How We Market Precision Agriculture to Customers

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I am entering my 25th year of working with Precision Agriculture so I will discuss overall experience so you can hopefully take away helpful ideas.
I have worked with many solutions and lead a team of great people at my previous employment to build a very robust and dynamic program. Now at FVC to rebuild the PA offering and Solutions.
First Off — If you thought this presentation would give you the answers on how to Market PA to growers I apologize now!

There is not a 1 solution that works with every grower in every geography.
Always understand your geography and know the situations. Ask Questions and explain.
Example: I have been in eastern cornbelt states before seeing growers. They find out you are from Nebraska and immediately bring up ‘Well you have irrigation’ What is incorrect with that assumption?
My Experience:
*Plan
*Organize
*Ask Questions

Adoption Level
What is wanted/needed

*Educate — Provide Knowledge
*Standardization — avoid confusion
It starts with you and your company
Is Management Understanding?
What is the sales team knowledge level?
How do you want to provide and promote precision agriculture?
How large is your geography?
Now Develop a Plan
Early Adopters/Innovators?
Management style?
Crops?
Now Build It!
Be Flexible — Growers are different so develop different programs that work. It may require several different options for your geography.
Ask Questions and Understand the expectations of each Grower. If you do not, you will fail.
Ask your team to understand the customer and how they want to receive information.
Things have changed substantially in 25 years!!

* Mail
* Ads
* E-mail
* Text
* Facebook
* Twitter
You should have some form of a flyer or brochure for the customer that is a simple overview without too much detail for confusion. Have an advanced presentation on the sales team iPads for more explanation on grower calls.
Understand the Customer and how they want to communicate. Utilize Text, E-mail, Phone calls, Twitter and Facebook as EACH customer wants.
Text, E-mail and Social Media are convenient and easy ways to reach the customer. 

Key — Keep it short and simple. You want to get their interest, not confuse them, and have the customer reach out to you.
Your customer has signed up to do PA with you. Does it End? Keep marketing yourself, your company and your services. Ask questions always!
Again, understand their expectations. Are they wanting instant results? What level of program did they signup for? Are they ready for the next level?
Thank you!

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