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
Can one guy deliver all the needs of todays 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?**

1. Build Seeding Rec
2. Quantify with grower
3. Import rec to growers monitor
4. Import data into combine for variety tracking/teach how to change fields
5. Collect data/import into software
6. Calibrate yield monitor for each crop
7. Collect data, make reports, share with grower
8. Before Planting: Teach grower how to change recs/varieties/fields in monitor
9. In field at planting: Teach grower how to change recs/varieties/fields in monitor
10. 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