans .6 bu/1000, canola .18 bu/1000 and cotton 65lbs /1000 plants.
  - When a grower achieves those levels for 3 consecutive years he can now increase plant population, but not until.
- **1000 variables**
  - A combination of grower management and environment creates more than 1000 variables that can negatively impact the crop every year.
- **Portfolios**
  - Selling 3 or more varieties to a grower to plant across his farm. This process lowers his risk of damage from the 1000 variables.
- **Top 5 factors**
  - The key factors farmers must follow to maximize yields year in and year out. When these factors are followed, they minimize the impact of the 1000 variables on the crop.
  - These factors are also the farmer's job description. They tell the farmer what his job is when producing a crop.
- **One variety per field**
  - The goal of every farmer is to maximize the yield in each field. When more than one variety is planted in a field, one variety has to lose, lowering the yield of the entire field.
  - Planting more than one variety in a field complicates management of the field and management of the varieties in the field.

## E. Take Your Closing Rate to 80%: \_\_\_\_\_

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- There are only two things you need to do to be successful in sales.
  - Make lots of calls.
  - Have a good story.
- Once your story is written word for word, outline it and put it in the form of a storybook.
  - The storybook appeals to multiple senses.
  - It gives prospects and customers a better experience.
  - It's the best template for practicing the story.
  - Designed to handle questions and objections before they come up.
  - Full color, 20-25 pages one sided.
- Practice making it a conversation, not a presentation.

## F. Take Your Closing Rate to 80%: \_\_\_\_\_

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- There is no need to talk varieties with growers because you will be making the decision on what varieties they plant.
- We always look at the fields before we talk varieties.
  - To impress the grower with our caring approach to helping him raise a better crop.
  - To allow the grower to spend more time with us and deepen the relationship which will result in a larger order.
  - It gives us more time to get to know the grower and decide if we want him as a customer.
- When product comes up, price questions will follow immediately.

## Summary

### Your Closing Rate Strategy

A. Fulfill Your Marketing Duties

→ Which means: \_\_\_\_\_  
\_\_\_\_\_

B. Create Scripts and Follow Them

→ Which means: \_\_\_\_\_  
\_\_\_\_\_

C. Control the Conversation

→ Which means: \_\_\_\_\_  
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D. Speak the New Language

→ Which means: \_\_\_\_\_  
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E. Create a Storybook

→ Which means: \_\_\_\_\_  
\_\_\_\_\_

F. Keep Product Out of the Conversation

→ Which means: \_\_\_\_\_  
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# LIVE STREAM

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

**-ARCHILOCHUS**

