

**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**

<b>Account Name:</b>	<b>Key Contact:</b>
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<b>Target Crop:</b>	<b>Application Opportunity:</b>
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<b>Target Crop Total Acres:</b>	<b>Account's Appetite for New Technology (select one):</b> 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:**

