

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:

