

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

IN THIS ISSUE

- p1** Keep Our Trucks Rolling *John Latham*
- p2** Tips for Choosing the Most Effective Sales Tools *Amy Rohe*
- p3** Marking My One-Year Anniversary with a New Chapter *Ryan Schon*
- p4** Alfalfa Decision-Making Made Easy *Laura Cunningham*
- p5** Latham Gear Feature

FEbruary  
2020

THE MONTHLY NEWSLETTER FOR SEED SALES TIPS AND INFORMATION

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



by **JOHN LATHAM**  
PRESIDENT

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

## KEEP OUR TRUCKS ROLLING

It's the time of the year when many Midwesterners start to feel a little restless. December is the darkest month of the year, and January is our coldest month. I tend to think of mid-January like some people view Wednesdays. We're "over the hump," and spring is just around the corner!

I'm optimistic that we will experience more "normal" spring conditions. That means we must prepare now, so farmers are ready to get in the fields early this spring. You've worked hard to sell Latham<sup>®</sup> corn and soybeans in recent months – and it shows. In fact, our year-to-date orders are on pace for record sales! That means a team effort is needed now, so seed can get delivered while there's snow on the ground. Otherwise, it will be physically impossible for us to deliver to everyone before April 1.

Latham's Transportation Team, including production team members, truckers and Seed Account Managers (SAMs), are working diligently to ship seed sooner than ever. Our SAMs need your help. If one of them has called you, please promptly return his/her call to schedule delivery. If you haven't received a call, feel free to call us and set up delivery. It's our goal to help you deliver the best possible Latham

customer experience and that includes having ample seed supplies available when farmers need it.

Latham brand soybeans are once again exceeding expectations with premium quality. We feel very good about our germinations, and we believe our customers will once again see the Latham difference in their fields.

For new customers and prospects who have yet to experience the Latham difference, you can show them proof by our performance in yield trials and our own internal research plots. We're proud of our 38 F.I.R.S.T. Trial wins in 2019. We had by far the most wins of any company when you look at corn wins in our footprint. Latham 5245 VT2 PRO led the way with six F.I.R.S.T. wins, including two where we placed first across the entire region. Latham 4937 VT2 PRO scored four wins for the second consecutive year.

There's so much momentum with our performance and quality. We need your help to continue the momentum with early seed shipments. Your cooperation with keeping our trucks rolling while the road conditions are firm will be greatly appreciated!

# TIPS FOR CHOOSING THE MOST EFFECTIVE SALES TOOLS



by **AMY ROHE**  
SALES MANAGER

1-877-465-2842 / amy@lathamseeds.com

Recently my husband and I were working together to build a horse stall, and I started thinking about how each tool has a specific job. A hammer has a much different use than a saw. You can't always use a nail in place of a screw.

Specific tools and hardware help us perform tasks more effectively. The same holds true for sales tools. To help you use more of the tools in your Latham toolbox, below are some tried and true tips. Your close rate will increase when you tailor your message – and your materials – to your audience.

## Existing Customers

**1** Review each order, field-by-field, to see if you can add fields. Land tends to change hands this time of year, which is a great opportunity to capture additional sales. **REMINDER:** If a customer qualifies for the early order discount, seed added to that order also qualifies for the discount. If a customer hasn't yet paid for seed, mention John Deere finance options with FarmPlan.

**2** When delivering seed, remind customers where each product number should be placed.

- Print the completed Field-x-Field™ crop planning worksheet on a bright colored paper, so it stands out in the tractor cab. Then laminate it, so farmers can keep these worksheets with them through the planting season.
- Print Pallet Stickers on bright colored sticker paper, and adhere stickers on all sides of the pallet.

**3** Now is a good time to collect missing licenses. Run a report in SeedWare for missing licenses, and then follow up with those customers.

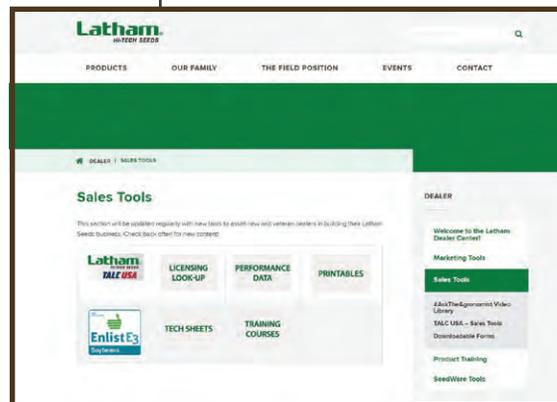
Last year several settlements were delayed due to missing licenses. Call your SAM or ask your RSM for assistance getting an updated list.

## Prospects

Winter is the best time to begin building business for next year. Set the expectation with a prospect that you would like to get on a field or two this spring. Then walk fields with them throughout the summer to learn more about their operation.

Tactics that have worked:

- Encourage a prospect to “drop your worst and plant our best.” One of our videos walks you through this strategy. Many dealers have found more success with this tactic by tag-teaming with their RSM.
- To overcome pricing pressures, use our “Bushel/Acre Recoup Costs Chart” worksheet. It helps to literally do the math. Combine this worksheet with yield data to show how it pays to plant our quality products with proven performance.
- Show the difference between seed germination rates of 90%, 80% and 75%. Most farmers haven't done this math and are surprised to see how much more of the lower-germ seed they would need to plant.



All of these great tools are in Latham's online Dealer Center. Also work with your RSM to set up ride-and-sell days. The key to success is getting out and seeing people. Start early and keep asking for orders until the last seed gets planted.

Remember, your efforts now could earn you a trip to Jamaica in February 2021.

Just imagine... we can sink our toes into the warm, white sand beaches while sipping a fruity drink and soaking up the sun.

**Happy Selling!**

# MARKING MY ONE-YEAR ANNIVERSARY WITH A NEW CHAPTER



by **RYAN SCHON**  
GENERAL MANAGER

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

It's been a year since I joined the Latham family as general manager. It has been an amazing year, working with our internal team and getting to know many Latham® dealers. My wife, Meg, and I – and even our kids – have been welcomed into the family. We truly appreciate that about the seed business in general but specifically Latham Hi-Tech Seeds.

We have accomplished a lot in this past year, but I also know there is more work to do. The road to success is always under construction! I'm always looking for new ideas on how we can improve everything from operations to customer experience.

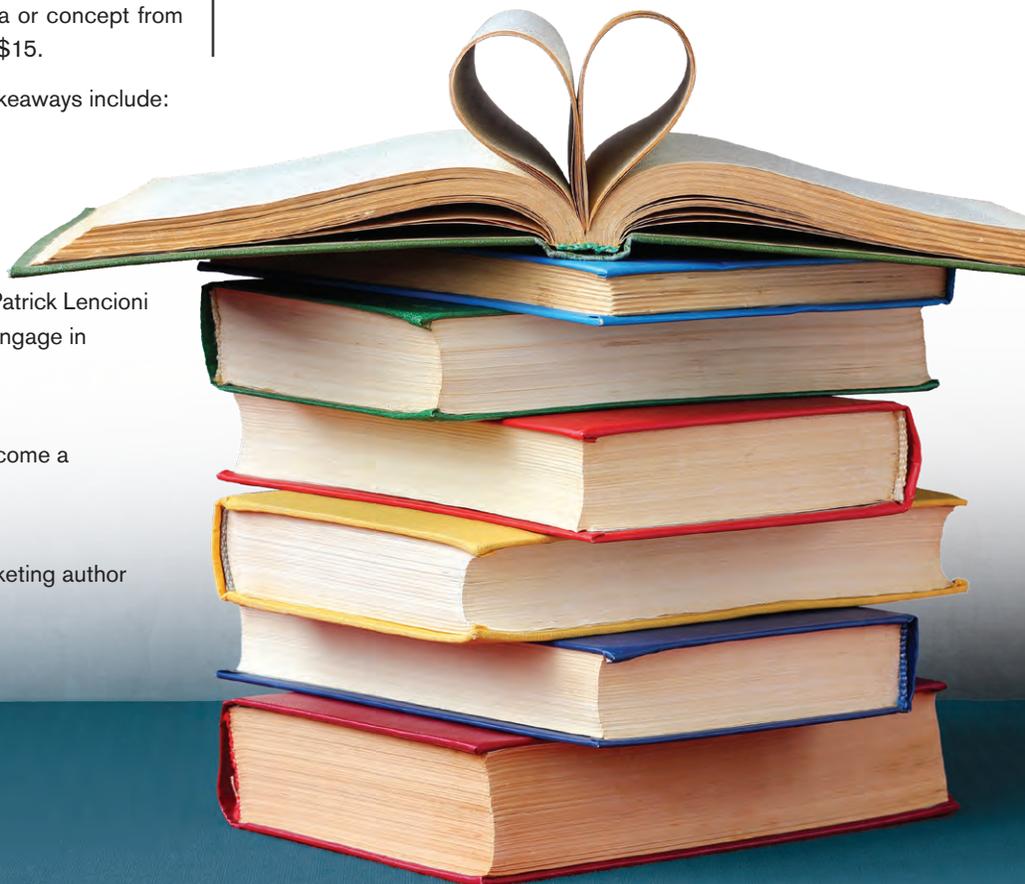
One blessing I've had from joining Latham Seeds is that I have more windshield time. I've taken advantage of that opportunity by listening to many of the titles that used to be buried in a pile of unread books. (Look up the word "tsundoku" and you might find a photo of my desk!) There's no greater bargain than to learn a new idea or concept from some of the brilliant people on the planet for about \$15.

Highlights from my 2019 year of reading and key takeaways include:

- ***Dichotomy of Leadership***  
by Jocko Willink and Leif Babin  
Loving and caring for your people AND accomplishing the mission
- ***The Five Dysfunctions of a Team*** by Patrick Lencioni  
High-performance teams require trust to engage in productive conflict
- ***Death by Meeting*** by Patrick Lencioni  
Conduct team meetings specifically to become a high-performance team
- ***This is Marketing*** by Seth Godin  
Brilliant new thinking from my favorite marketing author

- ***Legacy*** by James Kerr  
How the New Zealand All Blacks rugby team built a winning culture
- ***Chop Wood Carry Water and Pound the Stone***  
by Joshua Medcalf  
Discipline is the shortcut
- ***Nudge*** by Richard Thaler and Cass Sunstein  
How choice architecture influences human decisions
- ***Hope Unseen*** by Captain Scotty Smiley  
True story of the first blind active-duty U.S. Army officer AND Ironman triathlete

What great book(s) did you read in 2019? I'm always looking for suggestions for my next great read – or listen.



# ALFALFA DECISION-MAKING MADE EASY



by **LAURA CUNNINGHAM**  
 MARKETING MANAGER  
 1-877-465-2842 / [laurac@lathamseeds.com](mailto:laurac@lathamseeds.com)

February signals the start of calving season and night checks in the calving barn on my farm. After spending countless hours feeding and bedding cattle, I look forward to spring when all those new babies can hit green grass. That's why February is also the time of year that I evaluate feed stocks and make plans for summer forage production.

Did you know that the majority of farmers purchase alfalfa seed from the first person who asks? As a Latham® seed representative, you have an opportunity to lead your customers through a variety of hi-tech alfalfa options designed with local conditions in mind. Help your customers place their order by February 15, 2020, to qualify for a \$10/unit early order discount!

Feedback from the field included a request for a way to simplify that decision-making process. I'm happy to announce a number of tools now available on the Dealer Center to help facilitate both alfalfa and corn silage decision-making thanks to some joint legwork between our Forage Products and Marketing teams. One such tool is the Alfalfa Decision Tree displayed below.

**Visit our 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.

CONVENTIONAL ALFALFA		OPTION 1	OPTION 2	OPTION 3
HARVEST METHOD	SOIL TYPE			
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		OPTION 1	OPTION 2
HARVEST METHOD	SOIL TYPE		
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

# LATHAM GEAR FEATURE

YOU CAN NEVER HAVE TOO MANY GLOVES THIS TIME OF YEAR!

Choose from our 3 styles to the right.



**COWHIDE DRIVER GLOVES**

\$9.75



**YELLOW CHORE GLOVES**

\$4.19



**LINED LEATHER GLOVES**

\$11.00

## LATHAM DEALER CENTER

### Tools



**Marketing Tools**  
Access Latham brand guidelines and marketing templates.



**Sales Tools**  
Tools to assist new and veteran dealers in building their Latham Seeds business.



**Data Forward**  
Build a stronger relationship with your customers by bringing immediate value to their Precision Ag investment.



**Product Training**  
Hear details about our corn, soybean and cover crop products straight from our Product Managers!



**SeedWare**  
A complete software solution for your seed business.



**Stewardship**  
Tools to help you and your customers remain in compliance with trait providers.

### Downloads

**2020 Seed Guide**

DOWNLOAD >

**Dealer Manual**

DEALER MANUAL >

**Newsletter Archive**

EXPLORE >

**Forms**

EXPLORE >

## LOG IN TO THE DEALER CENTER AND ACCESS OUR TOOLBOX OF DEALER TOOLS.

From SeedWare and product training videos to hyperlinks for Latham Gear, SeedWare and Dealer events, you can access all the tools you need in one stop.

Problems logging in? Email Kilah Watson at [kilahw@lathamseeds.com](mailto:kilahw@lathamseeds.com) to update your credentials.

## 2019-20 SEEDWARE OVERVIEW Customer Deliveries, Widgets & Statements



**SANDIE JOHNSON**  
WEBINAR INSTRUCTOR

641-692-0333 / [sandiej@lathamseeds.com](mailto:sandiej@lathamseeds.com)

Wednesday, February 12, 2020 7:00 AM

Thursday, February 13, 2020 8:30 AM

### 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!

SEEDWARE WEBINAR



SEEDWARE

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



## OXYMORON PUZZLE

Oxymorons are pairs of contradictory words, such as **only choice** and **pretty ugly**. You need to separate the contradictory words, without rearranging the letters. Here's an example:

**PALERM OFESCTT = almost perfect.**

Try to discover the oxymoron in each of these sets of letters.

1. SHJRUIMMBOP
2. SISCLERENAMT
3. ONELWDS
4. MIMIRNOACRLE
5. FLEAVOARSITET
6. WOVARCAKITINONG
7. OCROIPIGINEALS
8. TALIPEVDE
9. EESTIXAMACTTE
10. INATEPANTSHEY
11. ROSLTOLIPNG
12. TAFRKIEENODVELRY
13. MOHIDESTRONRY
14. NOCNREDAIAMERRY
15. OUNPIBINAISOEND
16. VAWAGUAREELY
17. HUNESURONG
18. HALALRGEFR
19. INCLSATASNITC
20. DEMFAINYITBEE