

# Selling Field **X** Field<sup>®</sup>

IN THIS ISSUE

- p1** The Odds Are in Your Favor  
*John Latham*
- p2** When You Show Up Differently,  
BIG Things Happen! *Amy Rohe*
- p3** Lub-Dub...Lub-Dub...Lub-Dub  
*Ryan Schon*
- p4** Website Changes Focus on  
Customer Experience *Laura Cunningham*
- p5** 2020 Post Harvest Huddles Feature



## NOVEMBER 2020

THE MONTHLY NEWSLETTER FOR SEED SALES TIPS AND INFORMATION

## THE ODDS ARE IN YOUR FAVOR

Fall is an exciting time because we see results of a year's worth of work. It also is the time of year when farmers finalize their seed decisions for next spring.

Please remind your customers that it is NOT in their best interest to plant one hybrid. Data shows that farmers manage risk by planting different products, not necessarily different seed brands. Our own internal data shows that your chances of retaining a customer increase to 75 percent when they plant at least three Latham<sup>®</sup> products. You also greatly increase your odds of growing an existing customers' business when they purchase multiple products from you.

This is a year of great opportunity for Latham dealers. We are in a great position while many of our competitors are out of position on technologies like Enlist E3. Capitalize on this opportunity by seeing new customers and increasing orders of existing customers. Ask for another hard box, another pallet or another field of their business!

## Latham<sup>®</sup>

HI-TECH SEEDS



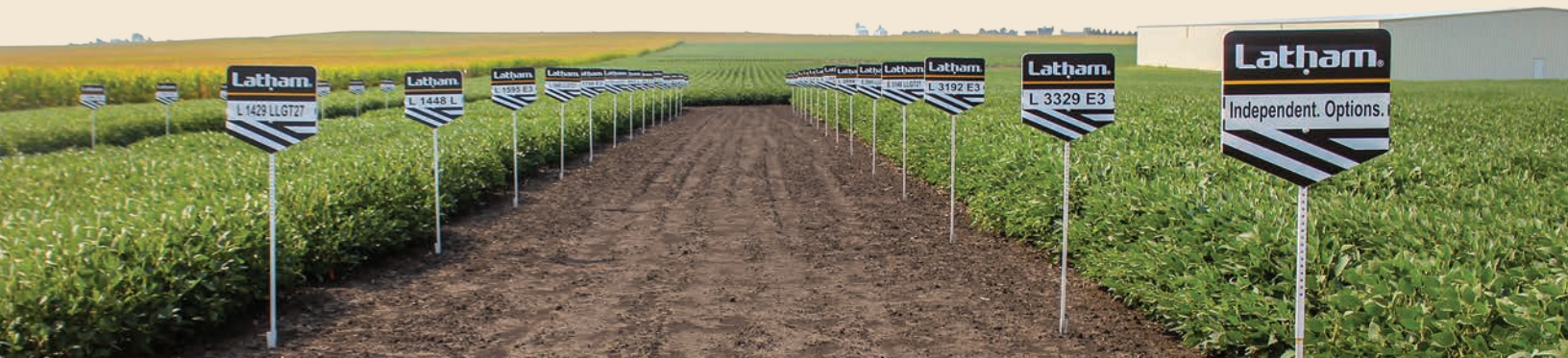
by **JOHN LATHAM**  
PRESIDENT

1-877-465-2842 / [johnl@lathamseeds.com](mailto:johnl@lathamseeds.com)

Placing product field-by-field is a sound strategy as it increases product performance and, in turn, provides you with an opportunity to sell more seed.

We have the products and technology options that many farmers can't get from their current seed suppliers. Other farmers need higher quality seed. In addition, many farmers miss doing business with a family-owned seed company. Use Latham's Double Up program for new or growing customers by using the \$3 on soybeans and \$10 on corn to help grow your dealership's business.

The Latham Team is here to help take your Latham dealership to the next level! Feel free to contact us if we can be of assistance as you confirm orders and secure business.



# WHEN YOU SHOW UP DIFFERENTLY, BIG THINGS HAPPEN!



by **AMY ROHE**  
SALES MANAGER

1-877-465-2842 / [amyr@lathamseeds.com](mailto:amyr@lathamseeds.com)

We are doing it again... Latham® Dealers are having another record-breaking year by getting out early, walking fields, crop planning and capturing early orders!

Your hard work all summer long is getting results now. The great conversations you had with customers throughout the growing season are leading to big things: higher yields, bigger ROI, happier customers, and better weed management!

Your time, attention and energy enable you to make better product recommendations based on your customers' management practices and goals. For example, one dealer told me he didn't realize how important weed management was to some farmers. He learned some customers will trade four bushels per acre for good weed control.

Another dealer was asked this typical question by a prospect, "What is your best hybrid?" Our dealer answered, "Tell me more about your soil types and management practices, so I can tell you which of our top products will be the best for you." They sat down and discussed the operation, field by field, and then the dealer wrote the order.

**When you truly care and take the time to place products, big things happen!**

## POST-HARVEST HUDDLE MEETINGS

Our Product and Data Forward™ Teams have joined forces to capture even more data around yields, as well as product placement. We're looking forward to sharing these results with you!

Be sure to tune into our Virtual Post-Harvest Huddle meetings to learn even more about the products in Latham's 2021 seed guide. As we did for Dealer Kickoff, we will conduct these meetings live but in a virtual format. This will allow us to have real-time conversations, gain your feedback, as well as answer your questions.

After our Post-Harvest Huddle meetings, we will provide you with video content. **These videos can be used to host your own customer meetings or "watch parties."** Some Latham dealers did this during our virtual field day and had TREMENDOUS results by having great

conversations around product placement, which led to orders. Here's an example of how you could host a post-harvest customer meeting:

- 1 Hold the meeting in an area that allows for social distancing.**
- 2 Think about your customers and what they are interested in learning more about. With a small group meeting, you can customize the presentation to make it even more impactful.**
- 3 What additional information do you want to provide for your customers? Sell sheets with a proposed Latham package?**
- 4 Play a harvest results video and lead in-person discussions about the products. Share local results.**
- 5 Have a call to action. Ask for the order that day!**

Our Agronomy and Sales Teams will be glad to attend your meetings based on availability. Talk to your RSM about ways you can make a post-harvest customer meeting even more impactful. Again, such a meeting allows you to show up just a little differently from the competition. These types of meetings turn into great conversations with customers that set up your customers to maximize yield, field by field.

**GOOD LUCK AND HAPPY SELLING!**

# LUB-DUB...LUB-DUB... LUB-DUB



by **RYAN SCHON**  
GENERAL MANAGER

515-868-6214 / [ryans@lathamseeds.com](mailto:ryans@lathamseeds.com)

Your heart beats about 100,000 times each day. It pumps about 2,000 gallons of blood every day. It's that blood that gives us life. In most businesses, and especially in farming, cash is that lifeblood.

Let's say that two farmers have essentially identical farms. They're neighbors and have the same soil types, equipment, purchasing power, and yields. Because of that, they have the same revenue and costs and make the same profits, both per-acre and in total. The only difference is how they manage cash.

One of the farmers is cash strong and can leverage that cash for better discounts and preferential timing. His is making cash work for him. The other farmer manages his cash flow with working lines of credit, purchasing terms and financing. He is using the cash management tools to his advantage while saving and building cash reserves.

As soon as you consider their cash positions, you know my earlier statement is not true. Even with all other factors being the same, cash management can make a big difference in profitability. Many times, those two farmers from my example are even the same farmer during different phases of their farming life.

## LATHAM CASH FLOW MANAGEMENT PROGRAMS

We have a big toolbox of cash management programs that you can use to help your customers manage their cash. From cash discounts for paying early, to a variety of financing options, we've got you covered across the cash flow spectrum. That starts with understanding what your customers need.

Talking about a farmer's financial position can be uncomfortable. The best salespeople have built the confidence and trust with their customers to have those tough conversations. Because cash is so important to their farming operation, there's no way around it. Have the tough conversation.

## EARLY CASH DISCOUNTS

Latham provides a range of cash discounts starting in August and continuing through the spring. We emphasize giving our most loyal customers our best deals, which means that our best discounts are in the fall. We have some discounts during the winter and spring. However, to get our best prices, you want to collect as much cash as possible ahead of those fall discount periods. Our current discount period is 9% for payments postmarked by November 15.

## JOHN DEERE FINANCING WITH CASH

If your customers don't have the cash and you know they'll be using financing through Latham Seeds, our best financing deals also are in the fall. Get your John Deere application in early and take advantage. Our current discount period for financing is 0% financing AND 3% early discount for applications processed by November 15.

## JOHN DEERE FINANCING

If your customers are already using John Deere financing, bridge loans also are available. This gives customers the peace of mind that they have sufficient cash flow while also receiving an early financing discount (so long as they later pay off last year's bill when due). For example, if they finance and bridge by November 15 they can capture that 3% early discount. Alternatively, your customers can wait until January when they can still get the 0% financing but they'd give up the early financing discount.

Help your customers keep that cash lifeblood flowing! If you have any questions about our early cash or financing programs, call Joy Bonin at the office.

Go get 'em!



# WEBSITE CHANGES FOCUS ON CUSTOMER EXPERIENCE



by **LAURA CUNNINGHAM**  
 MARKETING MANAGER  
 1-877-465-2842 / laurac@lathamseeds.com

This month many of your customers are transitioning from the “Sales Stage” of the selling cycle to the “Transaction Stage” where they make final comparisons and then purchase products. Market intel shows that customers do most of their product research online before contacting a sales rep, so our team was challenged to find a way to offer a similar experience online.

## PRODUCT COMPARISON TOOL

If you log onto LathamSeeds.com, you’ll notice a series of new tools. The first is a product comparison feature. Website visitors can choose between the traditional “list view” or a format with product feature boxes similar to our seed catalog, which allows them to compare three products side by side on one screen for easy decision-making.

## BUILD A CROP PLAN FEATURE

Another new feature is the “Build a Crop Plan” tool. This online form allows visitors to insert a field name and add their favorite products. An email feature sends the crop plan to their email for reference. This feature could allow you to share the plan during a later conversation with your customer.

## FILTER BY YEAR, STATE AND PRODUCT

We’re also excited to share the ability to search results by year, state and product. If a customer is interested in LH 5245 VT2 PRO but would like some confirmation on its performance across multiple environments, the user-friendly filter buttons on top of the screen allows you to sort by product, year and state for easy comparison.

**Harvest Data Search Results**  
 Select from the options below to narrow your results.

Crop: Soybean | State: IA | Year: 2014 - 2020

Plot	Location	County	Action
6560	Burt, IA 50522	Keosau	View Plot
6564	Mountain Lake, MN 56459	Cottonwood	View Plot
6568	Rosale, IA 50567	Clay	View Plot
6621	Charfield, MN 55923	Filmere	View Plot

### Product Comparison Tool

Compare 3 Products: L 2184 R2X, L 2186 L, L 1995 E3

### Build a Crop Plan

Product Overview: L 1995 E3, L 2186 L, L 2184 R2X

Field x Field Scores	L 1995 E3	L 2186 L	L 2184 R2X
Highly Productive and Irrigated Fields	2	1	1
Moderately Productive / Average Fields	2	1	1
Less Productive / Deseeded Fields	1	1	2

We hope these new features make it easier for you to move through those final stages of the selling cycle. **Boots on the ground today mean toes in the Bahamian sand during our next sales incentive trip in 2022!**

Next step: create a crop plan

Select your preferred seeds, and tell us a little bit about your field. We'll handle the rest.

LH 5249 SS RIB | LH 5215 VT2 PRO RIB | LH 5245 VT2 PRO RIB

GET STARTED

# SAVE THE DATE!

While joining you in-person for our Post-Harvest Huddles is not in the playbook this year, we are excited to share that **our product team will be live on our virtual platform!** One big advantage is we can have the same valuable conversation, tailored to your local area.

**SAVE THE DATE** and join us to hear Latham's product team share insights and results on a variety of key products. Contact your RSM for more details.

DAY	DATE	TIME	REGION
Tuesday	Nov. 17	9 AM	Northwest Iowa
Tuesday	Nov. 17	1 PM	South Dakota
Tuesday	Nov. 17	7 PM	Southern Minnesota
Wednesday	Nov. 18	9 AM	Western Iowa
Wednesday	Nov. 18	1 PM	North Central Iowa
Wednesday	Nov. 18	7 PM	Northern Minnesota
Thursday	Nov. 19	9 AM	Central Iowa
Thursday	Nov. 19	1 PM	Eastern Iowa
Friday	Nov. 20	1 PM	Wisconsin

Find updates and live links to the event on this page:

<https://www.lathamseeds.com/2020-latham-post-harvest-huddles/>

## SEEDWARE WEBINAR



**SANDIE JOHNSON**  
WEBINAR INSTRUCTOR

641-692-0333 / sandiej@lathamseeds.com

Wednesday, November 18, 2020 7:00 AM  
Thursday, November 19, 2020 8:30 AM

## 2020-21 SEEDWARE OVERVIEW CUSTOMER & ORDER ENTRY

### 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!

OVER  
**70**  
YEARS

OF THE INDUSTRY'S  
BEST GENETICS, HIGHEST  
QUALITY PRODUCTS, AND  
HOMETOWN SERVICE.

HELPING FARMERS FEED AND FUEL THE WORLD

**Latham**<sup>®</sup>  
HI-TECH SEEDS

**Selling FieldXField<sup>®</sup>**

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

131 180th Street  
Alexander, IA 50420

CALL **1.877.GO.LATHAM**

(1.877.465.2842)

641.692.3258 Office

641.692.3250 Fax



## SUDOKU!

This month's puzzle is rated **MEDIUM**. Good luck!



	7		2		8	9		4
	3		9	6				
8		6			7			3
	5						7	
3								1
	1						2	
9			5			1		8
				9	2		5	
7		5	8		3		9	