

Selling Field X Field®

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FEBRUARY 2021

THE MONTHLY NEWSLETTER FOR SEED SALES TIPS AND INFORMATION

GREATNESS IS FOR THOSE WHO CHOOSE IT!

Like many Americans, I ushered in 2021 by watching bowl games. This year Iowa State played in one of the Big Six bowl games. It was our team's first ever major bowl appearance, and the ISU Cyclones defeated the Oregon Ducks 34-17. Talk about a great way to start off the new year!

Iowa State hasn't been a football powerhouse. My alma mater never went to a bowl game in the 1980s or 1990s. Our family watched the Cyclones play in the 2000 Insight.com Bowl and witnessed Iowa State's first bowl victory in school history!

The past two decades have brought more success to the Cyclones football program. Matt Campbell was hired as head coach in 2015 and turned around a struggling program. He has found ways to win against schools that have more bragging rights and better facilities. He knows how to sell recruits on the Iowa State way. As a result, Coach Campbell has led the Cyclones to a bowl game in each of the last four years.

There are lessons we can apply from Matt Campbell's work to Latham Hi-Tech Seeds:

- **Trust the process.** In the fall of 2017, the Cyclones beat two, top-five teams in one month. After they defeated the TCU Horned Frogs, Coach Campbell said to his team: You're teaching the world that toughness, discipline and detail still matter. Your platform is "team above self." And nobody wants to buy into that in our culture today... But here's a fact, and young guys listen to me, "if you fall in love with the process, then eventually the process will love you back."
- **Create a strong culture.** Coach Campbell has completely transformed the national perception of Cyclones football. "It's a player-led program. Ever since coach Campbell got here, he's always talked about how you're not going to win games

Latham®

HI-TECH SEEDS



by **JOHN LATHAM**
PRESIDENT

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with a coach-led program. It's got to be players leading," said former linebacker Joel Lanning. To change the culture, Campbell says there must be a common goal.

- **Develop talent.** It is more difficult to recruit 5-star football players to Iowa State, so Coach Campbell looks for recruits that fit his culture and can be developed into great players. He's recruiting for talent against Oklahoma and Texas. Both teams have more money and tradition than Iowa State. Similarly, Latham Seeds goes against national brands that have deeper pockets, but we can beat the big guys in the field by focusing on products for specific geographies. We're also developing talent from our dealer network through our management team.

After winning the Fiesta Bowl last month, Coach Matt Campbell said, "Greatness isn't for the chosen few. Greatness is for those who choose to be different and demand to become the best version of themselves."

This quote also applies to everyone on Team Latham. We must differentiate ourselves. We must continue to focus on creating customer experiences and building customer relationships.

As the new year gets underway, what are you doing to make your Latham® dealership even better? How can we enhance the Latham customer experience? We're open to new ideas, so feel free to share them with us. Let's all choose to be different and demand to become better versions of ourselves!

5 TIPS TO FINISH THIS SALES YEAR STRONG



by **AMY ROHE**
SALES MANAGER

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We all looked forward to turning the calendar to 2021, and now we are off and running to make 2021 a great year!

Many Latham® dealers have called to ask me what the next couple of months will look like. The most common question I get asked is, "Where am I going to find late orders and new customers this year?"

This question reflects our current condition as the worldwide pandemic continues, but I believe we have the BEST team in the industry to answer this question. Here's what is working for many RSMs and dealers alike:

- 1 Review your VIP.** Are there prospects on your worksheet who have yet to order? If they initially said, "not this year," revisit them. You could ask your RSM to go with you. Across our sales footprint, customers and prospects are saying we are the first salesperson they have seen yet this year. Don't underestimate the power of making a follow-up call!
- 2 Ask for a referral.** Numerous orders are getting finalized because you have developed professional relationships with your customers and earned their trust. Before you leave a customer meeting, ask if he/she knows anyone who would be interested in learning more about Latham Seeds. You might be surprised at the positive responses you will get! I promise you, it is worth that 30 seconds of your time.
- 3 Review past years' customers lists.** As a team, we are great at finding new customers each year. By focusing so

much on prospecting, sometimes other customers slip through the cracks. That's why it's important to review "old" customer lists. Some former customers, who moved to other brands, are coming back to family-owned and independent Latham Seeds due to mergers and other changes in the marketplace. We can help you develop "lost customer lists," but the key to working any list is the follow up. Salespeople who make follow up calls to farmers on those lists are finding success, even in this challenging season.

- 4 Prospect.** Many Latham RSMs and dealers are having success pulling into driveways and making cold calls because they have been respectful of the pandemic. These actions are key: wear a mask; knock before entering a shop or office; maintain a social distance; and wave or bump elbows rather than shake hands.
- 5 Write down a goal.** The best thing you can do right now is to set a goal. Write down actions needed to accomplish your goal, and then go make it happen! Remember, hard work now could earn a trip for two to beautiful Jamaica in February 2022!

Work with your RSM to develop a plan for the next 15/30/45 days and then go work the plan! Choose to find opportunity! Choose to make things happen! Choose to finish off the year as strong as you started it! Choose to be great!

GOOD LUCK AND HAPPY SELLING!

2021



MARKING MY 2ND YEAR ANNIVERSARY WITH LATHAM



by **RYAN SCHON**
GENERAL MANAGER

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It's hard to believe that it's been two years since I joined the Latham family as General Manager. I was able to meet many of you in my first year, and then restrictions due to COVID-19 put those plans on the shelf during 2020.

I'm committed in 2021 to doubling down and visiting as many of you as I can, depending on your comfort level and local restrictions. This is still a people business, so we will persevere to help you and your farmer customers grow your businesses.

Our team accomplished a lot in 2020, but we always strive to get better. The road to success is always under construction! Road time in 2019 was fit for audiobooks, but gave way to office time in 2020. I didn't read or hear as many books as I would have liked. That's another small resolution for 2021: to get back to my shelf of books that are just waiting to be digested. There is no greater bargain than to learn a new idea or concept from some of the most brilliant people on the planet for just \$15. What a steal!

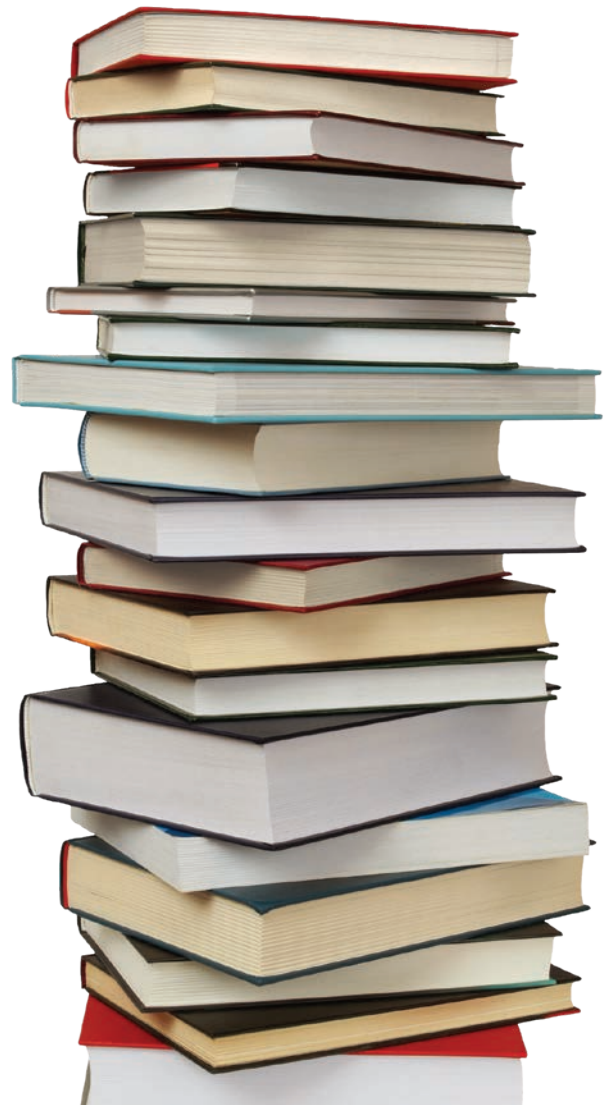
Here are highlights from my year of reading in 2020 and my key takeaways:

- **Atomic Habits** by James Clear
How habits, good or bad, can be engineered to stick
- **Algorithms to Live By** by Brian Christian and Tom Griffiths
A fun, nerdy application of advanced mathematics to your everyday life
- **Factfulness** by Hans Rosling
Never in the history of the world has there been a better time to be alive, accompanied by the data to prove it and the rationale why it doesn't seem that way
- **Six Thinking Hats** by Edward de Bono
Reread of an old classic that encourages parallel, sequential thinking from six different points of view to make better decisions within a group
- **Lost Connections** by Johann Hari
Brilliant insights on the impact of connections on mental health in the first half of the book, followed by a bizarre second half suggesting a socialist utopia as the solution

- **A Year of Playing Catch** by Ethan Bryan
A fun read about Ethan's quest to play catch every day for a year and the lessons it taught him – a great read if you remember playing catch with your dad or kids

In case you missed it last year, here's my list from 2019: [Dichotomy of Leadership](#), [The Five Dysfunctions of a Team](#), [Death by Meeting](#), [This is Marketing](#), [Legacy](#), [Chop Wood Carry Water](#), [Pound the Stone](#), [Nudge](#), and [Hope Unseen](#).

What great book did you read or hear this year?



ADD VALUE TO AN ALFALFA DISCUSSION



by **LAURA CUNNINGHAM**
MARKETING MANAGER

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February on my farm is the start to calving season and when I make plans for summer forage production to restock for winter cow care. This year we will be seeding a new field of alfalfa, so it's decision time on which variety will work best not only this season but over the lifespan of the stand.

Did you know the majority of farmers purchase alfalfa seed from the first sales person who asks? As a Latham® Seeds representative, you have an opportunity to lead your customers through a variety of high-tech alfalfa options designed with local conditions in mind. It's important to consider their investment isn't just straight cost per acre in one season. It's an investment that must perform for that customer for at least three seasons!

Help your customers select products field-by-field for added value. If they place their order by February 15, 2021, they could qualify for a \$10/unit early order discount. Also remember your dealer and customer volume discount opportunities! These are just a few of the ways you can add value to an alfalfa discussion and be more than just "the first person to ask."

Last year we rolled out an all-new decision-making tool to help facilitate alfalfa discussions. It was featured in the 2021 seed catalog and is also available as an easy-to-download handout in the Dealer Center.

Visit Latham's Dealer Center for additional tools to help with alfalfa sales. Remember, the majority of farmers purchase from the first person who asks! Boost your sales in the fourth quarter by making alfalfa part of your needs assessment review with each customer. It can help you earn a trip for two in February 2022 to the white sand beaches of Jamaica!

CONVENTIONAL ALFALFA

HARVEST METHOD	SOIL TYPE	OPTION 1	OPTION 2	OPTION 3
Haylage	Wet Soil	LH 9700	LH 9670 IQ	LH 9120
	Moisture Limited	LH 9120	LH 9700	LH 9670 IQ
	High Salt Ec	LH 9300 ST	LH 9120	LH 9670 IQ
Dry Baled Hay	Wet Soil	LH 9120	LH 9670 IQ	LH 9700
	Moisture Limited	LH 9120	LH 9670 IQ	LH 9700



TRAITED ALFALFA

HARVEST METHOD	SOIL TYPE	OPTION 1	OPTION 2
Haylage	Wet Soil	481 HVXRR	LH 457TQ RR
	Moisture Limited	481 HVXRR	LH 457TQ RR
	High Salt Ec	LH 457TQ RR	
Dry Baled Hay	Wet Soil	481 HVXRR	LH 457TQ RR
	Moisture Limited	481 HVXRR	LH 457TQ RR

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SEEDWARE WEBINAR



SANDIE JOHNSON
WEBINAR INSTRUCTOR
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Wednesday, February 17, 2021, 7:00 AM
Thursday, February 18, 2021, 8:30 AM

TOPIC: Customer Deliveries, Widgets and Statements

TO PARTICIPATE:

1. Call or email Sandie to get registered.
2. You will receive a notice via email. Please confirm your registration by clicking "register now."
3. Reminder emails will be sent prior to the webinar.
4. When the time has come for your session to start, join by clicking the link received via a confirmation email.
5. Watch, listen and learn!

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Published monthly for Dealers of Latham Hi-Tech Seeds, focusing on seed sales tips, trends and information from around the seed industry.

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