What Makes a Perfect Employee for a Precision Ag Company?
Disclaimer

1. Nothing I say relates to my employment with Farmers Edge
2. Nothing I say relates to my affiliation with the CCA program
3. I am not an expert on personnel. I'm only hear to relate what I’ve observed in nearly 45 years in the Ag business.
What Does The Perfect Precision Ag Employee Look Like?
What Does The Perfect Precision Ag Employee Look Like?

Agronomist Tech Sales

[ GROW MORE PRECISELY ]
In A Perfect World

• All staff would be strong in
  – Agronomy
  – Technology
  – Equipment
  – Sales

• However
AGRONOMIST’S SKILLS

• Knowledge of soils, soil genesis, soil sampling and results
• Knowledge of nutrients and nutrient deficiencies
• Fertilizers - sources, blends, applications and timing
• 4-Rs
• Operations of all Colours of Equipment
• Crop Management
• Pest Management
AGRONOMIST'S SKILLS

• A Certified Crop Adviser (CCA)
What Does The Perfect Precision Ag Employee Look Like?

5 Characteristics of Successful Salespeople

1. Optimism
2. Ego-drive
3. Creativity
4. Empathy
5. Focus
What Does The Perfect Precision Ag Employee Look Like?

5 Characteristics of Successful Technicians

1. Product Knowledge
2. Attention to Detail / Process
3. Responsibility
4. Understand and use jargon or unfamiliar terminology related to industry
5. Focus
5 Characteristics of Successful Bosses

1. Passionate
2. Ability to Communicate
3. Ability to Mentor
4. Ability to Delegate Tasks and Responsibilities
5. Trust
Personality Style Chart

Analytical
- Low Emotion
- High Organization
- Low Assertive

Driver/Pragmatic
- High Emotion
- High Organization
- High Assertive

Amiable/Steady
- Low Emotion
- Low Organization
- Low Assertive

Expressive/Extrovert
- High Emotion
- Low Organization
Personality Style Chart

- **Analytical**
  - Low Assertive
  - Low Organization

- **Amiable/Steady**
  - Low Assertive
  - Low Organization

- **Expressive/Extrovert**
  - High Assertive
  - Low Organization

- **Driver/Pragmatic**
  - High Assertive
  - High Organization
Dynamics of a Precision Ag Company MAY BE DIFFERENT

• 2 Key Positions – Techi and Sales Opposite Personalities!
  – Different Values
  – Different ways of viewing the world
### Analytical

<table>
<thead>
<tr>
<th>Personal Values</th>
<th>Activity</th>
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<tbody>
<tr>
<td>For Growth Needs</td>
<td>Decide</td>
<td></td>
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<tr>
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<td>Face</td>
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<tr>
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<tr>
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<tr>
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</table>
Driver

Back-up: Autocratic

Personal Values: Results

For Growth: Listen

Needs to: Time

Let Them Save: To Build

Needs a Climate: own

Structure: Efficient

Take Time To Be: What

Give Benefits: Options &

That Answer: Probibilities

Give Them: For Decisions

Paul Pusher
Expressive

Back-up

Attacker

Personal Values

Applause

For Growth

Check

Needs to

Effort

Let Them Save

That Inspires

Needs a Climate

their Goals

Take Time To Be

Stimulating

Give Benefits

Who

Needs to Check

Testimony &

Let Them Save Effort

Incentives

Give Benefits That Answer Who For Decisions

Give Them
Amiable

Back-up: Acquiescer
Personal Values: Attention
For Growth: Initiate
Needs to Let Them Save: Relationship
Needs a Climate: That Suggests
Take Time To Be: Agreeable
Give Benefits That Answer: Why
For Decisions: Guarantees & Assurances
Give Them: Why
Who Is Most Likely To Be A P.A. Customer?

Analytical
- Interested in all the data
- Likes all the gadgets

Driver/Pragmatic
- Large Growers?
- Efficiencies

Amiable/Steady
- Co-op Customer
- Watches What the Neighbours are Doing

Expressive/Extrovert
- Higher Esteem
- Image – Peeing with the Big Dogs

[ FarmersEdge ]

[ GROW MORE PRECISELY ]

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Styles of Behavior

Driver
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Paul Pusher
Styles of Behavior

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WILLIE WILDMAN
Styles of Behavior

Amiable

Back-up  Acquiescer

Personal Values  Attention

For Growth  Initiate
Needs to  Let Them Save  Relationship

Needs a Climate  That Suggests

Take Time To Be  Agreeable

Give Benefits  Why
That Answer  Guarantees & Assurances
For Decisions  Give Them

Freddie Friendly
Tactics

• Utilize a Team Approach
  – Include an Analytical Staffer when calling on an Analytical Customer
Tactics

• Utilize 4 File Approach
  – Create a File for each Personality Style
Analytical

Needs a Climate **That Provides Detail**

Take Time To Be **Accurate**

Give Benefits That **HOW**

Answer

For Decisions Give **Evidence and Service**

Ned Numberly

- Include All the information you can
- Include tables and data
- Include info on where he can find more information
- Leave it with him and make an appointment to return
Styles of Behavior

Driver

Needs a Climate
Take Time To Be
Give Benefits
That Answer
For Decisions
Give Them

To Build
own
Structure
Efficient

What
Options &
Probabilities

• Include Executive Summary
• Any info on improving efficiencies
• Include info on how you can reduce mistakes in the field
• Leave it with him and make an appointment to return
Styles of Behavior

Expressive
Back-up
Attacker

Personal Values
Applause

For Growth
Check

Needs to
Effort

Let Them Save
That Inspires

Needs a Climate
their Goals

Take Time To Be
Stimulating

Give Benefits
Who

Let Them Save

Give Them
Testimony &
Incentives

• Include brochures that have lots of pictures, little data
• Include testimonials
• Use neighbours references if available
• Spend time and get to know him
Styles of Behavior

Amiable
Let Them Save Relationship
Needs a Climate That Suggests
Take Time To Be Agreeable
Give Benefits Why
That Answer Guarantees &
For Decisions Assurances

• Include information relative to his local area
• Include information on how it will make things easier / safer for his employees
• Refer to neighbours using product
• Take time to get to know him and his operation / family
• Make him feel like you will be a part of his team
Summary

• Know your staff and customers personality
• Use team approach – have staff that interact best be main contact for specific customers
• Prepare your sales team to deal with all the customer types they may encounter.