

Rate Per Acre

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Price Per Acre

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Features

Benefits

1	1
2	2
3	3

Pre-Call Planning

Account Name:	Key Contact:
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Target Crop:	Application Opportunity:
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Target Crop Total Acres:	Account's Appetite for New Technology (select one): Hot Medium Cold
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Call Objective: *What do you want to accomplish?*

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Key Questions to Ask (Need Discovery):

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

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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:

