		Rate Per Acre		
		Price Per Acre		
Features		Benefits		
1		1		
2		2		
2		2		
3		3		
Pre-Call Planning				
Account Name:		Key Contact:		
Target Crop:	Application Opportunity:			
Target Crop Total Acres: Account's Appe		tite for New Technology (select one):		
	Hot	Medium	Cold	
Call Objective: What do you want to accomplish	1?			
Key Questions to Ask (Need Discovery):				
Tools Needed for a Successful Visit: Sell Shee	ts Rolovant Trial	Data Advanced Agronom	my 2 Minute Video etc	
Tools receded for a successful visit. Self since	is, nerevant mar	Data, Navancea Agronon	ty 2 minute viaco, etc.	

Sales Call Process					
Introduction/Attention Getter: Relati	ve. Leading. Adds Value				
	, c, 200 am 6, 7 a a b 7 a a c				
Uncover Customer Wants and Needs	: What historical issues o	are they having with this	s application or what desires do they have		
for this season? Use a combination of ope	en ended and close ende	d questions.			
Confirm Primary Want/Need: "From the	conversation(s) we have h	ad so far, I am hearing th	nat your biggest need is Is that about right?"		
-			-		
Feature - Advantage - Benefit (FAB) Statements: Must		Benefit Check/Trial Close: Asking for their opinion, not a			
be connected and resolve customer wants		decision to buy/not bu			
earlier. Customer's buy solutions, not products.		,			
-		Fraguent a	theck in ensures the customer		
Because of (feature) You will be able to (advantage) This means that (benefit).		•			
This means that (be	nejit).	is joilov	wing 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:	Alternative Close:		Ask for the Order Close:		
Summarize relevant FAB's & where they					
provide value to the customer					
,					
Important Follow Ups/Next Steps After This Visit:					
important ronow ops/wext steps An	.ci iiiis visit.				