

# Selling Field **X** Field

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## APRIL 2021

THE MONTHLY NEWSLETTER FOR SEED SALES TIPS AND INFORMATION

## LATHAM RESEARCH UPDATE FAQ

Latham Hi-Tech Seeds has lots of research underway at our headquarters, as well as across our marketing territory. Our product development program is built on dealer and customer needs. How we identify, vet, and add products to the Latham lineup always starts at the farm.

Our goal in restructuring our research program is for our sales team, including Latham® dealers, to have as much confidence in our product lineup as our product team does! With this goal in mind, we developed these objectives for Latham Seeds' research program:

- Align the strengths of our legacy research processes to continue to deliver superior products.
- Build on momentum by tapping into Latham Team members' talents.
- Develop an even more unique and diverse product line based on farmers' needs, which will help them better manage risk.

From Research and Product to Sales and Marketing, the Latham Team has been working in concert throughout the winter months to develop consistency across all product lines and departments. **The following graphic illustrates how different types of plots complement our company's overall efforts.**



We're eager to show you our progress during the 2021 growing season. One of the most exciting developments underway is a Premiere Agronomy Center at our research farm in Alexander, Iowa. A new layout of 16 agronomic demonstration plots will provide a professional environment for product training, applied agronomics and yield enhancement opportunities.

Stay tuned for more details coming soon!



## Latham®

HI-TECH SEEDS

by **JOHN LATHAM**  
PRESIDENT

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# PLANTER VISITS ARE THE FIRST SALES CALL OF 2022 SEASON



by **AMY ROHE**  
SALES MANAGER

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Spring is here!

It's an especially busy time for those of you who farm and also sell seed. There is equipment to be calibrated, fields to be worked and seed deliveries to be made. Yet, many Latham® dealers make time to set themselves apart by doing more than dropping off seed and then dashing away.

What are you doing to make this personal contact count? In last month's newsletter, Ryan Schon reminded us that farmers need six to 12 contacts to make a sale. Consider the 2021 planting season the first contact you make for the 2022 sales year!

Below are **five ideas** that can help separate your dealership from the competition:

**1 Wait for fit conditions.** Latham's Corn Product Manager Lyle Marcus reminds us that the right planting conditions are worth the wait or else you'll face additional challenges all season long. Remind your customers how important it is to plant in good soil conditions at the right depth. Lyle created a great video that you can share with your customers. You can download it from our Dealer Center: <https://www.lathamseeds.com/dealer/product-training/planting-depth-study/>

**2 Plant by the book.** Print and then deliver your customer's finalized crop plan to remind him/her of where you agreed to place seed for optimal yield. If you haven't seen our personalized Crop Planning Books, ask your RSM. These books are one of the most valued services a Latham dealer provides.

**3 Stock in-season seed.** Remind customers that you're just a phone call or text away. You have access to in-season inventory if they run short. Your RSM can help move seed around quickly!

**4 Stay connected during planting season.** Set reminders on your laptop, iPad and/or phone, so you call and/or text your customers on a weekly basis to see how things are going throughout the planting season. Research shows farmers want to stay connected and know that you care.

**5 Place Latham brand seed in the front of the shed.** "Location. Location. Location." is stressed by real estate agents because it works! Placing your seed in the front of the shed increases the likelihood that your seed gets planted – and planted in the right field. If you haven't already done so, ask your RSM for pallet stickers. Pallet stickers complement our crop planning books.

Planting is the time to start your sales year off strong! The five tactics listed above have proven themselves year after year. What else can you do to differentiate your Latham dealership?

Start making a list of ideas of how you can stay in touch and add value to your customers once the seed is in the ground. What activities can you do this summer? What types of training would you like to attend? Share your ideas with your RSM.

We wish you a safe and productive planting season. **GOOD LUCK AND GOOD SELLING!**



# ATOMIC SALES GROWTH



by **RYAN SCHON**  
GENERAL MANAGER

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We've all heard the maxim that you're never standing still. We must either grow our business or risk retreating. How can you grow your business?

Leadership speaker and trainer Dean Heffta provides great insight. You first must understand which strategy will increase sales revenue. Are you attracting more customers? Are you focusing on selling more products to each customer? Are you trying to sell more units of the same products to the same customers? Are you going to do everything the same but capture a higher price?

## More Customers

Each new customer presents an opportunity for a lifetime partnership. Both prospecting and retention are crucial for success.

Great salespeople build prospecting into their weekly routines. Customers need six to 12 contacts to make a sale, however, most salespeople give up after two contacts. How can you differentiate your business by proving you intend to serve a farmer for life, not just for a 15-minute sale?

These tactics allow prospects to experience your service, so you can attract new customers:

- Invite prospects to your customer events.
- Walk prospects' fields throughout the growing season and share your findings.
- Make field-by-field crop plan proposals in the fall.

A sales and service experience is even more critical for current customers. Losing existing customers puts much more pressure on your prospecting because it takes more time and money to acquire customers. Do everything you can to nurture and build your loyal customer base.

## More Products

**Latham Seeds' sales data proves that every additional product line and product that you sell increases your customer retention.**

Review your sales from the past few years to see which customers buy only corn, soybeans or alfalfa. Which customers only buy one hybrid or variety? Propose a portfolio of products from each product line to every customer. Recommend SoyShield™ Plus and Saltro™ to every soybean customer.

## More Units

Study and understand Latham's sales programs because they are designed to help you sell more units with more rewards for more customer loyalty. Are your customers aware of the additional discounts that they could achieve at the next volume tier? Do you provide additional services when customers reach a certain sales volume? Do you encourage mini-bulk and hard box quantities over bag quantities? Each of these simple tactics makes a difference to overall sales.

As consumers, we are exposed to this concept every day. Have you ever been to a Casey's that has the same per-can prices for one can of Busch Light as a 6-, 12-, 18- or 30-pack? Never.

## More Dollars

Increasing the overall sales price may feel like the most difficult of all, but you have several effective choices. Selling multiple products allows you to achieve an overall price point. Moving to higher performing, higher priced products allows you to increase overall revenue without raising prices. You also can increase the services you provide to customers, so you keep more of that value in terms of higher net prices to your customers.

Our sales team is ready to help you succeed with whichever growth strategy you choose. We look forward to helping you make it happen.



# DEALER KICKOFF 2021 REGISTRATION IS NOW OPEN!



by **LAURA CUNNINGHAM**  
MARKETING MANAGER

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Every generation has its hardships and triumphs. It's never been easy, but for those in agriculture our work is a way of life. One might even say we were Made for This. **We're building on past momentum by planning this year's event around the theme of "Made for This."** Kickoff 2021 will be held at the Sheraton Hotel and Denny Sanford Convention Center in Sioux Falls, SD.

Beginning in the evening on July 7, 2021, a welcome reception will be hosted at the Sioux Falls Canaries stadium. We can't wait to catch up with each of you after a year-long absence by enjoying some ball park eats and a Canaries game.

New this year, dealers will get down to business early in the morning on Thursday, July 8. Following opening sessions, Scott McKain will deliver our keynote address on the Ultimate Customer Experience®. Scott will share the keys to building lifelong loyalty and endless referrals. He will share examples of how the experience, not the service, generates loyalty; and what you need to do to create it.

Afternoon breakout sessions will include an opportunity to train with Latham Product Team members and learn about our all-new products for 2022 planting in corn, soybeans and alfalfa!

Evening activities will begin with happy hour at 5 P.M. followed by a banquet meal as we celebrate milestone years of service and recognize our top sellers for their hard work closing out the 2020-2021 sales season. We'll announce the location for Dealer Kickoff 2022 and Sales Incentive Trip plans. The evening will conclude with dessert stations, a performance by Iowa's own Dueling Fiddles and a chance to relax and catch up with friends.

On Day 2, Latham® dealers will focus on building sales skills and marketing strategies to make 2022 your best sales year yet. We'll bid farewell with a closing address and noon meal for all families to enjoy.

Again this year, we are providing entertainment options for our dealers' families. Spouses may choose to join the dealer group for the keynote address by Scott McKain on July 8. After lunch, they are welcome to join us for crafting and cocktails. On July 9, Shannon Latham will host a special brunch event for all spouses and dealer guests.

We're also busy planning another great children's program. Watch for more information to come!

<b>Where:</b>	Sheraton Hotel and Denny Sanford Convention Center, Sioux Falls, South Dakota
<b>When:</b>	July 7, 2021, at 5 P.M.* to July 9, 2021, at 12 P.M.*
<b>Who:</b>	Dealers, spouses or guests and children are invited!
<b>What:</b>	Those dealers who sold 200 units of corn and/or 1,000 units of soybeans will be treated to two free nights at the Sheraton. Congratulations on your hard work!

Online registration opens April 1 at  
[www.LathamSeeds.com/events](http://www.LathamSeeds.com/events).

\*Schedule times are subject to change

After a year of planning around Covid-19 restrictions, we are well practiced and ready for changes that may come our way. **We encourage you to register now with your intentions to participate in the event. We will follow up mid June to confirm final details for your reservations.**

# MADE for This

# MADE *for This*

## Latham® Dealer Kickoff July 8 – 9, 2021

### REGISTRATION OPENS

# 1 APRIL

Visit **LathamSeeds.com/Events** to register!

## SEEDWARE WEBINAR



**SANDIE JOHNSON**  
WEBINAR INSTRUCTOR  
641-692-0333 / sandiej@lathamseeds.com

Wednesday, April 14, 2021, 7:00 AM  
Thursday, April 15, 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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70  
YEARS**  
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BEST GENETICS, HIGHEST  
QUALITY PRODUCTS, AND  
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**HELPING FARMERS FEED AND FUEL THE WORLD**

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**Selling FieldXField®**

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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## BUZZWORD!

by Ann Richmond Fisher



The shaded T and the six letters surrounding it spell **STARTLE**, which matches one of the clues below.

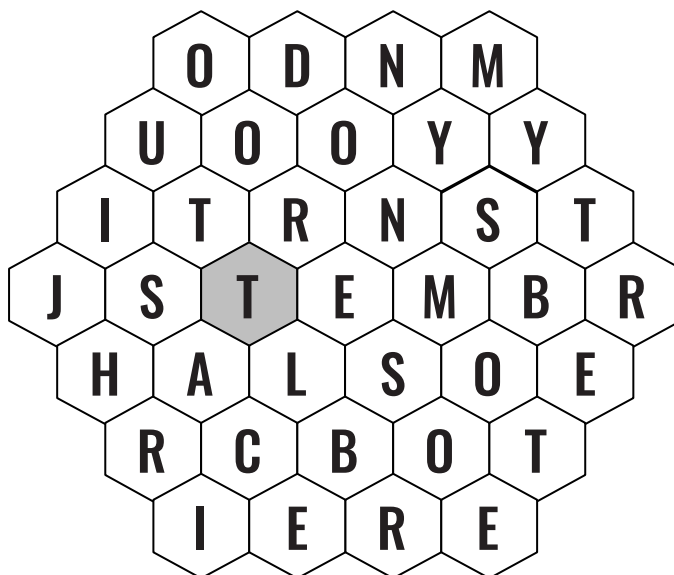
Find 7-letter words for the remaining clues.

Shade the center letter of each word.

1. to shock or alarm: **STARTLE**
2. gangster \_\_\_\_\_
3. open-air \_\_\_\_\_
4. word that means the same as another \_\_\_\_\_
5. size of a bullet \_\_\_\_\_
6. sightseer \_\_\_\_\_
7. device that increases power or voltage \_\_\_\_\_

Now unscramble all 7 of the center letters to spell today's **BUZZWORD**.

embargo: \_ \_ \_ \_ \_



### SOLUTION CAN BE FOUND HERE:

<https://www.word-game-world.com/support-files/bw13-63-and-14-64-onwgv.pdf>

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