

Agronomy Bootcamp Introduction

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Agenda

1.Importance of Pre-Call Planning

2.Sales Call Worksheet & Walkthrough



Pre-Call Plan?

Essentials of a good pre-call plan

- Know your customer: Understand who you're talking to and what motivates them to buy your product. Research their needs and explore what their pain points are.
- Know your call objective: Define your goals for the call and why you're making it.
- Plan your questions: Use your research to prepare specific questions that will move the conversation forward.
- Anticipate objections: Try to anticipate questions and objections your prospect might have, and develop skills to respond to them.
- Prepare materials: Make sure you have all the necessary support materials ready.



Our Ask:

Commit to using today's
learnings on two sales
calls in the next 2 months





Pre Call Planner and Sales Call Process Worksheet Session



Pre Call Planner

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What product are you attempting to sell?

To simplify things, we're only picking one product at a time

- What rate per acre are you going to recommend?
- What is the price per acre the grower would expect to spend?
- Features and Benefits
 - What are 3 product features that create a direct benefit for the customer, crop or tank mix application?

| SOIL RETENTION EFFICAX ® | | Rate Per Acre |
|---|---|----------------|
| | | Price Per Acre |
| Features | Benefits | |
| 1 Esterified seed oil | 1 Active ingredient readily associates with the formulation components and increases cohesion, adhesion, and residual activity of pre-emergent herbicides | |
| 2 Extended residual herbicide control | 2 Herbicides are held in place longer by reducing herbicide movement out of the weed emergence/germination zone in the soil profile, resulting in longer & more consistent weed control | |
| 3 Formulation creates more uniform droplets | 3 Increased deposition of spray material provides drift control mitigation | |
| Pre-Call Planning | | |
| Account Name: | | Key Contact: |
| Target Crop: | Application Opportunity: | |
| Target Crop Total Acres: | Account's Appetite for New Technology (select one): <input type="checkbox"/> Hot <input checked="" type="radio"/> Medium <input type="checkbox"/> 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. | | |
| | | |
| | | |

Pre Call Planner Walkthrough

Identify Account you are most comfortable discussing and positioning this product with:

Identify the account that you are most comfortable discussing and explaining

- Key Contact
- Target Crop and acres
- Application timing
- Appetite for Value Added products

Define your call objective:

| | |
|----------|-------------------|
| S | Specific |
| M | Measurable |
| A | Achievable |
| R | Relevant |
| T | Time-based |

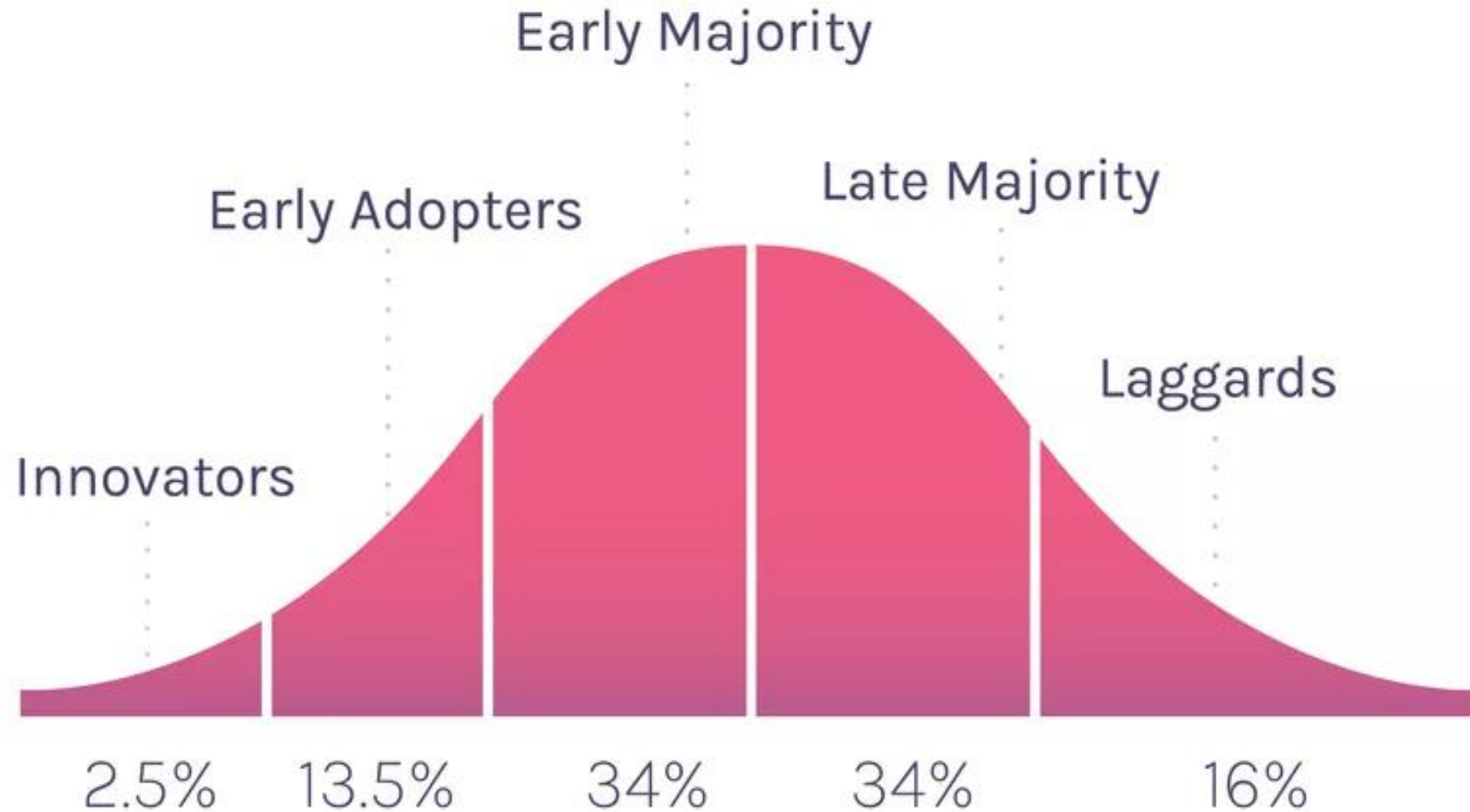
What questions will you ask to understand your customers needs?

Work towards defining the customers wants, needs and beliefs.

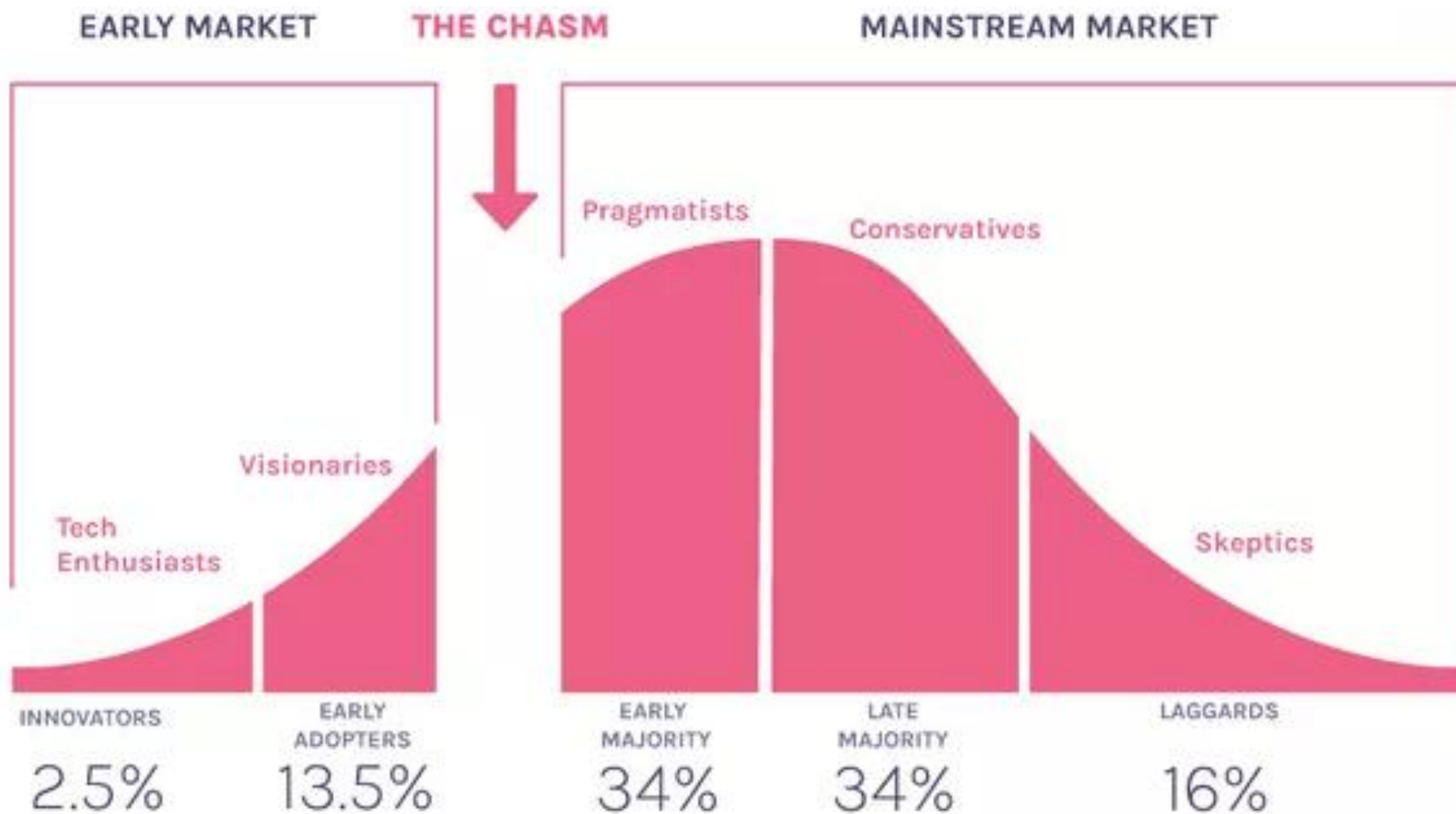
Identify what resources you need to bring with you meet your call objective:

Sell Sheets
Local/relevant trial data
Review of Advanced Agronomy 2 minute video
Phone conversation with trusted advisor

Innovation Adoption Curve



Innovation Adoption Curve





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Sales Call Process

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| Sales Call Process | | |
|--|--------------------|--|
| Introduction/Attention Getter: <i>Relative, Leading, Adds Value</i> | | |
| Uncover Customer Wants and Needs: <i>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.</i> | | |
| Confirm Primary Want/Need: <i>"From the conversation(s) we have had so far, I am hearing that your biggest need is... Is that about right?"</i> | | |
| Feature - Advantage - Benefit (FAB) Statements: <i>Must be connected and resolve customer wants & needs identified earlier. Customer's buy solutions, not products.</i> | | Benefit Check/Trial Close: <i>Asking for their opinion, not a decision to buy/not buy.</i> |
| 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: <i>Repeat the Objection, Agree with the Customer, Offer Solution, Trial Close.</i> 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: <i>Asking the customer for a decision.</i> | | |
| Summary Close: <i>Summarize relevant FAB's & where they provide value to the customer</i> | Alternative Close: | Ask for the Order Close: |
| Important Follow Ups/Next Steps After This Visit: | | |

Sales Call Process Worksheet

Attention Getter

- Why should the customer listen to your product pitch?

Example:

- Mr. Grower, have you thought about why your pre-emergent herbicides don't last very long?

Need Discovery

- What issues have they faced/what are their farm goals?

Example:

- When you have a breakthrough of weeds after a pre-emergent application what is that impact to you as a grower?

Confirm Primary Want/Need

- Confirming their largest need/want will ensure you are working to solve their largest concern/opportunity.

Example:

- Am I hearing it correctly that "you're looking for ways to achieve X" or "have concerns over Y"?

Sales Call Process Worksheet Cont.

Identify what Features and Benefits relate to their primary need

- “Because of ... (Feature), You will be able to... (Advantage). This means that... (Benefit)

Example:

- Mr. Grower, because of the extended residual herbicide control with Efficax, you'll have more active ingredient held in the top 2" of the soil and that's where most of our weeds will germinate. Keeping the active ingredient there maximizes weed control and longevity.

Benefit Check/Trial Close

- This allows you to know if they need further explanation on the previous FAB statement. Try to relate them back to their primary need
- Asking for an Opinion, not a decision

Example:

- Do you agree that would help you achieve your goal of “X”?
- Does that make sense to you, Mr. Grower?

Sales Call Process Worksheet Cont.

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 Features and Benefits overcomes issue, ensure customer agrees or if they need more information

Identify Potential Objections

- What would the customer disagree with or not believe in?

Example:

- I don't think I see how the \$4 per acre is going to help on my farm, seems like a waste of money.

Objection Handling

- Repeat, Agree, Offer Proof, Trial Close.

Example:

- Mr. Grower, it sounds like you are questioning the value of Efficax. Sometimes it's hard to see how this investment can put more money in your pocket at the end of the season. We have local data and several growers who will not apply a pre-emergent herbicide without Efficax because they have experienced its value. Would seeing this data/hearing these stories make you more comfortable with the value of Efficax?



Closing The Sale

- Simply, closing the sale is how you achieve your goals, and how businesses grow revenue
- It represents the culmination of all your previous efforts
 - You put in the time, research, etc
 - You made a strong case, made effort to understand what you are selling
- It takes patience, persistence and practice. Customers will often say no before yes, most give up before they get to the YES!
- You either close, or you don't. Doesn't need to be stressful.
- Avoid a hard close, not asking for the sale, or only closing at the end

Sales Call Process Worksheet Cont.

Closing the sale: Asking the customer to make a decision.

Summary Close

- Highlight their primary want/need, list positive results of proposed solution, ask for the decision.

Example:

- Mr. Grower, we identified that your main concern was weed breakthrough and that Efficax could help solve through its ability to keep your Prowl herbicide in the top 2" of soil. Do you agree that it would be good to apply Efficax with your Prowl this year?

Alternative Close

- Provide the customer different options, each one asking for their business.

Example:

- Our research has shown that 8 ounces per acre of Efficax with your Prowl delivers the best results. Would you like to split one of your blocks for the upcoming application?

Ask for the Order Close:

- Be straightforward and ask to include it on the next order.

Example:

- For your next Prowl application, could I include the 8 ounces per acre of Efficax and have it delivered to your farm next week?

Sales Call Process Worksheet Cont.

Important Follow Ups/Next Steps After this Visit:

- Follow through is crucial. What did you promise to do for the customer?
 - Put in the Order?
 - Pick field to split to prove out technology on their farm?
 - Come back with more research to support application?
 - Bring Customer Testimonials at next visit?
 - Bring in technical expert to help explain the product benefits more clearly?

AAR

The sales call is not finished when you get back in the truck. Review what worked, what didn't, what do you need to bring next time and where could you have improved.

After Action Review

- An After Action Review (AAR) is a structured discussion that helps yourself or a group reflect on their work and identify areas for improvement. The military developed the AAR to help units learn from their experiences and improve their cohesion. AARs are now used by many organizations, including the military, governments, and private industry.
- The goal of an AAR is to help yourself or a team identify successes and failures, and then learn from them to improve your skills and prepare for the future.
- AARs can be formal or informal and are typically led by a unit leader or facilitator. The discussion can be organized by areas, such as logistics, movement, or communications.
- AARs typically center on four questions:
 - What was planned?
 - What happened?
 - Why did it happen?
 - What should be changed for next time?
- AARs provide candid insights into strengths and weaknesses and can help identify training deficiencies.
- Encouraged to give honest opinions and use open-ended and leading questions to guide the discussion. You can also designate someone to record the results of the AAR.

What is the importance of doing a Pre-Call Sales Plan to you?

- Confidence, purpose and passion
- Add a new skillset
- Practice
- Meeting Customer Expectations
- Growth

Our Ask For The Week:

1. Be Here and Now
2. Seek Improvement
3. Embrace the Grind



At your table, break into two groups.

In the next 5 minutes, discuss the following:

1. What do you hope to learn about in the next 2.5 days here at Advanced Agronomy Bootcamp?
2. Discuss one thing you feel you could do better to improve your agronomy and selling skills.