HELPING FARMERS SUCCEED
Farmer Success

Practical Farm Research

Seed Advisors, Dealers, Agronomists & Field Advisors

Precision Farming

Product Information & Choices
It's okay to not know.

Team of knowledge:

- Know your strengths
- Know your weaknesses
- Bring in the expert
- I don’t know is an answer
Do not force it!!

“I’m not gonna force you”
You can fill that Precision Farming Seat at the Table

But what about the rest of the table??
DISCOVER Customer Needs

Three types of Precision Farming Customers

**Tools for Early Adopters**
- Management Zone Tool
- Seed Recommendation
- Post Calibration
- Yield Data Cleaner Tool
- Wireless Data Transfer
- Sentera/SoilTest Pro Integrations
- Custom Data Queries

**Tools for Majority**
- Data Upload (all Makes and Models)
- Reporting
- On-Screen Analytics
- Plus all the enhancements
  - Profit Map in ROI
  - Seed Selection Recommendation
  - Reference layers in scouting app

**Tools for Every Operation**
(no data required)
- Seed Plans
- Weather Information
- ROI
- Scouting App
STRENGTHEN Relationships

Think about that last new customer you sold?
Think about that last customer you lost?
Did you put in the time to help a customer succeed?
How are you going to keep him as a life long customer?
Customer Success

• It’s a FULL SEASON job!
• It’s a FULL TIME job!
• Communication is king
Know the Whole Story
Keep it Simple

Keep the customer in mind first
Relationship are a long road
Don’t Force a customer
LISTEN
HELPING FARMERS SUCCEED

THANK YOU

CRAIG ROGERS
PRECISION FARMING LEAD