



# Team Approach to Farmer Sales

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# Agenda

- Identifying weaknesses
- “Team” Sales Structure
- Struggles and Successes

# Wabash Valley Service Company

- 10 Counties
- 12 Main Locations
- 15 Satellite Locations
- 21 Agronomy Salespeople
- 1 Seed Specialist
- 1 Crop Protection/Specialty Product Specialist
- 1 Research Specialist
- 2 Technology and Information Management Specialists

# Products and Services We Offer

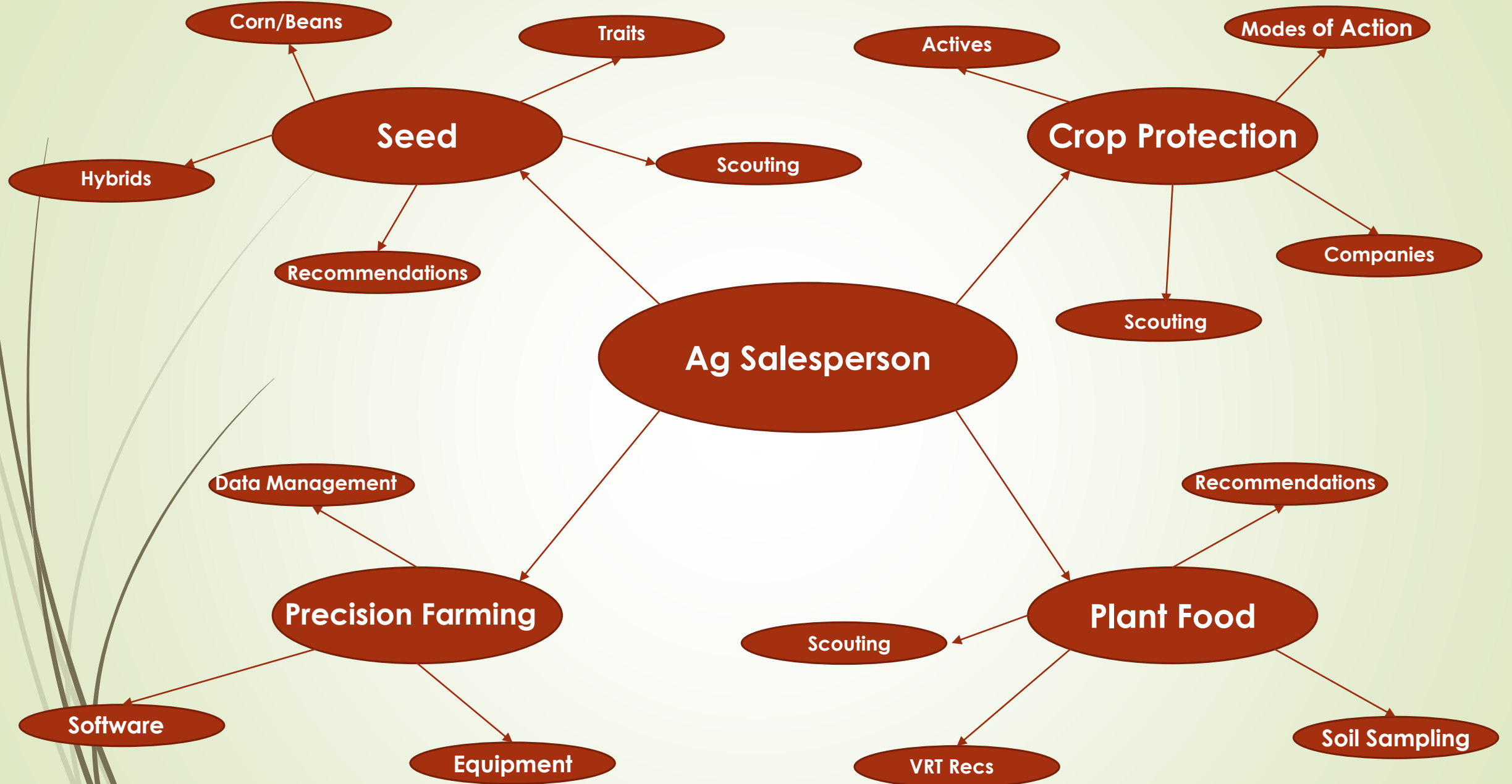
- Consult-Sell-Service
  - Seed
  - Crop Protection
  - Plant Food
  - Precision Farming Equipment
  - Technology/Data Management

The slide features a light green background with a dark green vertical bar on the left. Several thin, dark green lines curve upwards from the bottom left corner, resembling stylized grass or reeds. The text is centered in a bold, black, sans-serif font.

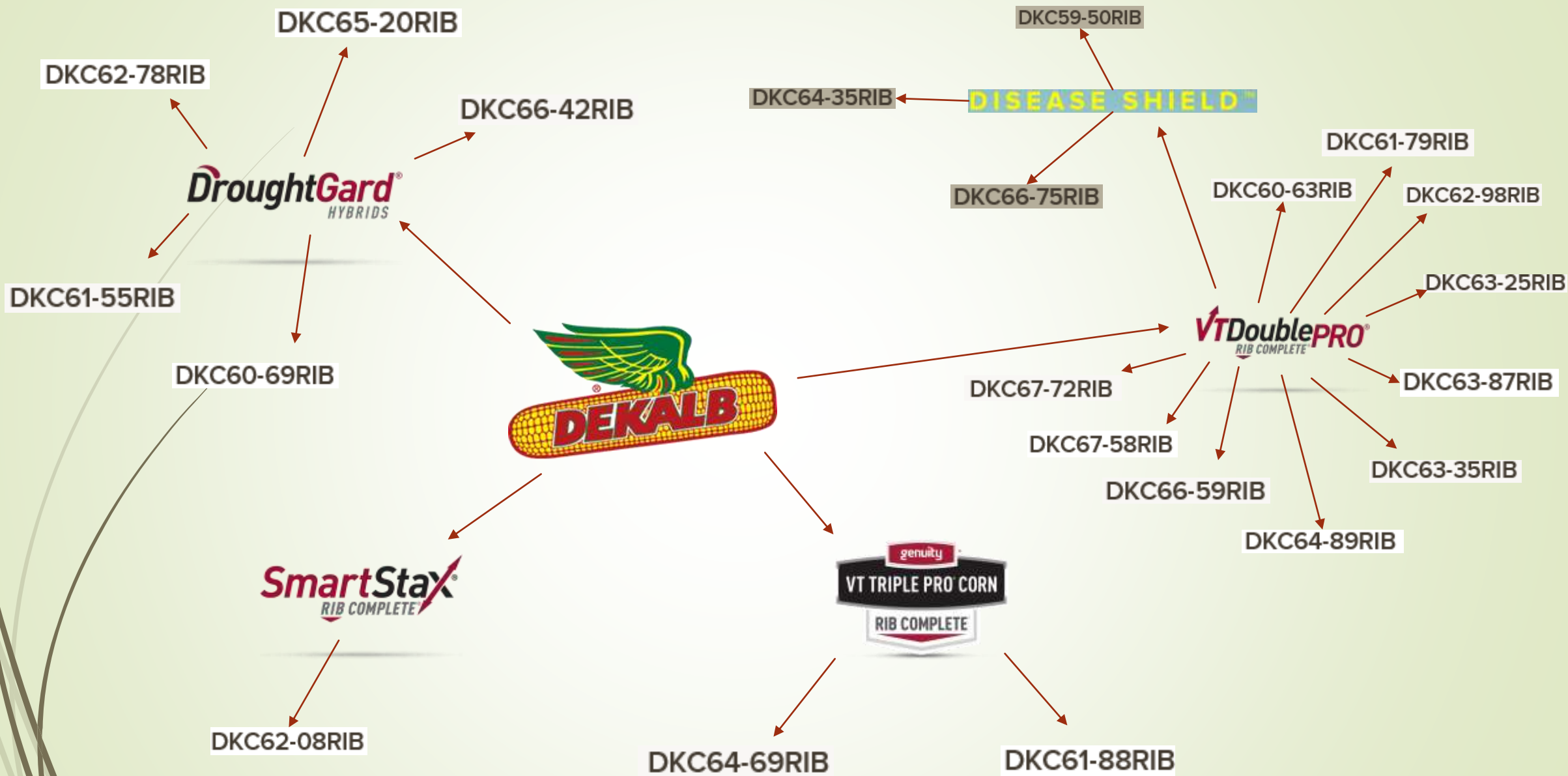
**Can one guy deliver all the  
needs of today's farmer?**

# Spring Tasks of a Ag Salesman

- Sell “Stuff”
- Deliver “Stuff”
- Take orders, Spraying, Spreading, Liming, Custom App, Make tickets
- Be available to growers for support
- Scout fields
- Diagnose Problems
- Provide recommendations
- Support Technology
- We need you in a tender truck...



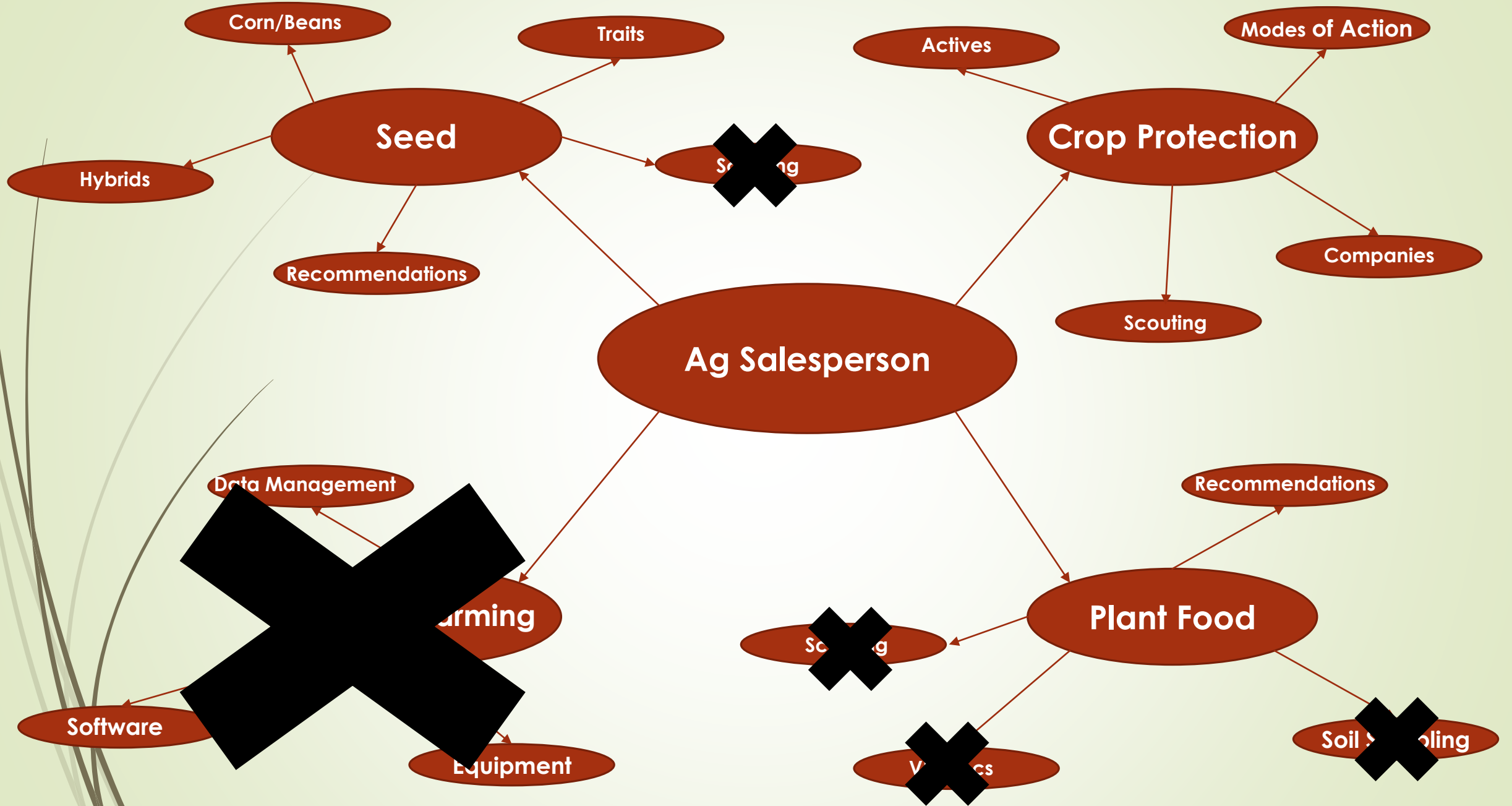






# The Sales Call(s)

- ▶ Lets talk about Seed.....
  - ▶ Data, Performance, Hybrids, Traits, Placement, Usable technologies
- ▶ How about Crop Protection....
  - ▶ What program with what company on what fields
- ▶ Plant Food....
  - ▶ Grid Sampling, Building Recommendations, Macro & Micro Nutrients
- ▶ Technology...
  - ▶ VRT Seeding/N/Fert, Equipment, Data Management

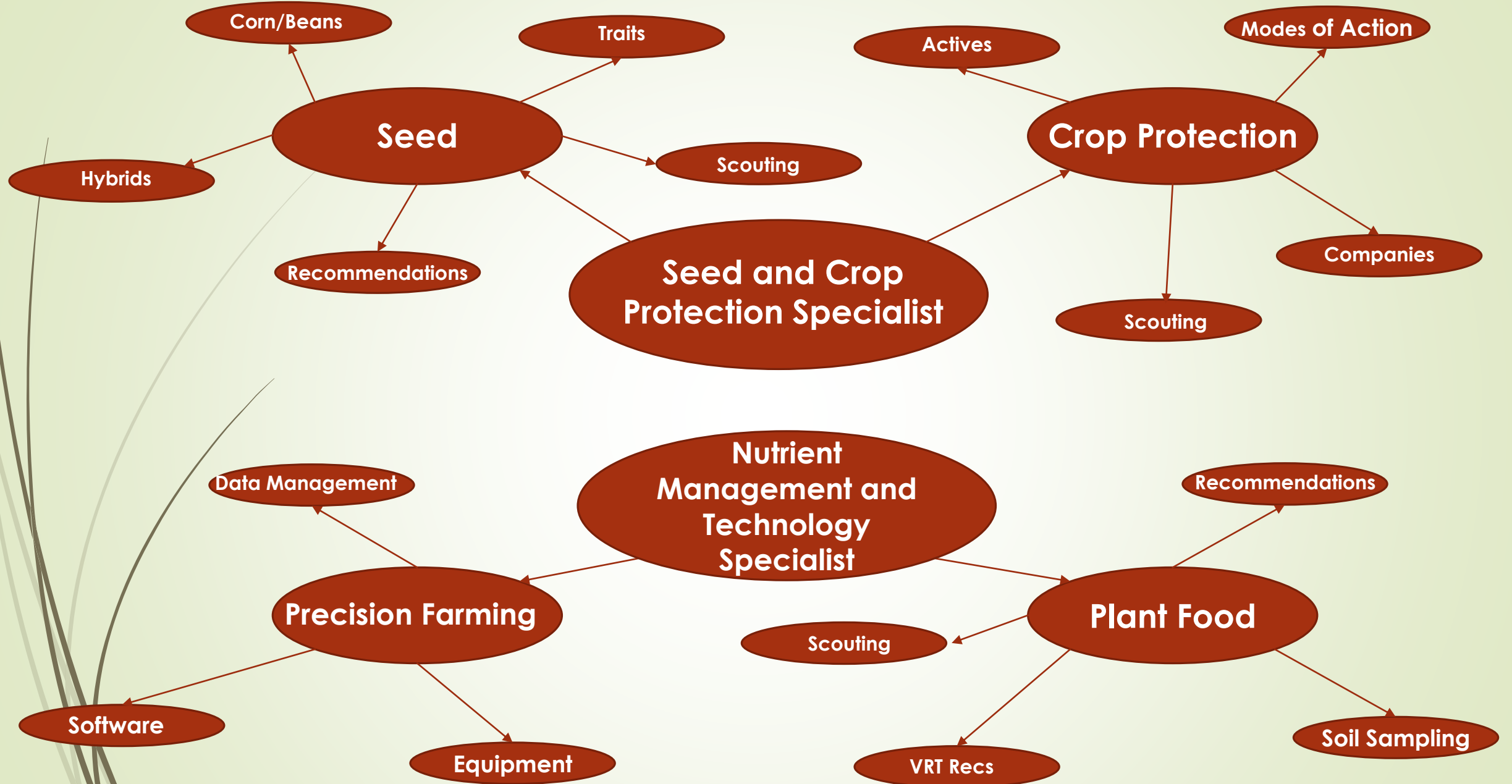


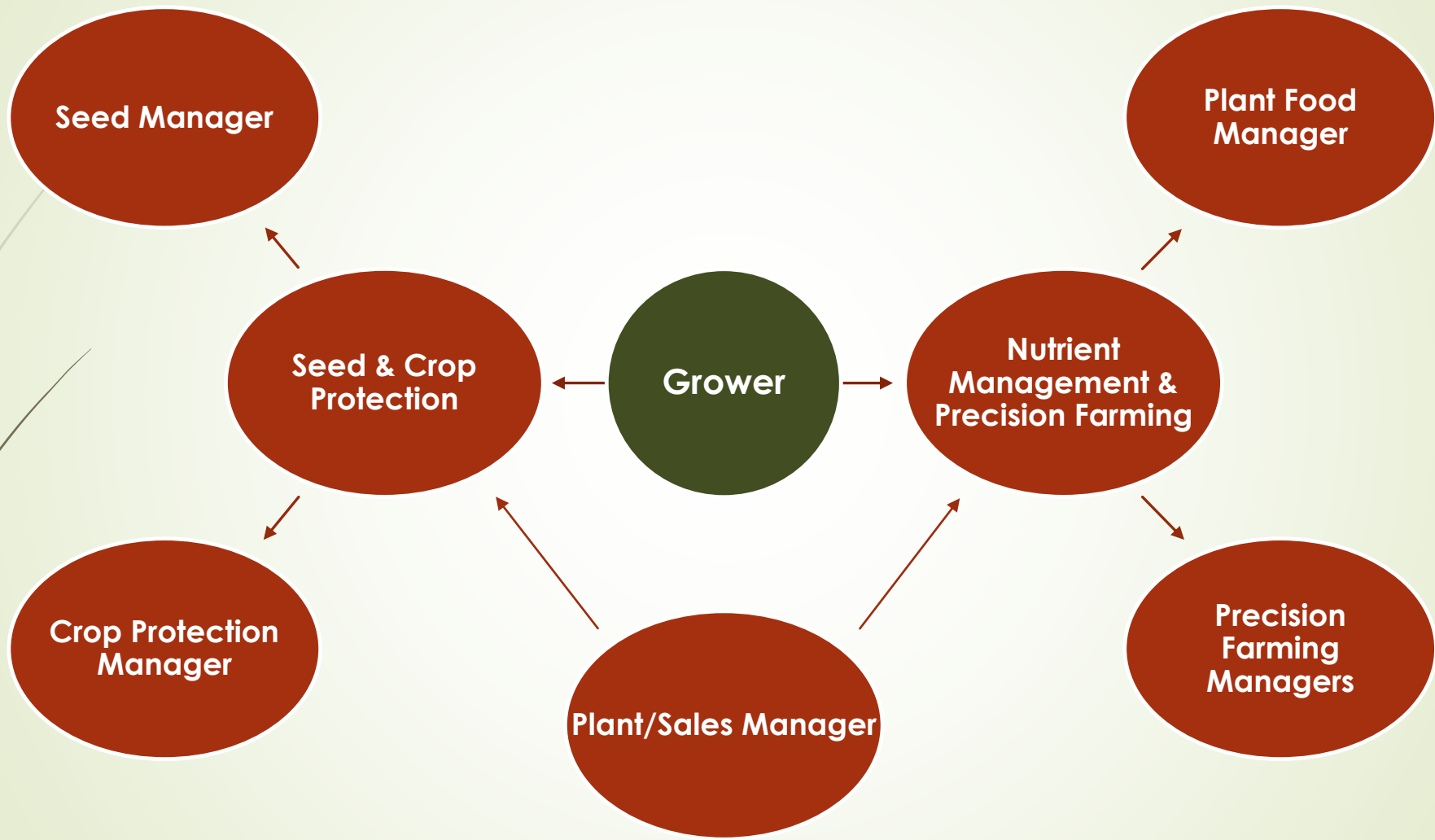
# Our Goals

- More emphasis on doing what's right rather than a product with a price
- Provide excellent service/support with everything we sell - "Value Added"
- Be available to growers when needed the most
- Be the go-to place for our growers needs
- Find opportunities where we fit and getting the support to make it happen

# Redesigning our Strategy

- Give each product set it's due diligence
- More specialized/focused salespeople
- Make Data and Technology a major focus
- Supporting the grower and each other
- Fewer, more focused touch points with more growers





# More Emphasis on Support

- Dedicated Technology Managers
  - Supporting 5-10 different Softwares  
(SST, SMS, MyJD, AgLogic, Climate, AIS, Slingshot, etc.)
  - Supporting 10 different Monitors  
(JD, Case, Trimble, AgLeader, Raven, 20/20, etc.)



We want to be the best at supporting Tech and Data Management.  
**How?**

Build Seeding Rec

Quantify with grower

Import rec to growers monitor

Before Planting:  
Teach grower how to change recs/  
varieties/fields in monitor

In field at planting:  
Teach grower how to change recs/  
varieties/fields in monitor

Collect data,  
make reports,  
share with grower

Import data into  
combine for variety  
tracking/teach how  
to change fields

Calibrate yield  
monitor for each  
crop

Collect  
data/import into  
software

Make reports/  
share data and  
discuss with grower

# Struggles

- ▶ How do we stay relevant
  - ▶ Competing against cell phones
- ▶ Keeping salespeople out of the operation part of the company
- ▶ Onboarding the importance data is and why we need to take time to collect it better
- ▶ Veteran Farmers/Salespeople stepping outside their comfort zone

# What Successes Have We Seen??

- Salespeople and Managers Working Together to Support Growers
- More Grower Contact and Detailed Touchpoints
- More Use of Precision Farming & Data Management
- Grower More Apt to Collect “Good Data”
- Much Less Pricing Pressure where we do it well

# Summary

- It's hard to be all things
- Good support makes the difference
- Adding value strengthens relationships