

Rate Per Acre

Price Per Acre

Features

Benefits

1

1

2

2

3

3

Pre-Call Planning

Account Name:

Key Contact:

Target Crop:

Application Opportunity:

Target Crop Total Acres:

Account's Appetite for New Technology (select one):

Hot

Medium

Cold

Call Objective: *What do you want to accomplish?*

Key Questions to Ask *(Need Discovery):*

Tools Needed for a Successful Visit: *Sell Sheets, Relevant Trial Data, Advanced Agronomy 2 Minute Video, etc.*



Sales Call Process

Introduction/Attention Getter: *Relative, Leading, Adds Value*

Uncover Customer Wants and Needs: *What historical issues are they having with this application or what desires do they have for this season? Use a combination of open ended and close ended questions.*

Confirm Primary Want/Need: *"From the conversation(s) we have had so far, I am hearing that your biggest need is... Is that about right?"*

Feature – Advantage - Benefit (FAB) Statements: *Must be connected and resolve customer wants & needs identified earlier. Customer's buy solutions, not products.*

Benefit Check/Trial Close: *Asking for their opinion, not a decision to buy/not buy.*

Because of (feature) You will be able to ... (advantage)
This means that ... (benefit).

Frequent check in ensures the customer is following along and is listening.

Handling Resistance: **Repeat** the Objection, **Agree** with the Customer, **Offer Solution, Trial Close.** Show the customer you hear and understand their concern, explain how product FAB overcomes issue, ensure customer agrees or if they need more information.

Potential Customer Objections:

Objection Handling:

Closing the Sale: *Asking the customer for a decision.*

Summary Close:
Summarize relevant FAB's & where they provide value to the customer

Alternative Close:

Ask for the Order Close:

Important Follow Ups/Next Steps After This Visit: