

# Summer Sales Bootcamp

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

**BREAK PROSPECTING RECORDS**



# 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 3 – Break Prospecting Records

Prospecting is more than just getting into your vehicle and driving up and down the road until you find a farmer home. Successful prospecting requires following a system designed to market yourself and your company, gain their interest, and open the door for an interview.



## The Prospecting System:

- A. Create your ideal \_\_\_\_\_.
- B. Access a prospect mailing list.
- C. \_\_\_\_\_ prospects.
- D. Use the 5-minute drill to \_\_\_\_\_.
- E. Conduct grower meetings to \_\_\_\_\_.
- F. \_\_\_\_\_ qualified prospects.
- G. \_\_\_\_\_ on a regular basis.

### A. Break Prospecting Records: Create Your Ideal Customer Profile

- What requirements does a farmer need to become a \_\_\_\_\_?
- A friendly cooperative attitude.
- Appear successful and progressive.
- Has the ability to pay.
- Has the qualifying size operation.
- \_\_\_\_\_.

### B. Break Prospecting Records: Access a Prospect Mailing List

- Create a prospect list containing email addresses, home addresses, phone numbers
- Examples of companies who provide these services.
  - Reach Marketing
    - Agricultural Crop Production Business List
    - Agricultural Farm Business Database
  - US Farm Data

### C. Break Prospecting Records: Heat Prospects

- Tell prospects who you are and the value you bring \_\_\_\_\_
- \_\_\_\_\_

**Step 1:** \_\_\_\_\_ “Heaters”, brochures that carry a unique message

- Heater one—an oversize postcard with your bio and picture.
  - Are You Raising \_\_\_\_\_?
  - It’s not the variety, \_\_\_\_\_.
  - Look for a corn production quiz coming your way.
- Heater two—small, 4 – page brochure with your bio and picture
  - \_\_\_\_\_ to Raising 300 Bushel Corn....
  - The Top 5 Factors, the bu/1000 strategy, controlling the 1000 variables.
  - Includes the quiz.
- Heater three—larger, 4 – page brochure with your bio and picture
  - Where Do You Want to Take Your Yields \_\_\_\_\_?
  - What’s \_\_\_\_\_ to Get There?
    - It’s not about plant population.
    - It’s not about the variety.
    - It’s about following the 3 Keys.
    - Include a return card and opportunity to contact you.

**Step 2:** Send them \_\_\_\_\_. Once the 3rd one is received, start making calls.

## D. Break Prospecting Records: Use the 5-Minute Drill to Sort Prospects

- Impress prospects the \_\_\_\_\_ they meet you.
  - Dress better than \_\_\_\_\_.
  - Make sure your vehicle is sparkling clean inside and out.
  - Have a well-practiced \_\_\_\_\_.
  - Use doggy treats when appropriate.

- Ask for an appointment to come back.
- Present your storybook.
- Conduct a field visit.
- Give them an invitation to an \_\_\_\_\_.

### Sample, 5-minute drill script.

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 increasing yields 25 – 40% in 2 years. 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:** One of the reasons I stopped is I have something for you. 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, low carbohydrate corn. You can imagine the excitement 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 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 we could do that.

**You:** Would Tuesday or Wednesday morning work best for you?

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

**You:** 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. We will spend a few minutes together then if it's ok, I'd like to look at a couple of your fields.

**Grower:** That would be great. What kind of price do you guys get for your seed?

**You:** Your goal is to lower the cost per bushel on every bushel you produce isn't it.

**Grower:** Yes it is.

**You:** That's our goal too. We'll get to price when we find out if we're a fit. We don't even talk about varieties until we look at your fields first. We'll also talk about the top 5 factors needed to maximize yields and look at your yield goals. Well, I need to get going. I look forward to seeing you Wednesday morning.

**Grower:** Me too, you have me intrigued.

**You:** Thanks again, see you Wednesday at 8 am.

## E. Break Prospecting Records: Conduct Grower Meetings to Build the Team

- The primary job of your current customers is to \_\_\_\_\_  
\_\_\_\_\_.
- Once you have a number of prospects identified, invite them to a meeting of current customers, buyers, and new prospects.
- Ask your \_\_\_\_\_ to sit with new prospects during the meeting to tell them \_\_\_\_\_  
\_\_\_\_\_ and your company.
- Give each new prospect attending the meeting \_\_\_\_\_  
\_\_\_\_\_ for them to meet with you in the following days to look at their fields.
- Ask each of your best customers to \_\_\_\_\_ one of your new prospects so they can become friends and partners in communicating, support and attending meetings.

## F. Break Prospecting Records: Import Qualified Prospects

- \_\_\_\_\_ means transporting prospects to a preplanned, private location, spending time with them telling them about your company, how you are different and the value you bring to growers. It's the \_\_\_\_\_ to get new customers on board.

### Step 1: Understand Importing

- Why Import?
  - To \_\_\_\_\_ and develop the right perceptions of your company in their minds. Everyone has their own perceptions until they are purposely given the real ones.
- Which producers do we Import?
  - Import those who are easy to talk with, well-liked by others, \_\_\_\_\_, not afraid of change, and most of all, will enhance your perceptions merely by association with them.
- What do you want to happen when they are at the Import?
  - You want them to see how \_\_\_\_\_ and the unique values it offers growers.
  - You want the grower to hear a new language being spoken.
  - You want the grower to have his thinking challenged by knowing you have rules for growers to work with you.
  - You want growers to decide \_\_\_\_\_. A good Import puts you in the best position to do that.
- What do you want them to do before they leave?
  - Complete the visitor survey form about their operation.
  - \_\_\_\_\_. (the golden rule is never talk about products until you visit their fields first)
  - Get the prospect to start thinking about setting a 3-year yield goal for each field.

**Step 2:** Assemble the Importing Team

- Talk with the management team to get approval for the idea.
- Decide who will be part of the Import Team.
- Decide what each member will do.
- Decide on the location for Importing.
- \_\_\_\_\_ as a group prior to Importing.

**Step 3:** Create an Importing schedule

- Set aside one to two days a week for Importing
- Develop the Importing Itinerary.
  - Location.
  - Time of day.
  - Length of the Import—no more than 2 hours.
  - Include lunch.

**G. Break Prospecting Records: “Milk the Cow” As Often As Possible**

- “Milking the Cow” is a less formal way of selling prospects much faster. The goal is for them to hear about how your company is different from someone other than you.
- The \_\_\_\_\_ milking the cow, the more that rep will sell.
- Simply \_\_\_\_\_, take that person and any other interested parties in the operation to your plant or office for a tour.
- Introduce them to your staff. Ask a key manager to spend time with you and the prospect talking about what sets your company apart and how growers benefit from working with your company.
- Take them back home and set up a time to look at their fields to start creating the cropping plan.
- The success rate for getting a new buyer is approximately \_\_\_\_\_.



## Summary

### Break Prospecting Records

#### → The Prospecting System

- A. Create your \_\_\_\_\_.  
→ What requirements does a farmer need to become a customer?
- B. Access a \_\_\_\_\_.  
→ Create a prospect list containing email addresses, home addresses, phone numbers.
- C. \_\_\_\_\_.  
→ Tell prospects who you are and the value you bring prior to meeting them.
- D. Use the \_\_\_\_\_ prospects.  
→ Impress prospects the first time they meet you.
- E. Conduct \_\_\_\_\_ to build the team.  
→ The primary job of your current customers is to convert non-customers to customers.
- F. \_\_\_\_\_ qualified prospects.  
→ Importing customers means transporting prospects to a preplanned, private location and spending time with them telling them about your company, how you are different, and the value your bring to growers. It's the fastest most effective way to get new customers on board.
- G. \_\_\_\_\_ as often as possible.  
→ "Milking the Cow" is a less formal way of selling prospects much faster. The goal is for them to hear about how your company is different from someone other than you.

# LIVE STREAM

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

**-ARCHILOCHUS**

